



**SUCCESS SUMMIT**

**2025**

**DAY 2 - AUGUST 27**

# Table of Contents

[Zero Budget, Maximum Impact: The 25-Sales-a-Year Blueprint – Jeff Mays](#)

[Content That Closes: Real Estate Success on Social Media – Jeff Bannan](#)

[Get Ready Today for Tomorrow's Market – Tom Ferry, Damian Eales](#)

[The Mindset System to Win in Every Market! – Tom Ferry](#)

[Listing Marketing Masterclass – Part One – Jimmy Mackin](#)

[Words That Win – Matthew Ferry](#)

[How to Build your Brand on YouTube – Ken Pozek](#)

[How to Dominate Your Geo Farm – Stephanie Younger](#)

[Win the AI Search Game: The System – Jason Pantana](#)





# JEFF MAYS

Zero Budget, Maximum Impact:  
The 25-Sales-a-Year Blueprint

**WINNING SYSTEMS**  
**WINNING MARKETING**





# Zero Budget, Max Impact:

**The 25 -Sales-A-Year Blueprint**



SUCCESS SUMMIT



OR...

# No Money, No Problem

The 25 -Sales-A-Year Blueprint



SUCCESS SUMMIT

**Making a Ton \$\$**  
**Doing 25+**  
**Not Spending \$\$**



**Fun First.**  
**Relationships Next.**  
**Success Follows.**

**Fun  
First.**

**Relationships  
Next.**

**Success  
Follows.**





“

“Starting the ‘Dawn Patrol’ morning run club, there were about 20 participants. I built it from the ground up, and now, four years later, it’s grown to over 400. I’m pacing to do over \$30 million in volume this year, with a significant portion tied directly to this group.”

**Michael Rowland**

Virginia Beach, VA  
IG:@michaelrowlland



SUCCESS SUMMIT

# From FB Marketplace to \$1m Listings – Abby Greenberg



## Start with Marketplace Outreach

Scan for bulk moving sales or sellers unloading multiple items.

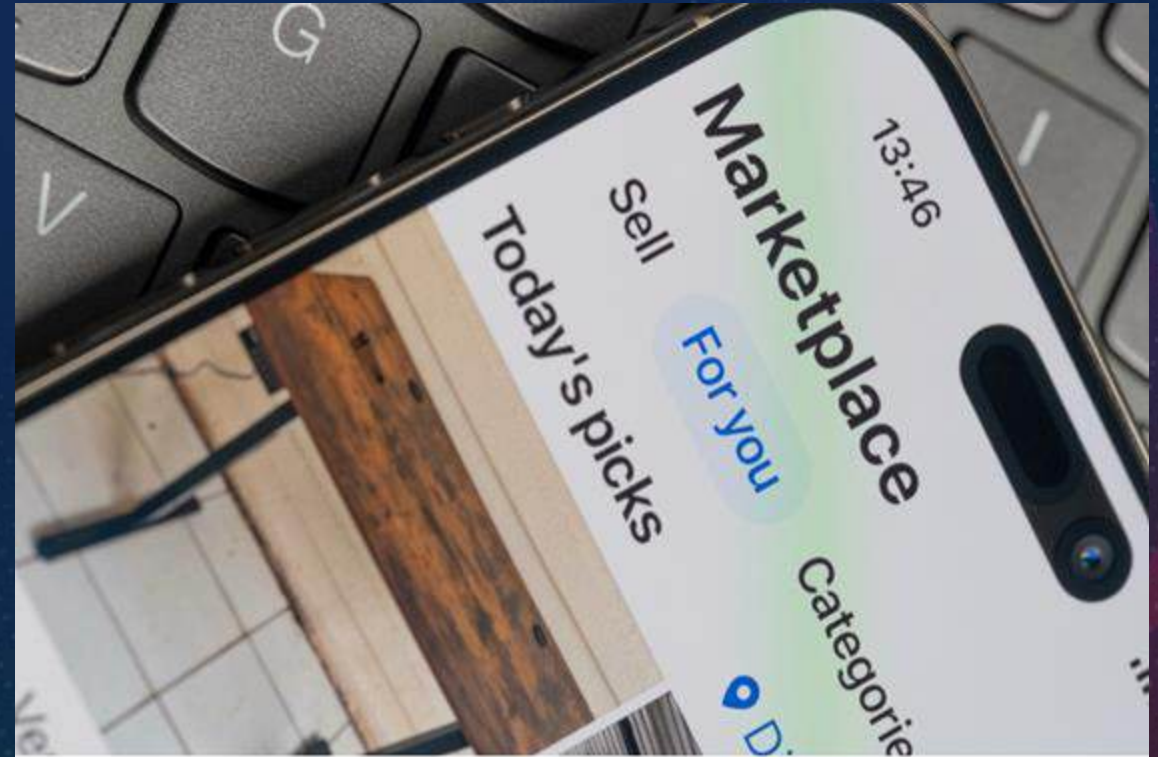


**Message them- “Are you selling anything else?”** Opens the door to real conversation.



## Transition From Staging Support

If they are moving, ask: **“Would you like help making your home look its best for buyers?”**  
Segue into market update, timeline & next step.





“

The cheapest lead gen strategy I've ever used. One \$40 shelf became a \$800k listing.”

**Abby Greenberg**

Orlando, FL

IG:@abbygreenbergrealtor



SUCCESS SUMMIT



# Let's Do Dinner – Ryan & Lilia Branco



## **Commit to a Regular Social Rhythm**

Every other week. Host **1-4 Past clients & Sphere** for casual dinner (tacos, pizza, BBQ)



## **Make It About Connections, Not Sales**

Invite people from different parts of your world  
Vibe is natural, mutual and open. No real estate.



## **Let the Conversations Flow Into Opportunities**

People feel comfortable sharing their plans, questions and referrals. Top of mind without being pushy.





“

Over the past few years, having dinner at our house with our friends & clients has added a minimum of 20 deals.

**Ryan & Lilia Branco**

San Diego, CA  
IG:@ryanbranco



SUCCESS SUMMIT



**Fun  
First.**



**Relationships  
Next.**



**Success  
Follows.**





“

I joined a flower-arranging class for fun,  
then started inviting friends and clients.  
Now it's a low-cost way to build  
relationships and stay connected.”

**Erin Hungerford**

Richmond, Va

IG: @erinhungerford



SUCCESS SUMMIT

# Networking + Real Estate Relationship Building

## Cheat Sheet

- **Walking Group** – casual conversations while active
- **Join a Pickleball Club** – fun starts relationships
- **Bunco, Bridge Nights** – recurring social game nights
- **FB Caregiver Page** – be empathetic and resourceful
- **Volunteer/Service Days** – Food drives, cleanups
- **Wine / Supper Club** – monthly dinners or tastings
- **Church / Faith Groups** – support charity events
- **Health & Wellness Classes** – yoga, tai chi, cooking
- **Gardening/Home Projects** – garden exchange/classes
- **Grandparent Meetups** – events zoos, museums, etc.



**Avg. Age of Seller**

**63**



**SUCCESS SUMMIT**



Create your own group and start organizing events today!

Start now →

X

Events Groups

## Events near Dallas, TX

Any day ▾

Any type ▾

Within 18 miles ▾

Any category

New Groups

Social Activities

Hobbies &amp; Passions

Sports &amp; Fitness

Travel &amp; Outdoor

Career &amp; Business

Technology

Community &amp; Environment

&gt;



Fri, Sep 19 · 7:00 PM CDT

## Social Board Game Night + Local Vendor Mini Mart

by DFW Young and Social Club (21-40) · 4.8 ★



76 attendees



Fri, Sep 12 · 7:00 PM CDT

## Trivia, Karaoke &amp; Potluck Social Party

by DFW Young and Social Club (21-40) · 4.8 ★



53 attendees



Sat, Aug 23 · 1:30 PM EDT · Online

## Smart Dating 101 Part 4: Identifying Manipulators, Sociopaths, vs True Love

by The ACE Relationship Community · 4.7 ★



1458 attendees



Sat, Aug 23 · 9:00 AM CDT

## FREE Guided Walking Tour: Downtown Dallas Art, Architecture &amp; History +...

by DFW Urban Explorers: Art, Food, Muse... · 4.7 ★



110 attendees



Sun, Aug 24 · 1:30 PM CDT

## Last Days of Summer

by Dallas Singles Adventures · 4.7 ★



56 attendees



Fri, Aug 22 · 7:30 PM CDT

## Friday Evening Texas Dinner

by Dallas Singles Adventures · 4.7 ★



8 attendees



Sat, Sep 6 · 7:30 PM CDT

## Saturday Night Soiree "Mix &amp; Mingle"

by GenX &amp; Millennials Social Club - DFW · 4.6 ★



33 attendees



Sat, Sep 13 · 8:00 PM CDT

## Dallas Fun and Exclusive Mixer - \* Networking and Social Event \* \$7 Hot...

by EXPLORE DFW - Networking and Soci... · 4.6 ★



49 attendees



# Avg. Age of 1st Time Buyer?

# 38

#### Quick Snapshot:

Buyer Type	Typical Age (2024)
All Sellers	63 years old
First-Time Buyers	38 years old (record high)



SUCCESS SUMMIT





eliorealtor • 23h  
Cupidon • Feel It >

**180+ Families helped year to date** 🏠🏠❤️❤️

**Let us help you become a HOMEOWNER THIS YEAR** 🏠👊

**Text Home 832-702-0422**

eliorealtor • 4h  
Bone Thugs-n-Harmony • 1s...

**Let's make you a homeowners this month** 🏠🏠🏠🏠



**Text "Home" (832)-702-0422**

realtor • 23h



★ TEXAS ★  
**TXT HOME**  
LAMBORGHINI HOUSTON

**832-702-0422**

eliorealtor • 4h  
Layout by Instagram >



**Your family deserves a HOME this year** 🏠👨👩👧👦



**Text "Home" 832-702-0422**





“

“I’ve turned **500+** Instagram leads into **130+** happy homeowners... proof that consistency on posting and building relationships always win.”

**Elio Alanis**

Houston, TX

IG:@eliorealtor



SUCCESS SUMMIT



# Buy Now...Brag Later Videos – Mike McMurray





# Buy Now..Brag Later

Lights Up DM's, Convo's & Shares

**Urgency Without Pressure**



**Buyers Want  
A Deal**



**Social Proof That  
Buyers Are Buying**



SUCCESS SUMMIT



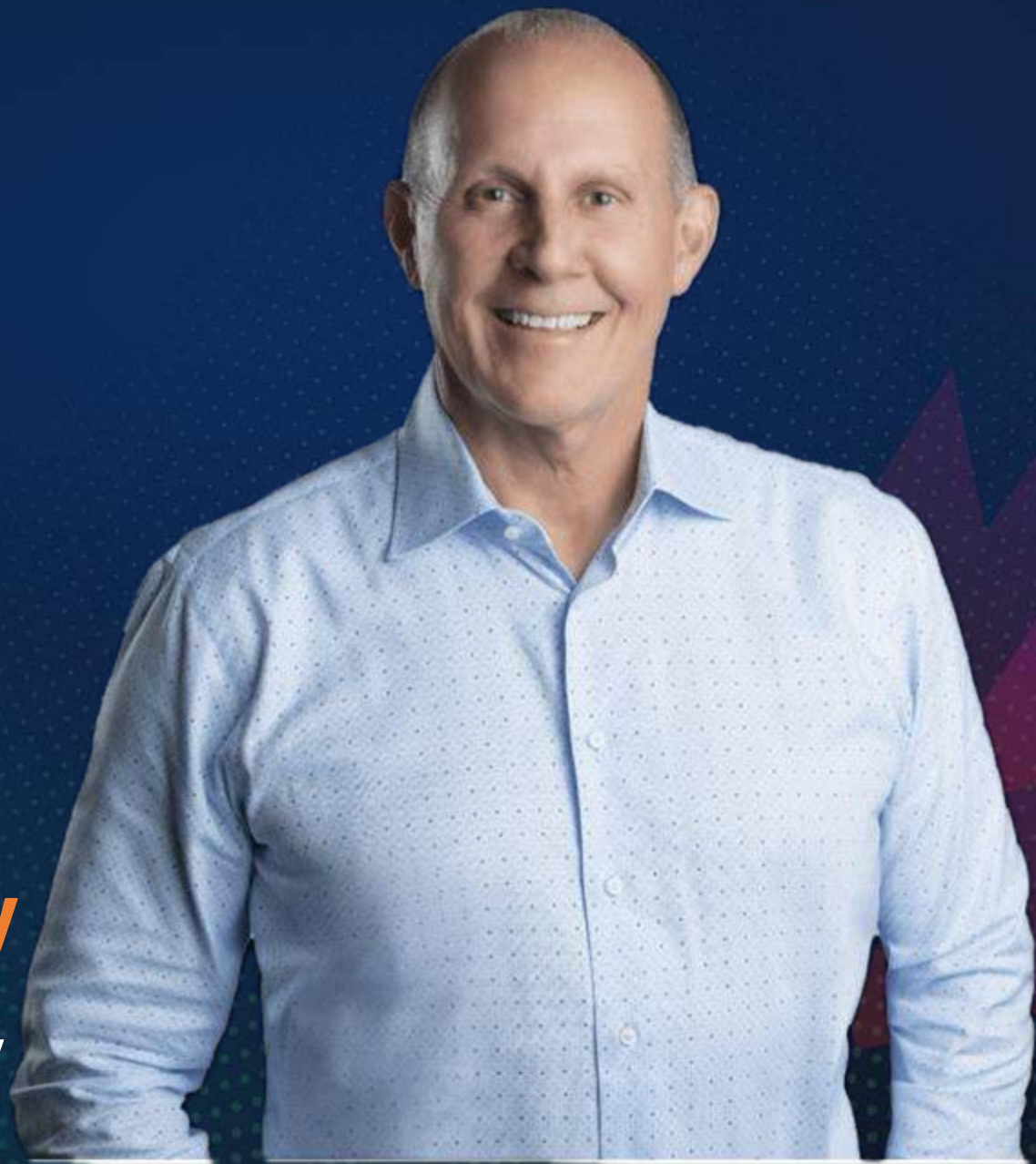
“

If you haven't heard..SWFL is ground zero in the housing market. Blocking and tackling after 4 storms and a huge market correction. All good and will only get better!

“Buy Now...Brag Later” videos are the right message in this type of market. ”

**Mike McMurray**

Captiva, FL  
IG:@mikehmc Murray



SUCCESS SUMMIT



**Fun  
First.**

**Relationships  
Next.**

**Success  
Follows.**







“

We made it fun...coffee at the door,  
puppies to cuddle and success followed.  
The house that wouldn't sell sold that day,  
over appraised value.

**Kati Ann Wright**

Savannah, GA

IG @katiannwright\_realestate



SUCCESS SUMMIT



**Fun  
First.**



**Relationships  
Next.**



**Success  
Follows.**





“

An upcycled flower cart with fresh blooms sparked it all. Buyers asked for the exact same thing, their agent asked us to take over, and we sold it. Results: 3 closings + 1 active relocation purchase. GCI \$65,880+ and growing  
Sometimes the simple things work.

**Nicole Chandler-Gross**

Galt, CA

IG @nicole.gross.realtor



SUCCESS SUMMIT



# The Listing Agent BUYER Playbook

## Luke & Sadie Newcomer

### Meet Them Where They Are.

When a buyer says they only work with the listing agent → don't debate them.

Affirm their thinking - **"You're smart to go straight to the source"**

Meet them at the property and start asking smart questions about their search, preferences & perspective.

### Show Unique Access

Drop the key question: **"How many off-market homes have you seen like this one?"**

Keep it simple: it could be a pocket listing, FSB0, expired, withdrawn, or coming soon.

Get a One-Time Showing Agreement signed and set the showing.

### Earn The Right To Represent Them

Build rapport by showing access and insight they can't get elsewhere.

Once they see your value, ask: **"What would it look like if I worked for you?"**

In a buyers market, position yourself as the agent who can buy 10% below asking & win homes that never hit MLS.



“

Buyers who only want to work with the listing agent are the lowest-hanging fruit. Don't debate them...make them feel smart, show them what only you can offer, and they'll realize they can't buy without you.”

## **Sadie & Luke Newcomer**

St. Augustine, FL

IG:@luke.newcomer



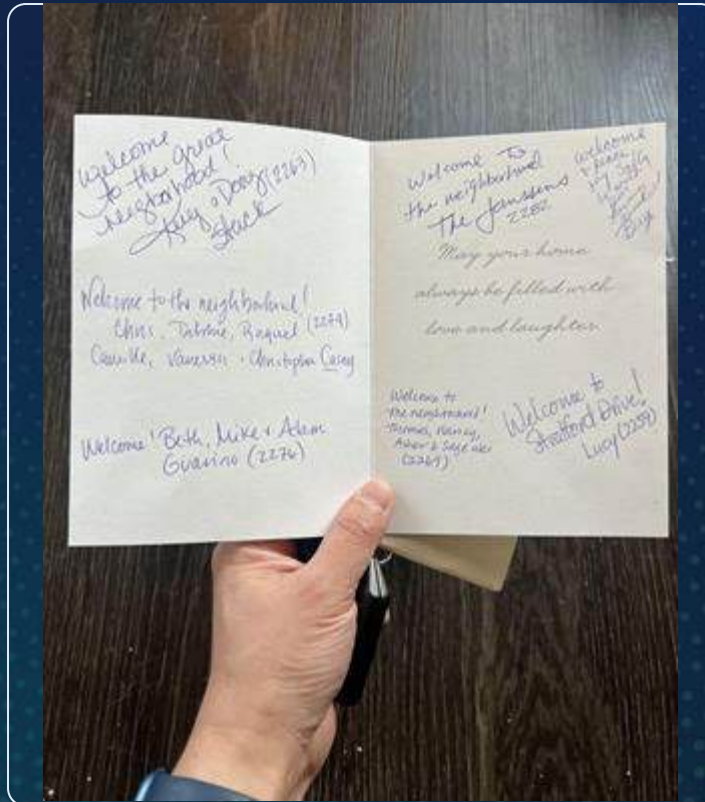
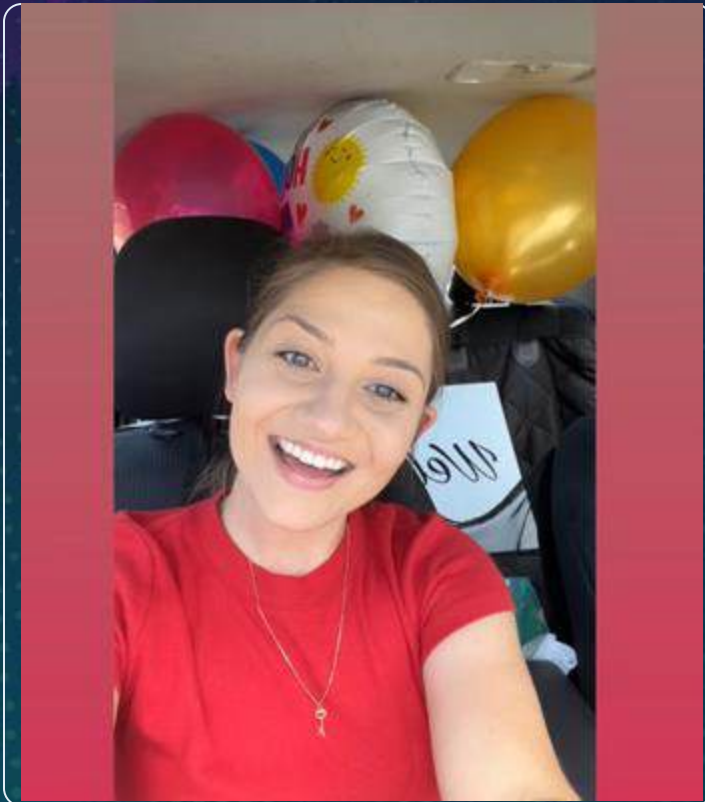
SUCCESS SUMMIT

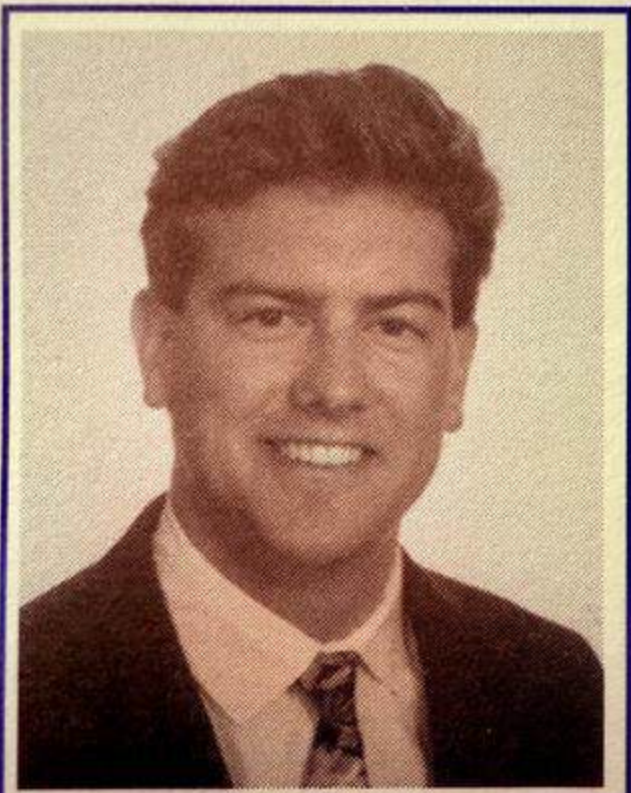


# Fun First.

# Relationships Next.

# Success Follows.





**Rookie**

**1. Pomodoro Method**  
**25-minute sprints** b/w **short breaks**  
to boost productivity and focus.

**2. Shiitake Load of Open Houses**  
Did **6-8 OH** every month for **years**.

**3. Fun First.**  
**Relationships Next.**  
**Success Follows.**



# Open House ? That Made Me \$\$\$

***“Has anyone explained the process of buying a home?”***

***“If there was a way to save you time & money in the process...  
would you want to know about it?”***

***“If I found you an off-market property that fits your needs...  
would you want me to reach out?”***



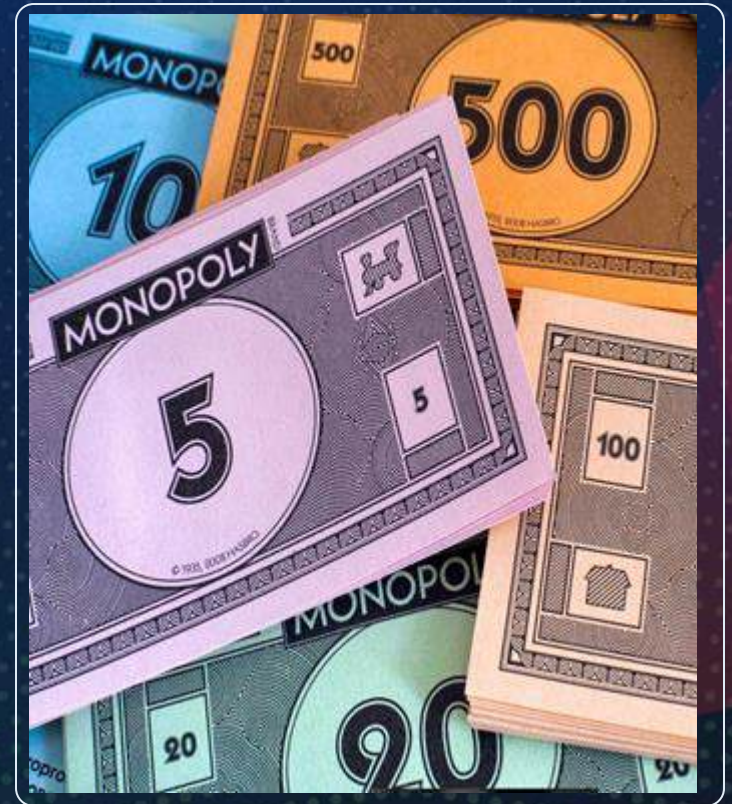
**Fun  
First.**



**Relationships  
Next.**



**Success  
Follows.**





**Real Estate Is EASY.**  
**Building Relationships is HARD**  
**but NOT when you ...**

**Fun First.**  
**Relationships Next.**  
**Success Follows.**



“

You don't need to spend a ton of money to have a great life in real estate. Figure out the 3 things you're do really well & you enjoy, double down on them, and keep showing up...every..single day.”

**Coach Mays**

IG:@jeffmays\_re



SUCCESS SUMMIT





**Thank You.**  
**You're The Best!**

IG:jeffmays\_re

SUCCESS SUMMIT



# JEFF BANNAN

Content That Closes:  
Real Estate Success  
on Social Media

WINNING **MARKETING**  
WINNING **BRAND**





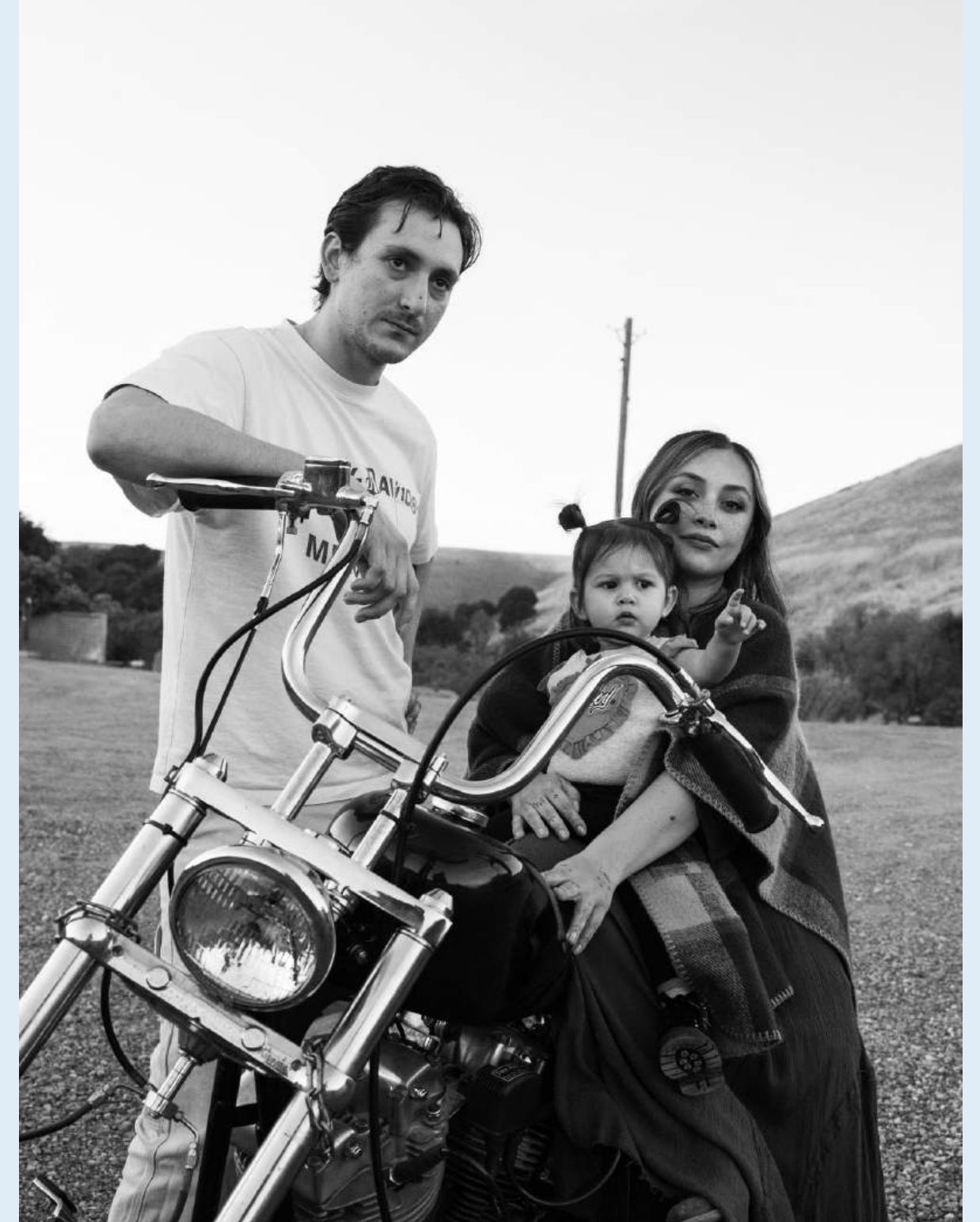
# ROLAND OSAGE

Oakland, California



SUCCESS SUMMIT







# Jeff Bannan

Royersford, Pennsylvania



SUCCESS SUMMIT



## **Today you will:**

Learn how to produce content that actually converts.

You'll know exactly what tools you'll need to do it  
(very low budget)

And how you can replicate in your market.





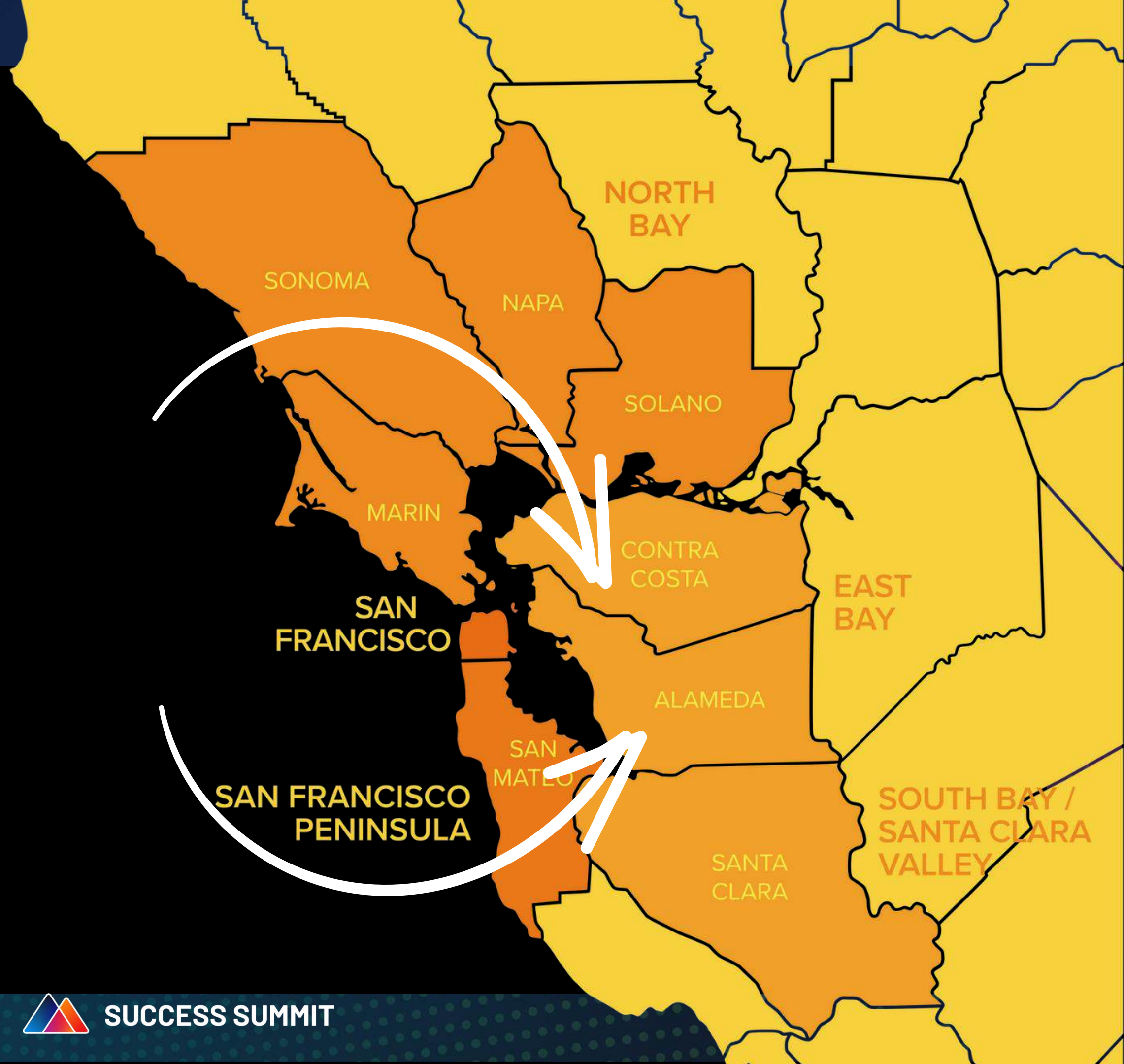
# ***ROLAND***



## ***THE EAST BAY AREA***



SUCCESS SUMMIT





# How Do You Stand Out Amongst 60,000+ Competitors?





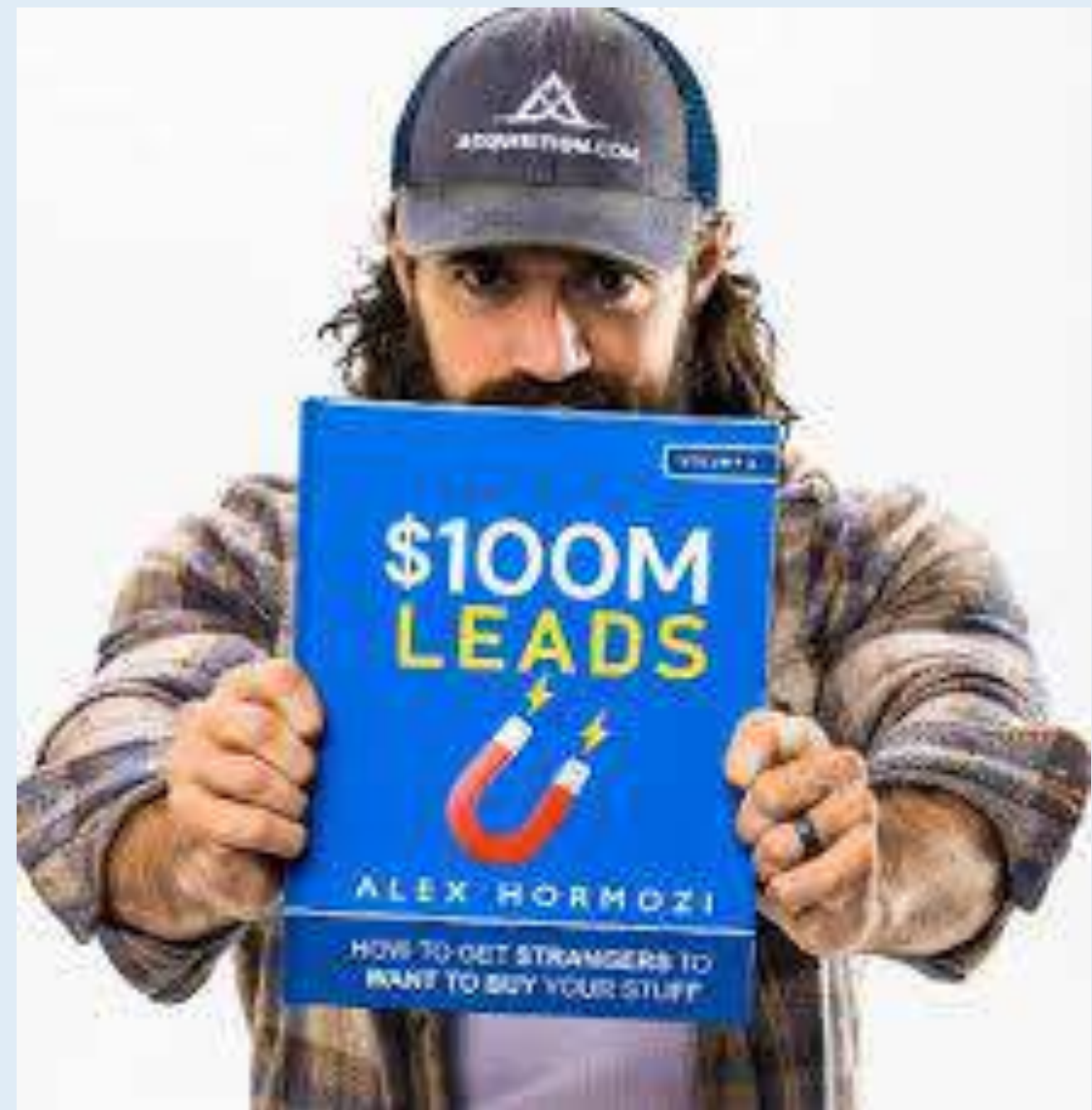
# WHAT IS YOUR UNDENIABLE OFFER?



Alex Hormozi ✓  
@AlexHormozi

You don't become confident by shouting affirmations in the mirror, but by having a stack of undeniable proof that you are who you say you are.

Outwork your self doubt.







*CRAFTSMAN*



*BUNGALOW*



*SPANISH STYLE*



*EICHLER*



*VICTORIAN*



SUCCESS SUMMIT



←

samhrealstate



**Comparison = Death  
of Joy & Creativity**



SUCCESS SUMMIT



# Emulate

---

# Comparison



SUCCESS SUMMIT





**13,000 NEW organic & local followers in < 2 yrs**

**IG nurtures SOI & PC**

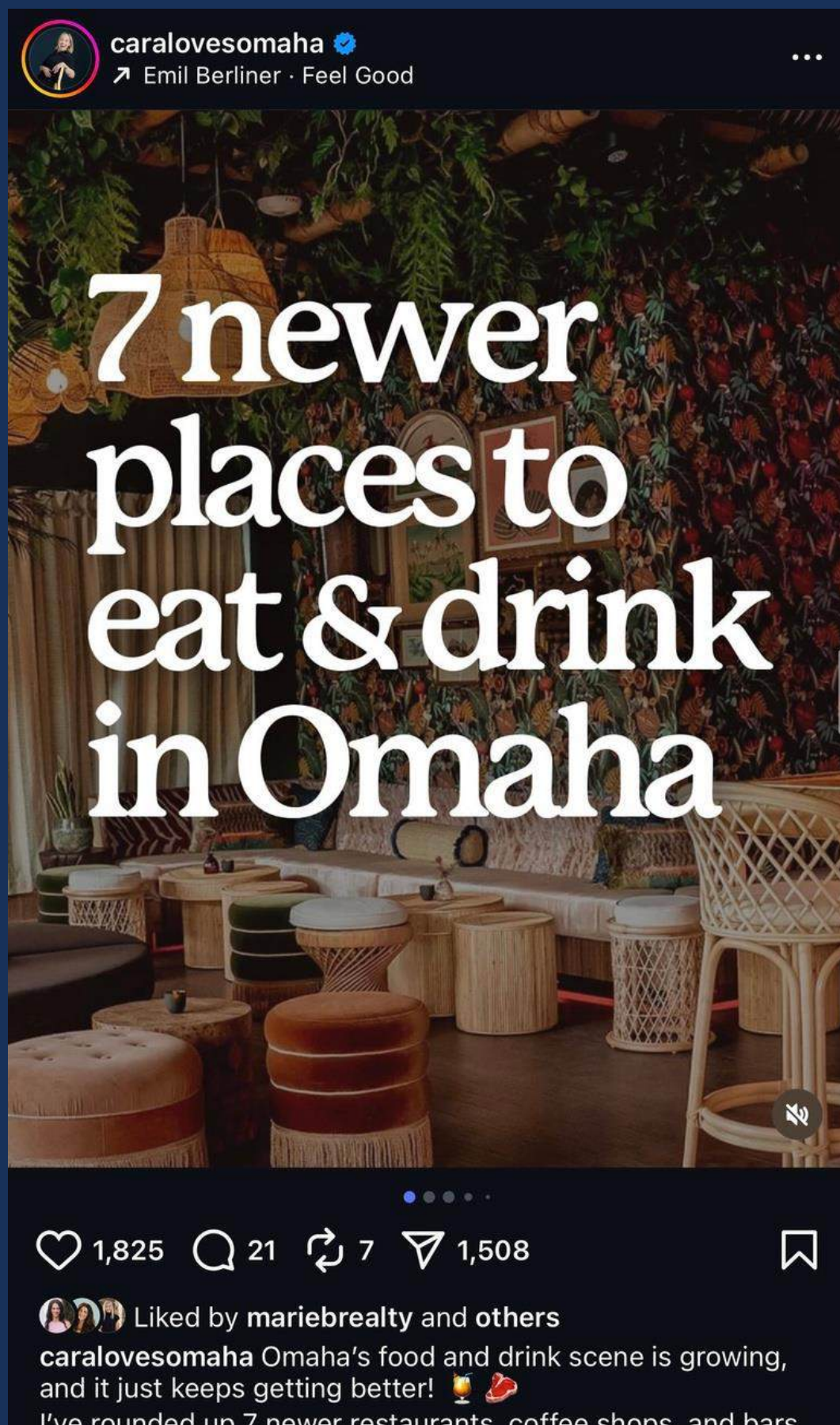
**At least 1-2 new real leads / week**

**50%+ of business started as an IG DM**



**SUCCESS SUMMIT**





**13,000 NEW organic & local followers in < 2 yrs**

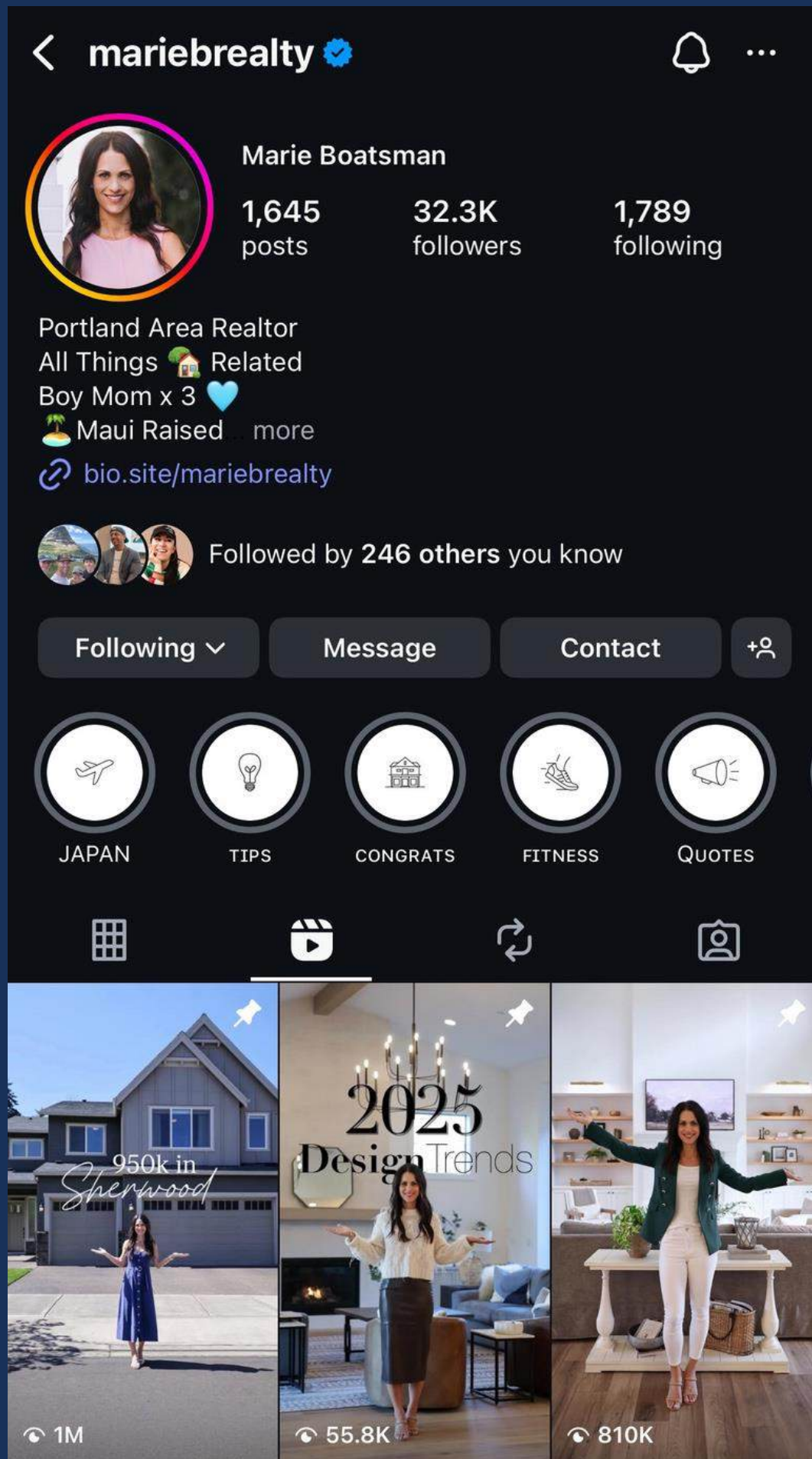
**IG nurtures SOI & PC**

**At least 1-2 new real leads / week**

**50%+ of business started as an IG DM**







**\$500,000 GCI in 2024 from IG**

**Recognized in community**

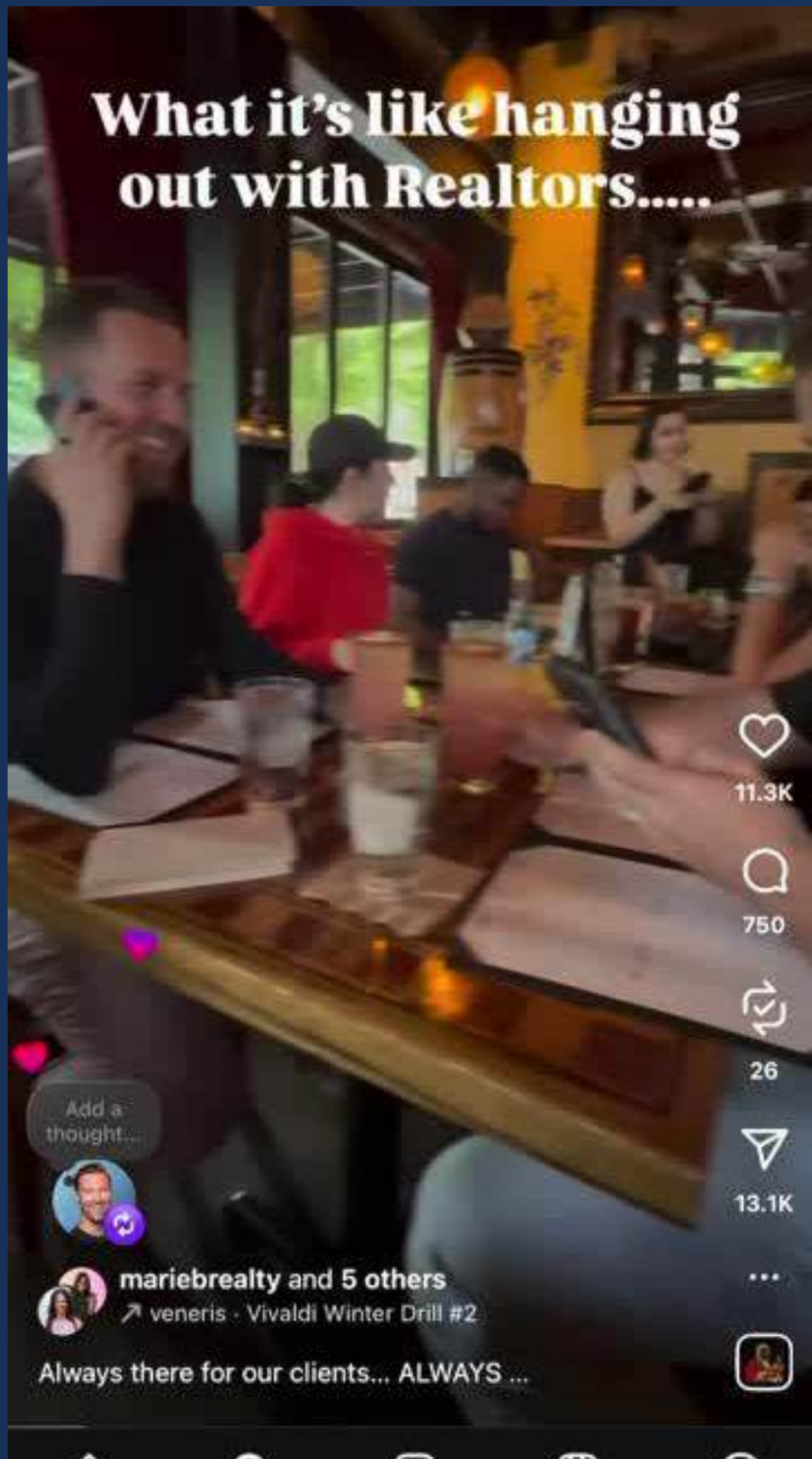
**Huge source of referrals**

**“Keep the social in social media!!  
Engage, Respond, Conversations”**



**SUCCESS SUMMIT**





**\$500,000 GCI in 2024**

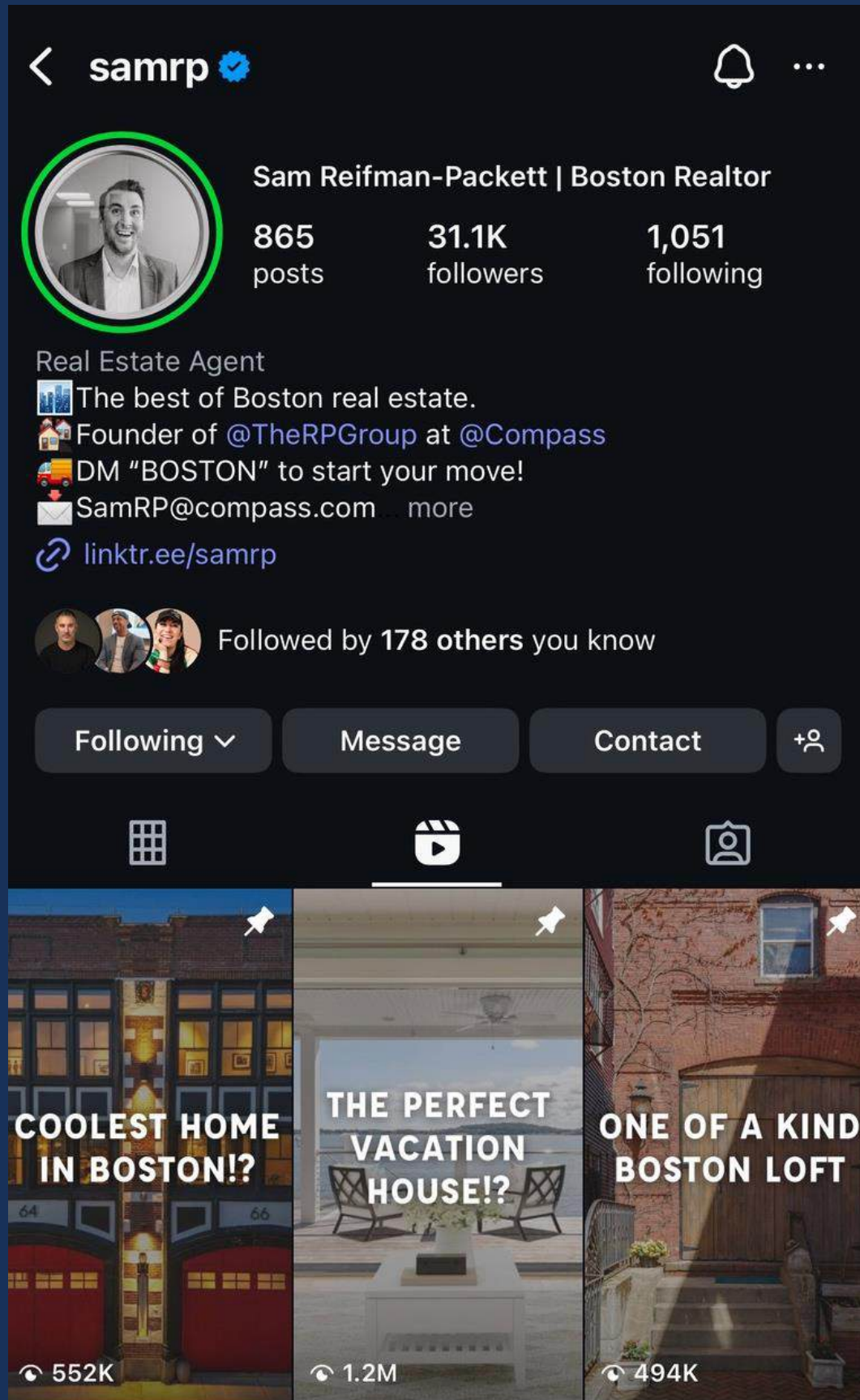
**Recognized in community**

**Huge source of referrals**

**“Keep the social in social media!!  
Engage, Respond, Conversations”**







**Buyers say, "you highlight a lot of the properties we like!"**

**From \$0 to \$400,000 GCI in the last 18 months**

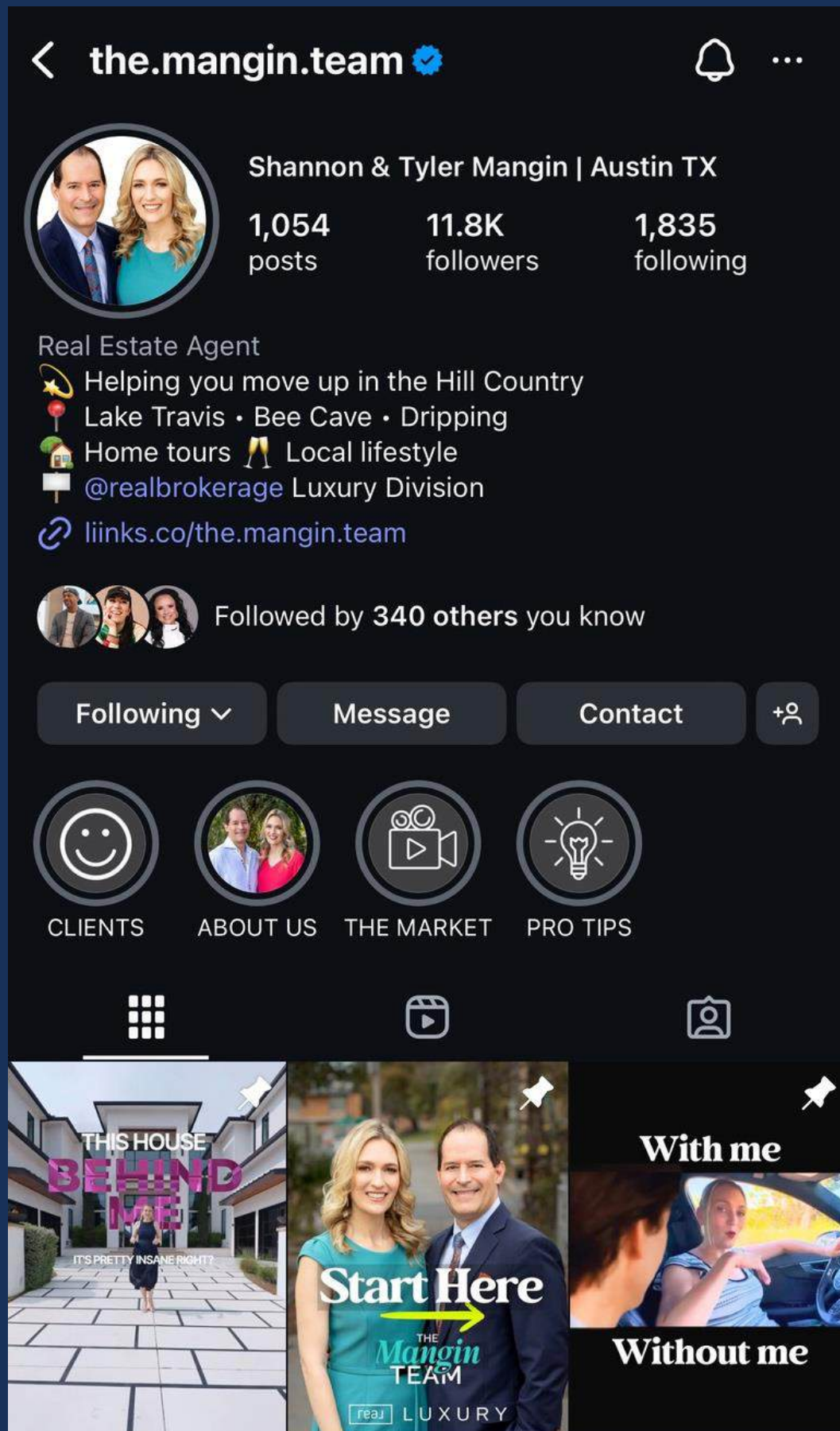
**Now one of top 3 lead pillars**

**No more "trying to convince" the trust has already been built**



**SUCCESS SUMMIT**





**“Focus on your niche! (For me it’s new construction in the burbs)”**

**Over \$350,000 GCI year to date directly from YT & IG**

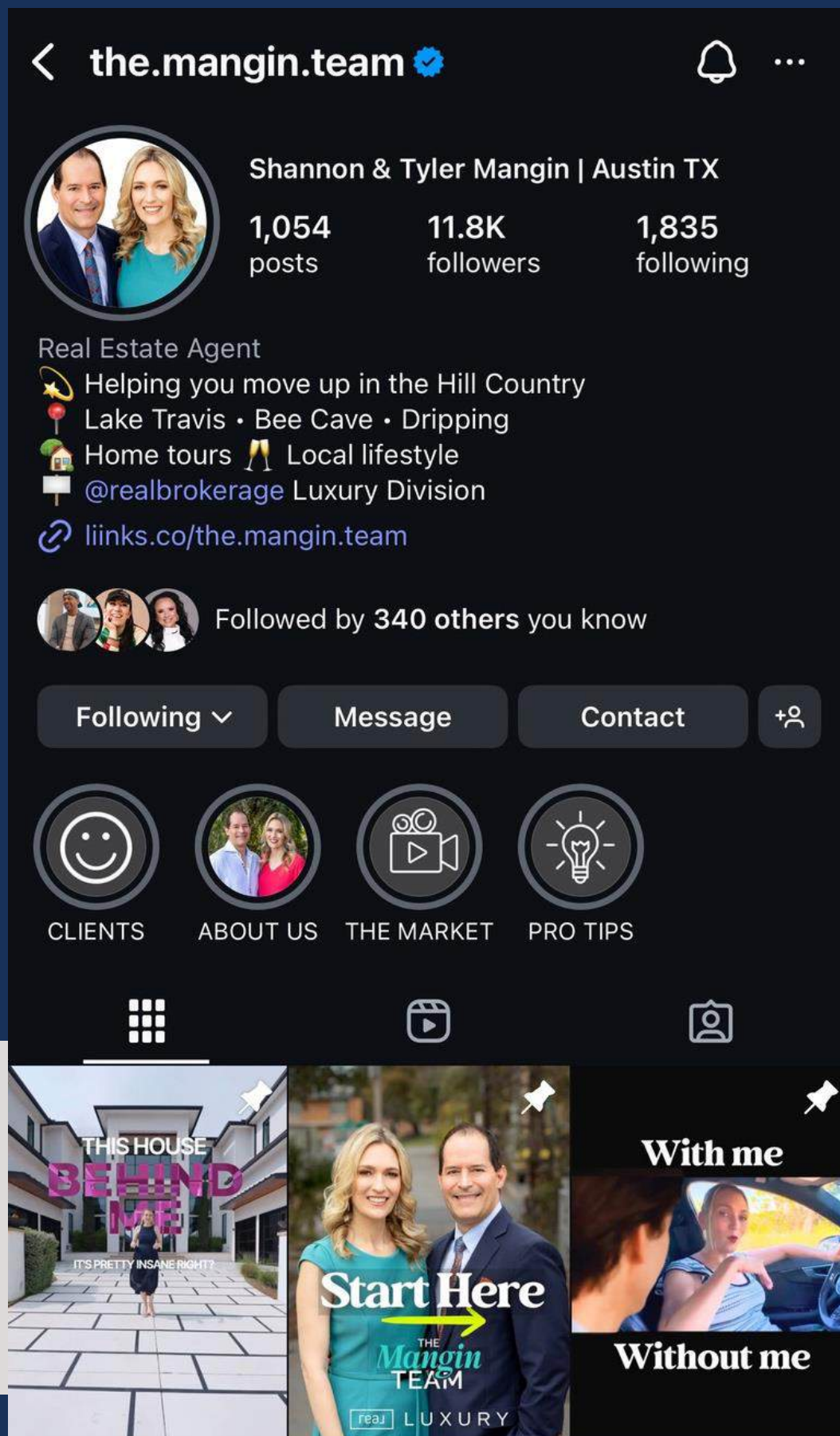
**It’s OK to be repetitive**

**2025 – Most homes sold in a year & we’re only 8 months in!**



**SUCCESS SUMMIT**





**“Focus on your niche! (For me it’s new construction in the burbs)”**

**Over \$350,000 GCI year to date directly from YT & IG**

**It’s OK to be repetitive**

**2025 – Most homes sold in a year & we’re only 8 months in!**



**SUCCESS SUMMIT**





"Focus on your niche! (For me it's new construction in the hill country area)

Over the last 10 years, I've been able to

It's not the market, it's YOU!

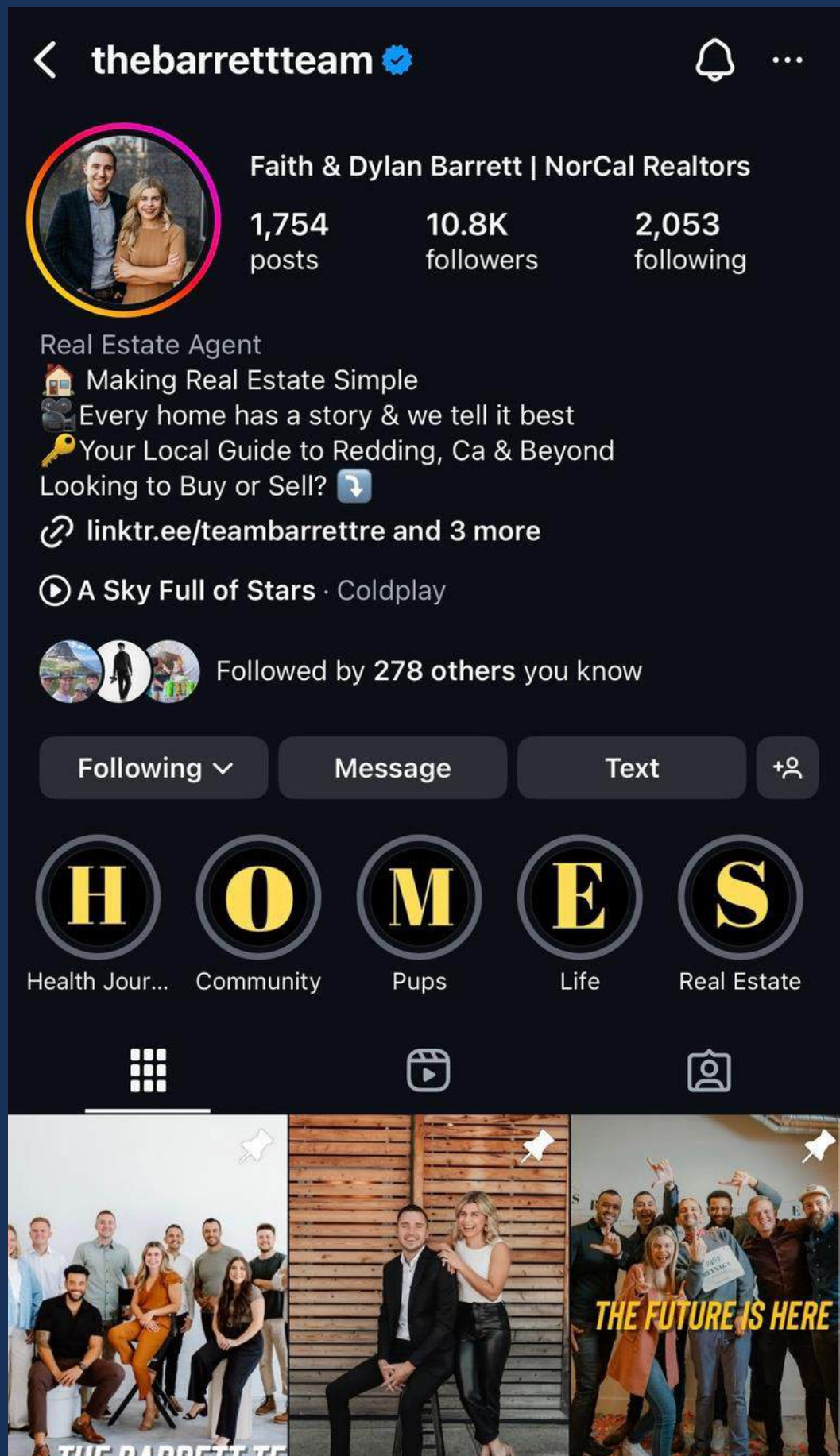
It's OK to be repetitive

2025 - Most homes sold in a year & we're only 8 months in!



SUCCESS SUMMIT





**2024 = 93 Units Sold**

- **30% direct from IG**
- **51% database (nurtured by IG)**

**“Come Listen Me” DMs are regular**

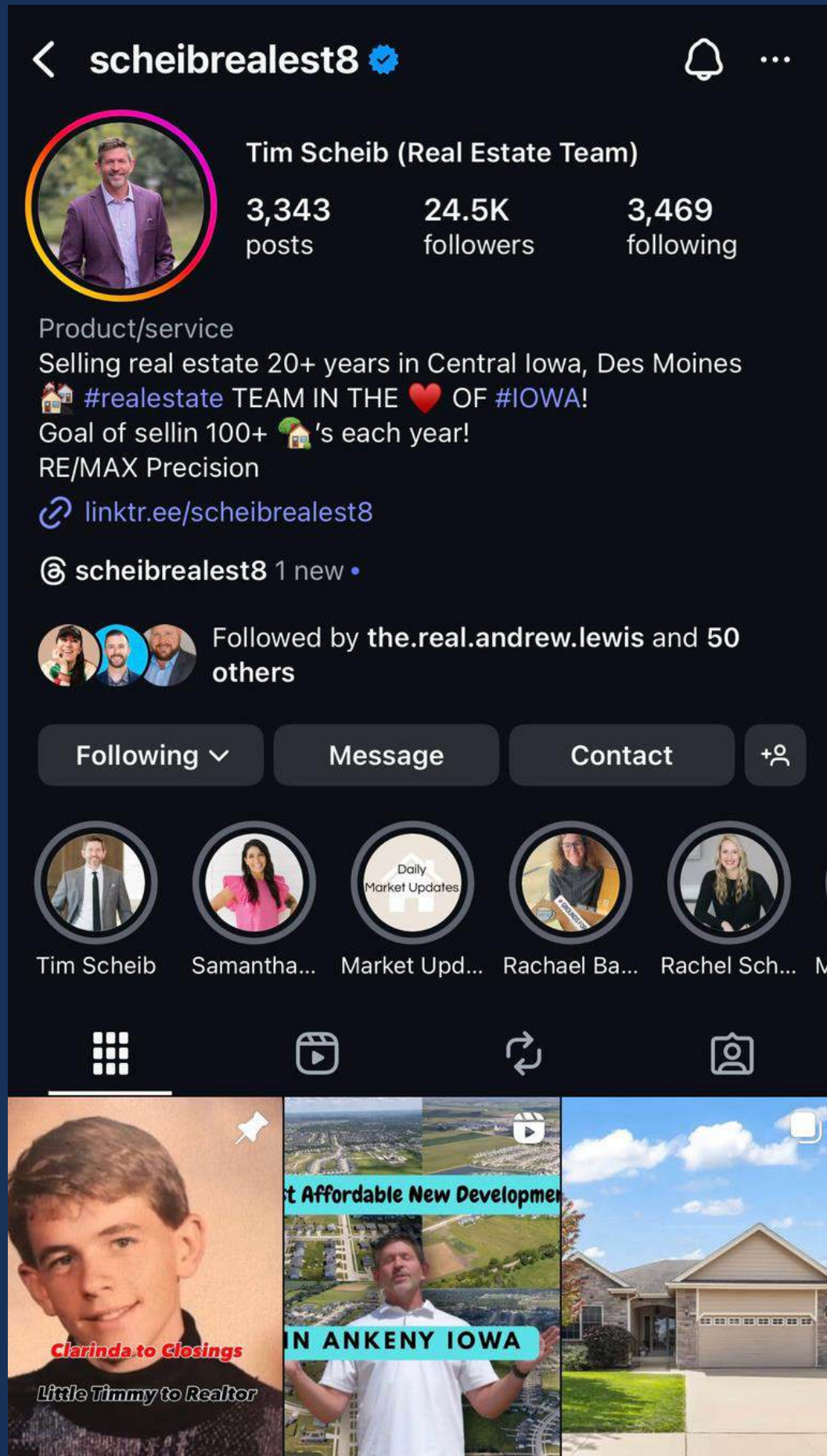
**Showcase Homes and Local  
Business Spotlights = high ROI**

**“Keep trying things until you find  
out what works for you!!”**



**SUCCESS SUMMIT**





# Chasing 100 Sales

## 90% of business comes from referrals

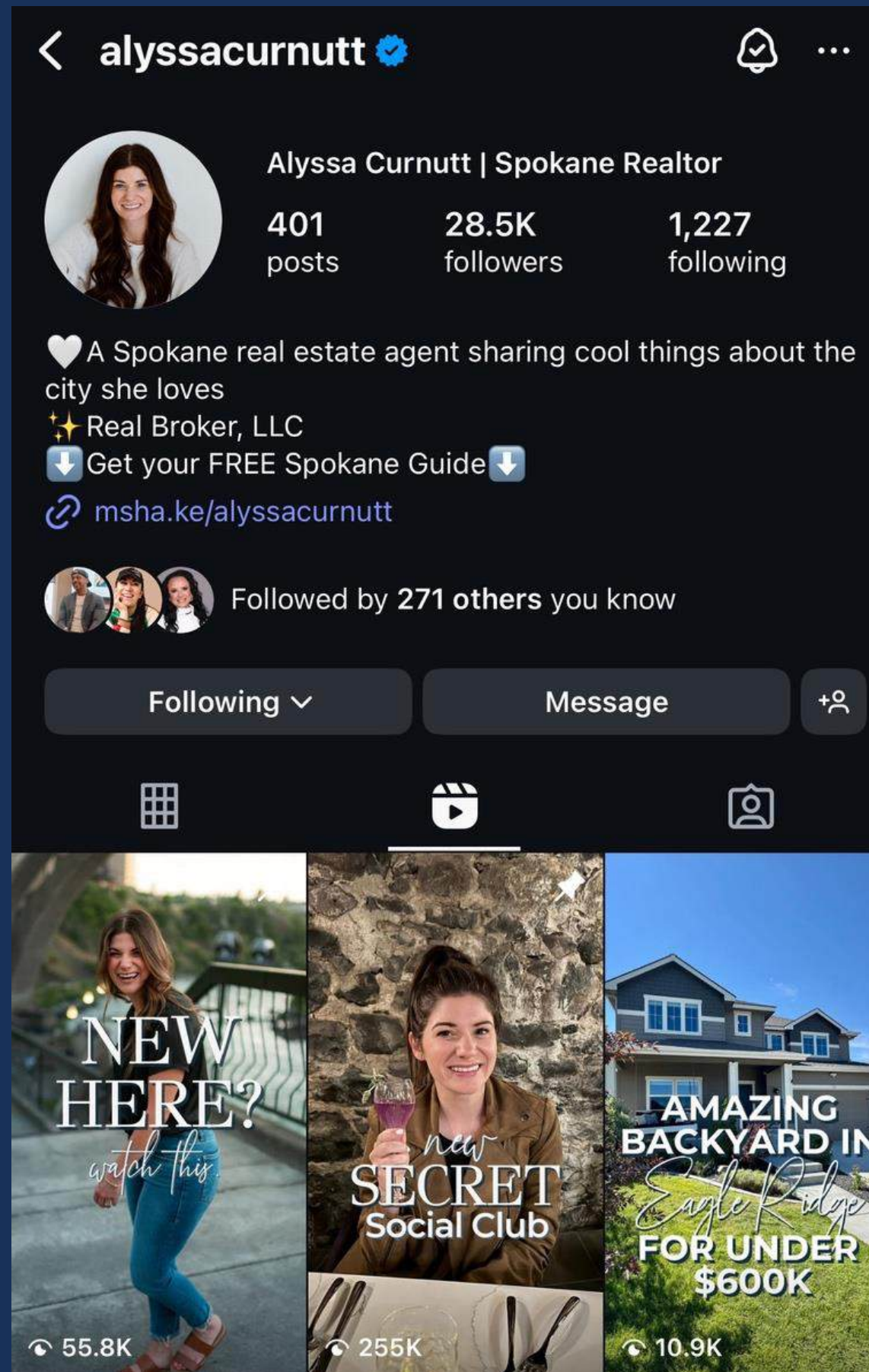
## 50% of those referrals come from followers

## 968 days straight with zero missed days on IG and TikTok



SUCCESS SUMMIT





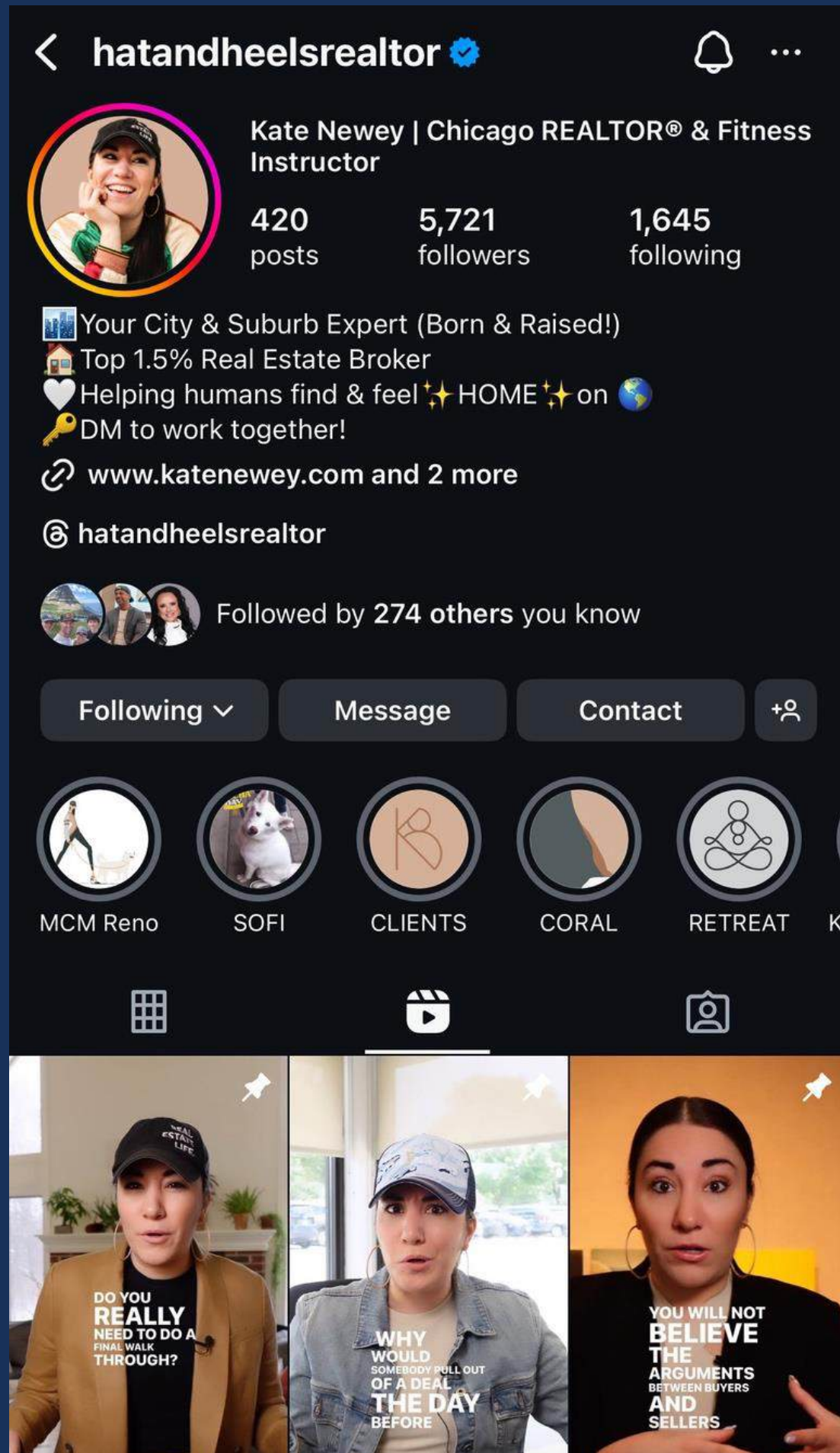
# Hyper Local Content

## 50% of business comes from IG

## Face in Content + Shareable

## Knows who she's talking to!





**Uses IG as a Business Card**

**Known for her Stories**

**Multiple new client reach outs weekly from IG DMs**

**I've seen this grow from 300 followers**




**SUCCESS SUMMIT**



roland\_osage

What's new?



Roland East Bay Realtor

793 posts

22.9K followers

6,161 following

Entrepreneur

Bay Area, Ca Realtor

Unique Homes Are My Jam

Click Below To Work With Me

linktr.ee/rolandosage


Professional dashboard

993.3K views in the last 30 days.


Edit profile

Share profile


Contact




117K




26.6K




8,976



Just a little something to take the edge off...




3Bed 2Bath 1,813SqFt Mare Island, Ca



Coming SOON

\$80

Roland



@rolandosage


1,486 Following

205.4K Followers

11.1M Likes

Edit profile

Share profile



Bay Area, Ca Realtor

Unique Homes Are My Jam


Click Below To Work With Me

https://direct.me/rolandosa... and 2 more


TikTok Studio

Your orders


LIVE




8M





28.8K



8.9K








Living in The East Bay

Oakland - Berkeley - Richmond



Living In Contra Costa & Alameda County

@Roland-Osage

6.46K subscribers · 187 videos

See your subscribers

This channel is all about living in the East Bay Area, especially Oakland, Berkeley, Richmond & El Cerrito. Whether you're ...more

direct.me/rolandosage and 3 more links

Manage videos

Home

Videos

Shorts

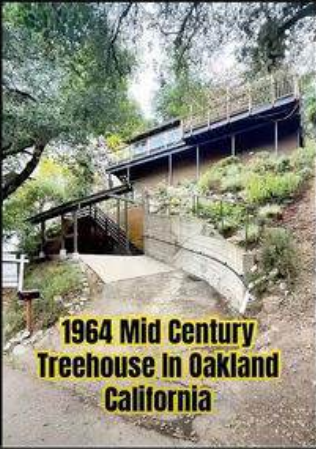
Playlists

Posts

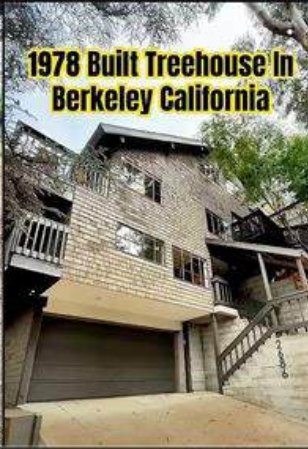
Latest

Popular


Oldest



1964 Mid Century Treehouse In Oakland California



1978 Built Treehouse In Berkeley California

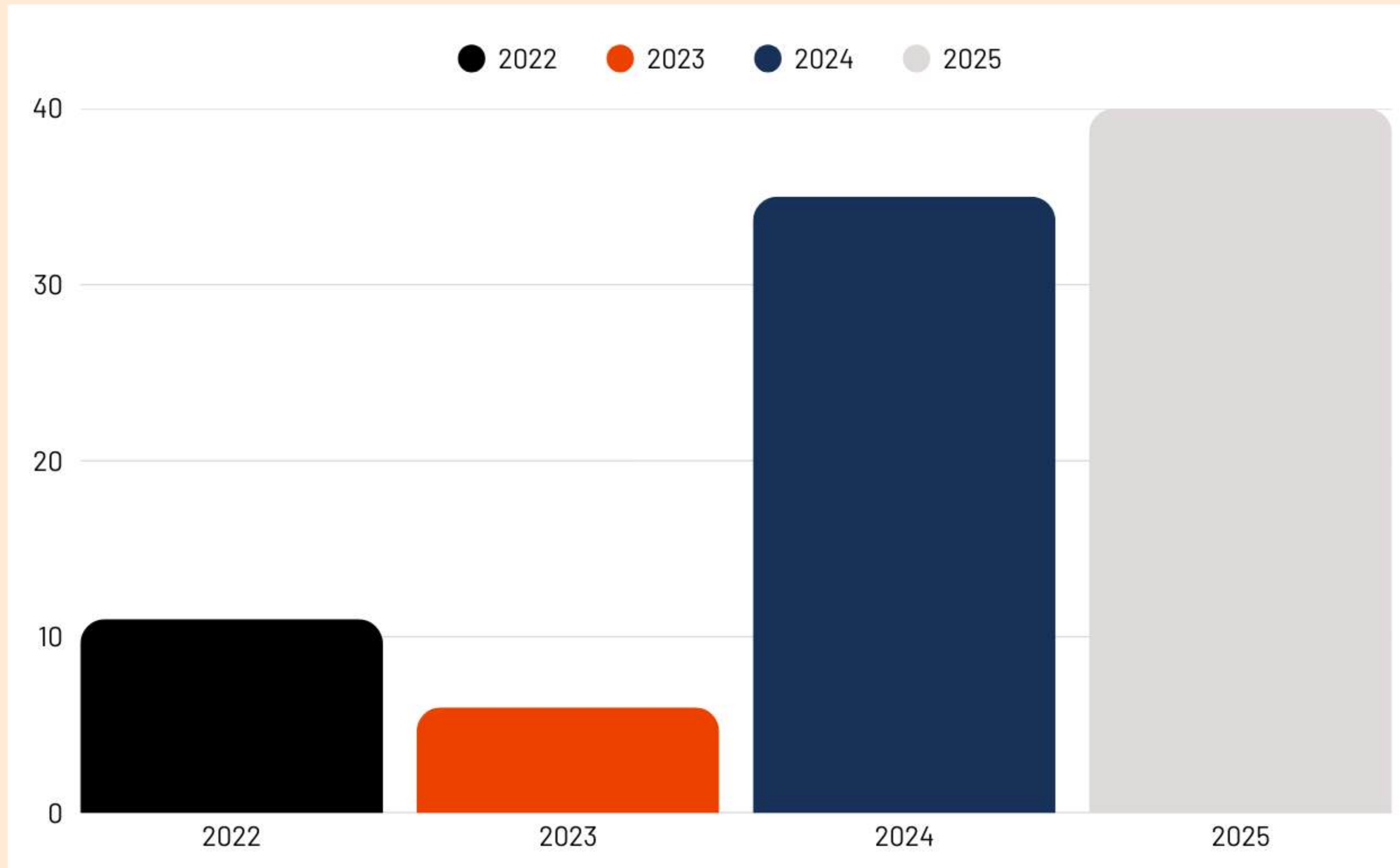
SUCCESS SUMMIT







# The Trajectory





# The SOP



Pick 7 Properties



Ask the Listing Agents Permission



Map Out Your Homes



Record Property Video



Pull up the MLS



Voiceover



Post





# TOOLS YOU NEED



## APPS



## “RELIABLE” CAR



SUCCESS SUMMIT



# 10,000+ Hours Per Week



SUCCESS SUMMIT



- ✓ *TRUST*
- ✓ *PERSONALITY*
- ✓ *ARCHITECTURAL KNOWLEDGE*
- ✓ *NEIGHBORHOOD EXPERT*
- ✓ *EDUCATION*







Give Roland some Love!  
@roland\_osage



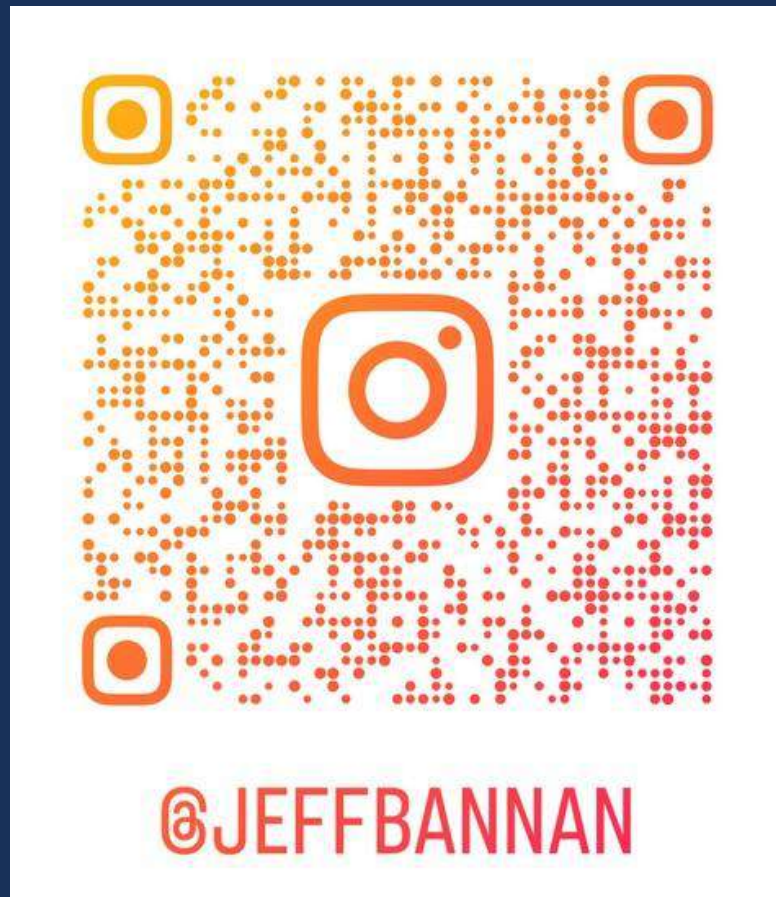
# We All Have An Undeniable Offer



SUCCESS SUMMIT



# Jeff Bannan Thank You!





**INTERVIEW**

# **TOM FERRY DAMIAN EALES**

Get Ready Today for  
Tomorrow's Market

**WINNING STRATEGY**  
**WINNING MARKETING**



 **realtor.com**





# Get Ready Today for Tomorrow's Market

Grow your brand, build your pipeline, and take control of your visibility—  
so when the market turns, you're already ahead.

## 3-Step Market Turnaround Plan

### 1. Be Seen

Take control of  
your visibility

### 2. Be Trusted

Build a brand  
that sticks

### 3. Be Chosen

Unlock new  
segments of growth



# TOM FERRY

The Mindset System to Win in  
Every Market!

**WINNING STRATEGY**  
**WINNING MINDSET**







**I have the sense that I'm built for more. And I'm committed to finding out if that's true."**

—Chris Williamson





**Sales** is **85%** mental.  
& **15%** what you do.

*(and your feelings impact your doing)*





***“Will my goals & my future,  
require a **different version**  
of me?”***

**(a different identity)**





Your ***Identity*** is the way you see yourself and the **qualities, beliefs,** and **experiences** you hold onto as true, **that make up who you are.**





Your ***Identity*** is the way you see yourself and the qualities, beliefs, and experiences ***you hold onto as true, that make up the story of you.***





DOES MY IDENTITY,  
IMPACT ***THOUGHTS?***





DOES MY IDENTITY,  
CREATE ***FEELINGS?***





DOES MY IDENTITY,  
IMPACT ***ACTIONS?***





DOES MY IDENTITY,  
IMPACT MY *HABITS?*





DOES MY IDENTITY,  
IMPACT *SUCCESS?*





DOES MY IDENTITY,  
IMPACT ***HAPPINESS?***





Or is it **just the market?**





**Many will choose...**









**“because known discomfort is  
much easier, **than changing**”**





**Here's what we know to be true.**

***You have **changed** your identity  
multiple times in your life.***

The question is, was it by your design?





**The most typical path to change...  
is through massive pain and  
suffering.**

**That's when MOST PEOPLE CREATE  
change.**



**Can you think of one thing  
you believed as TRUE  
that you later discovered  
it wasn't?**





**Change**  
**is a Choice.**



# The Process.

*(COM-B Method + TFI 1,000m + hours of coaching)*





# **1. What do you really, really, really, really want?**

(It's 5 years from today. And you achieved it all. Name 3 to 5 things that would reflect the achievements you desire, the desires of your most passionate self?)



**2. Who are you?**  
**Your most authentic,  
most passionate self?**





**The artist, the operator, the #2, the salesperson, the advisor, the marketer, product builder, project manager, the sales leader, the visionary.**



**Consider:** Real growth comes from taking off the *masks* we wear to attempt to be everything, for everyone.

**What if you go “all-in” on your most passionate self!**





**“Will your goals require  
a *different version* of you?”**



# **3. What must to change?**

*(start with just 3 differences. Ex. what would you subtract?)*





**What 3 things to *cut*?**



**What's no longer working?**





**“You will hang on to your pain.  
Until you find something **you value**  
**more** than your pain.”**



**What if I “let go” of some old beliefs,  
experiences, pain I’ve been holding  
onto as true?**

**What if... it became my source  
of strength and inspiration?**





**Change**  
**is a Choice.**



# **4. Identify 1–3 *keystone behaviors* that serve as daily “identity marker”**

(in the beginning, *make them easy* to execute on)





**What could you *add*?**



**5. *Track wins as evidence.***  
***(celebrate it!)***





**6.** Strengthen *supportive*  
groups and distance from the  
unsupportive ones.



**7.** Add regular check-ins,  
**structure, and *accountability* that  
supports the change in both  
behaviors & the new identity you  
desire.**





1. What do you really, really, really, really want?
2. Who are you? Your most authentic self?
3. Define the new identity? "cuts & adds"
4. Identify 1–3 *keystone behaviors* that serve as daily "identity markers"
5. *Track wins as evidence.*
6. Strengthen *supportive* groups and distance from the unsupportive ones.
7. Add regular check-ins'. *Accountability* that supports the change in both behaviors & new identity.



**HOW'S YOUR EGO  
DOING RIGHT NOW?**





***What happens when  
you shift?***



***What **won't happen** if I  
remain the same?***





WHAT WILL I COMMIT  
TO IN ORDER TO  
CHANGE

*MY IDENTITY?*



***SHARE***





# JIMMY MACKIN

Listing Marketing Masterclass -  
Part One

**WINNING SYSTEMS**  
**WINNING MARKETING**





### ListingLeads.com Members Only



Tammi Montgomery · ★ Rising contributor

Update - 13 responses and 3 listing appts! Set those appointments 🚀🔥

Just a little motivation - I have a listing appt at 1:30 today and here are some responses! I have 6 more responses just didn't want to flood the feed 🚀🔥

[#winningwithjimmy](#)



# The Perfect Text

Destroy The Objection

13:13



Hi Tom,

I know this is probably the wrong time but I've been talking to a lot of buyers who are very serious about buying in the next 90 days.

Would you be open to the idea of selling if you got a great offer?

# The Perfect Text

## Psychological Trigger

13:13



Hi Tom,

I know this is probably the wrong time but I've been talking to a lot of buyers who are very serious about buying in the next 90 days.

Would you be open to the idea of selling if you got a great offer?



# The Perfect Text

Smart Offer

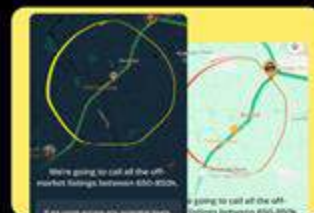
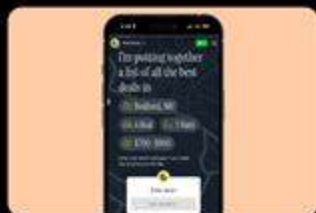
13:13



Hi Tom,

I know this is probably the wrong time but I've been talking to a lot of buyers who are very serious about buying in the next 90 days.

Would you be open to the idea of selling if you got a great offer?



When is the last time you checked your home's value?

- In the last 30 days.
- It's been a few months.
- I haven't checked it in a long time.














**When you're so close to  
your business, it's hard to  
see the problems and the  
opportunities clearly.**





# Tom asked me

Additional

Get 20  listing appointments  
between now and the end of  
the year.



...but with these  
constraints

- **Must work fast.**

# ...but with these constraints

- **Must work fast.**
- **Must not cost a lot.**



# ...but with these constraints

- **Must work fast.**
- **Must not cost a lot.**
- **Must work in any market.**

# ...but with these constraints

- **Must work fast.**
- **Must not cost a lot.**
- **Must work in any market.**
- **Must require no extra tech skills.**



1

Instagram  
**Turn Fans Into  
Appointments**

1

2

3

4

5

6

7

8

9

10

11

12

13

14

15

16

17

18

19

20



I've made roughly \$145k gci from strictly IG.



\$400k

↙ 24 months ago  
that was \$0

in commission in the last 1.5 years



Sam Reifman-  
Packett



## What Makes Instagram Hard

- ☐ "Already tried it. Didn't work for me."
-



## What Makes Instagram Hard

☐ "Already tried it. Didn't work for me."

---

☐ "I don't know where to start."

---

## What Makes Instagram Hard

☐ "Already tried it. Didn't work for me."

---

☐ "I don't know where to start."

---

☐ "I'm not creative enough."

---



## What Makes Instagram Hard

☐ "Already tried it. Didn't work for me."

---

☐ "I don't know where to start."

---

☐ "I'm not creative enough."

---

☐ "I don't want to sound salesy."

---

## What Makes Instagram Hard

☐ "Already tried it. Didn't work for me."

---

☐ "I don't know where to start."

---

☐ "I'm not creative enough."

---

☐ "I don't want to sound salesy."

---

☐ "I hate being on video."





**Rony Saint-Aubin**  
@ronysellshomes





**Rony Saint-Aubin**

@ronysellshomes



**heath\_four4** 1 sneeze and bro is going home naked 💀

3w 82,129 likes Reply







At ListingLeads.com, we  
track **1,592** of the best  
creators in real estate and  
analyze their content to find  
the top performing posts.

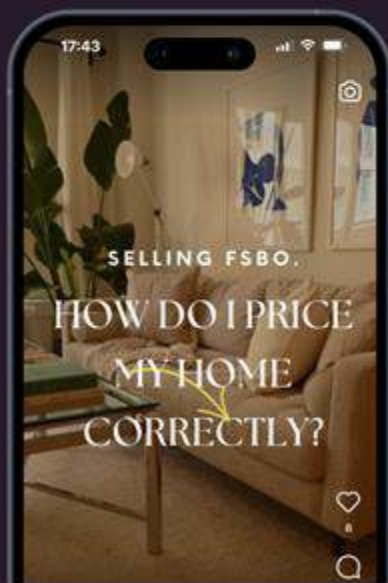
# ~470K

Total Pieces of  
Content Created



# ~277K

Total Reels Created



# ~110M

# of Followers





GET ATTENTION

# Faceless Creators



**Sam Reifman-  
Packett**

@samrp



**Chesley  
McCarty**

@chesleymccarty



**Bridgette  
Harrington**

@bridgettemharrington



**Sam  
Arneson**

@samarnesonhome



**Roland  
East**

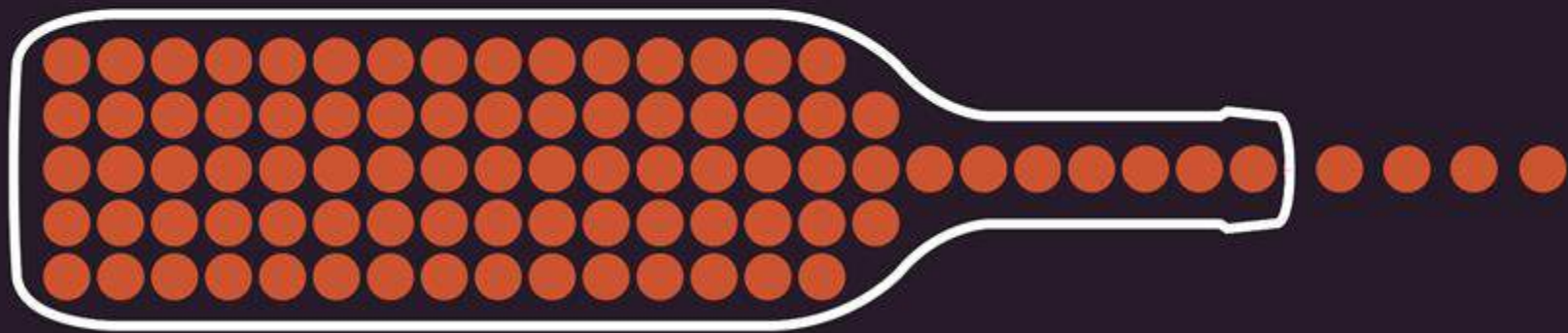
@roland\_osage



**Annabel  
Taylor**

@ahouseupstate

To get results on social media, we  
need to remove you as the bottleneck.





**Here's the catch!**

**I don't want you to  
be on  camera.**

**\*No tight red pants required**

GET ATTENTION

# Create Listing Videos Like This



**Sam Reifman-Packett**

Past 12 months

**50**

Reels

**118K**

Likes

**2407**

Comments





↗ Up 905%

3.8M

Views



**Sam Reifman-Packett**

Past 12 months

But here's **the problem** 

If all you're doing is  
posting videos, you'll  
get 📢 **attention** but no  
👤 **leads.**



# 3 Types of Instagram Lead Magnets



**Teaser**



**Offer**



**Conversation  
Starter**



# Teaser

## Formula

Call-Out

+

Feature Stack

+

Location

+

Price Anchor

+



Who's looking for a stunning 3 Bed  
3 Bath over 1700 sqft condo with  
private outdoor space AND  
garage parking in Boston for  
under \$1M?!



# 25

Inbound  
conversations



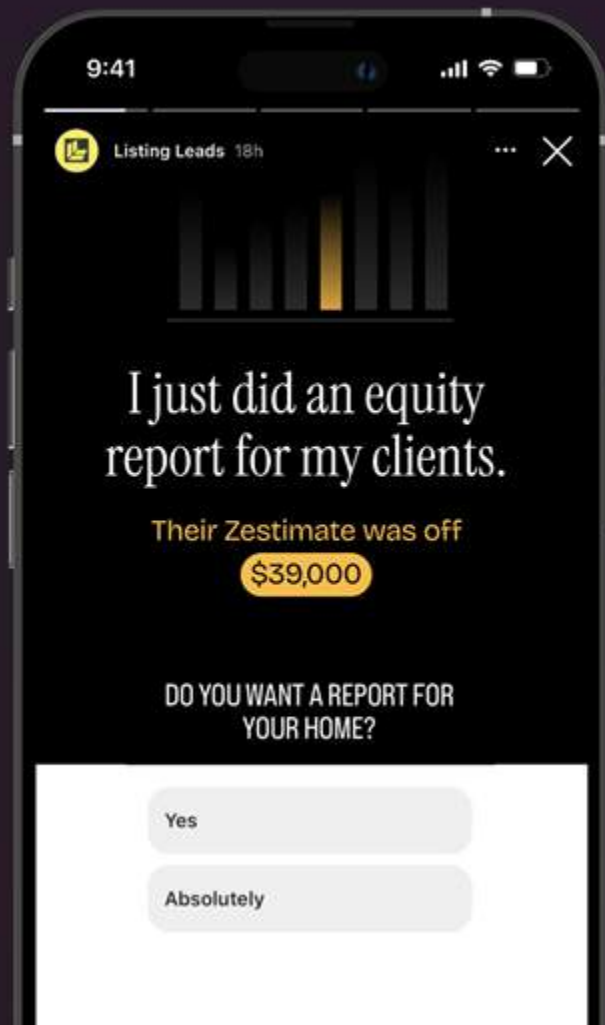


# Offer

## Formula

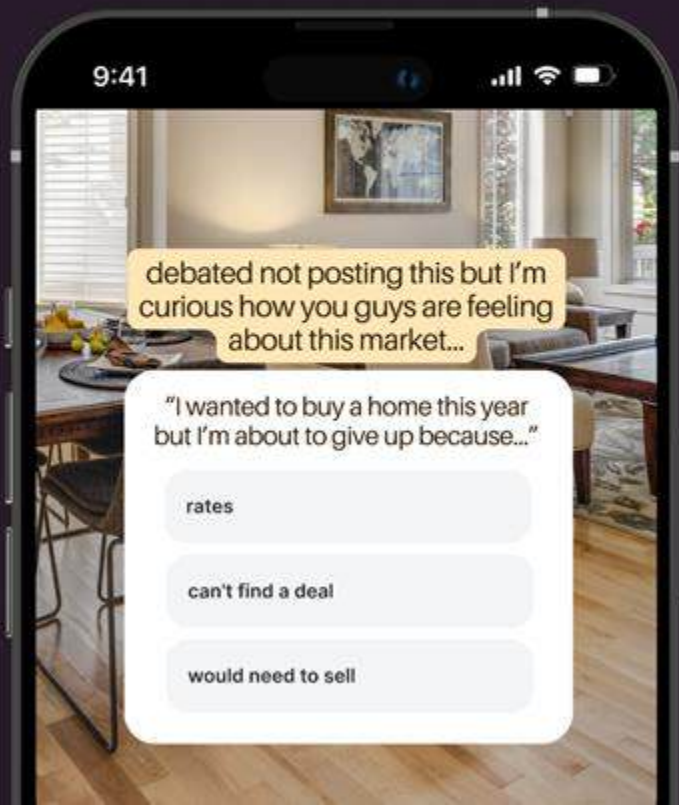
This Just Happened +

Shock Factor + Offer





# Conversation Starter



## Formula

Personalized Hook + Prompt

+ Poll Option



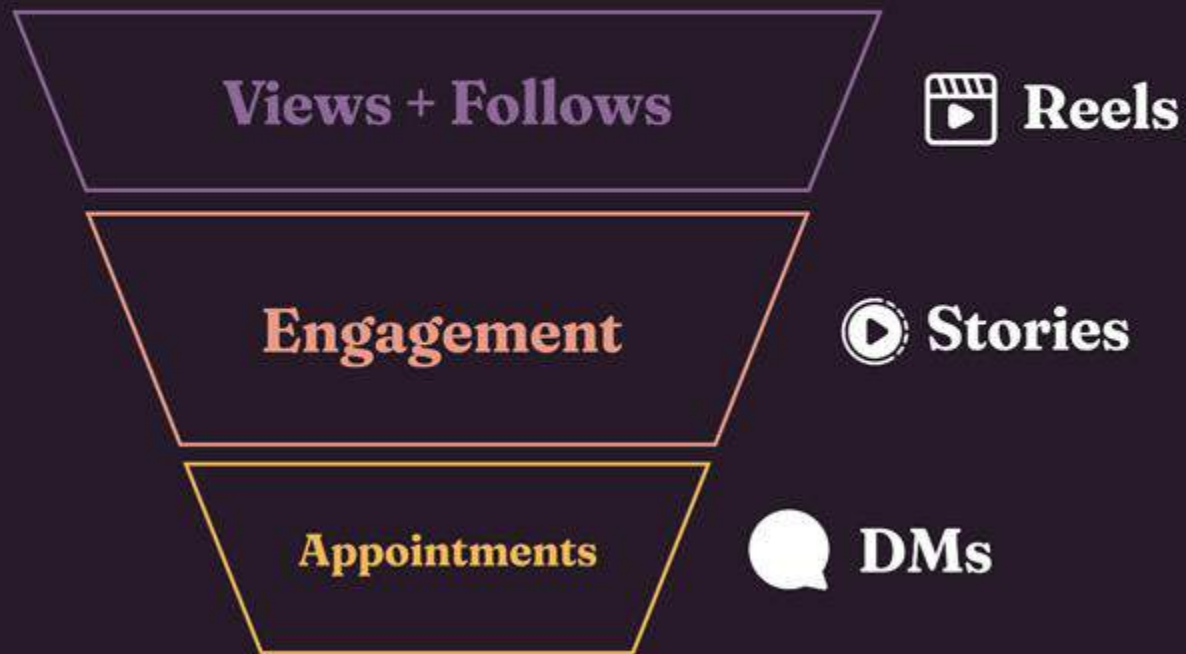
Jason Cassity

That IG story from listing leads just landed me a \$1.3m buyer from DC. Moving in Oct- Feb 🌟

🔥 27



# Instagram Lead Funnel



2

**Add a New  
Lead Pillar**

1

2

3

4

5

6

7

8

9

10

11

12

13

14

15

16

17

18

19

20



Thursday 10:32 AM

Have you ever owned a pair of Birkenstocks?



Thursday 10:32 AM


Have you ever owned a pair of Birkenstocks?



Before I answer... You're not gonna use this against me at Summit are you? 🤨

Thursday 10:32 AM

Have you ever owned a pair of Birkenstocks?



Before I answer... You're not gonna use this against me at Summit are you? 🤔

Just doing research. I won't share anything publicly.



Delivered



Thursday 10:32 AM

Have you ever owned a pair of Birkenstocks?



Before I answer... You're not gonna use this against me at Summit are you? 🤨

Just doing research. I won't share anything publicly.



Delivered



I was more of a backless Doc Martens guy.







**BIRKENSTOCK**

Global Revenue (Latest)

**~\$2.11 B**

(TTM 2025)

Market Cap (USD)

**~\$9.2 B**



**~\$1.1 B**

(FY2025)

**~\$1.0 B**

Birkenstock is currently roughly twice as large as Dr. Martens in terms of top-line revenue, and nearly **nine times larger by market value.**

**BIRKENSTOCK**



**crocs<sup>™</sup>**



# 2 ways to grow your business

Commission Ceiling



**Optimize**



# 2 ways to grow your business

Commission Ceiling

+ Add New Lead Pillar

↑ Optimize



**Jimmy Mackin**

December 18, 2023 · 🌐

...

I predict we will see a rise in cancellations not because the market is softening but rather because inexperienced and unskilled agents have not set proper expectations with their clients.

After a home is on the market for 4-6 weeks, the seller will likely lose confidence and start exploring other options.

This is good news for agents who:

1. Have a 90-day listing marketing plan
2. Plan to market/sell to Expires in 2024

What do you think?



Terry Mackin, Josh Dawson and 115 others

56 comments · 3 shares



Like



Comment



Send



Share

[View more comments](#)



**Kirk R. Simmon**

I think you may be right

1y

**Love**

Reply



# Increase In Expireds:

Source: REDX

27%



January 2025

August 2025

45%

**Average Relist  
Rates for the  
Last 12 Months**





# 1 Out Of Every 4 Listings Is Another Agents Opportunity



Curtis Fenn **REDX**





Tammi Montgomery

Ok LL friends here is one for you!  
 I executed my version of the expired letter to 54 expireds in our market. ( see copy below)  
 Two responses - listing appointment Jan 8th for \$499k house and one next week for \$999k  
 In a market where our average price is \$230k!  
 Get your campaigns going! You won't regret it:)  
 I hand address my envelopes 🍋  
 I called many of them too and had 13 conversations and no luck from the conversations YET!  
 But the two appts contacted me from my letter.  
 I uploaded my list into Lofty under a segment titled "expired" so I can continue to market to them. See the disclaimer at the bottom of my letter so I don't have to worry if they relist with someone else 🍋 let's go! 🍋🍋🍋  
[#2025Ready](#)  
[#execute](#)



Khristian Schlemmer

Just set an appointment with a \$3 million dollar expired for tomorrow off of a mailer!! Originally hung up on me, texted my crm number not interested, and then texted me personally off of the mailer.



**Lori Donnelly - Weichert**  
 sent out 92 expired letters so far in past 10 days - got my 1st listing appt on saturday!!

5d Like Reply



Just got my first booked appointment from the expireds playbook!



1



Just got my first expired call from letter - \$499k



5



3



**Orion Moquin**  
 Got my first call from the expired letters I posted a photo of the other day, they only received one letter, and it's a \$1.2 million opportunity 🍋🍋

5d Like Reply



Khristian Schlemmer

Success Story!

Sent out my first batch of letters last week and have been doing at least 20 "letter 1s" a day followed by Jimmy's recommended follow up. I had an expired tell me no over my crm number, text me back not interested BUT he texted me yesterday that he received my mailer and was interested in having a conversation concerning what I found missing. This wasn't for just any expired but a 3 MILLION DOLLAR listing!! I had a phone call today with him and we are meeting Friday! 🍋 MAILERS WORK! Don't give up, trust the process.

Ps I didn't do anything crazy extra with the template, I just threw my information on it so I could hurry and get started.



Pete Deininger

Just finished a Zoom with an expired seller. Walked him through 4 marketing ideas we have to improve his exposure to buyers.  
 He's out of state and giving us access to see it in person in the next couple days.  
 He's the only one I've had answer a call so far and super receptive!!!  
 One guy told me something about how I should abuse myself...  
 Next!!!







COLEY GROUP

RESIDENTIAL OF COMPASS

GRETCHEN COLEY  
THE COLEY GROUP  
4350 LASSITER AT NORTH HILLS AVE STE 250  
RALEIGH, NC 27609-5792

XXXXXX

XXXXXXXXXXXXXXXXXXXXXXXXXXXX

XXXXXXXXXXXXXXXXXXXXXXXXXXXX

XXXXXXXXXXXXXXXXXXXXXXXXXXXX

XXXXXXXXXXXXXXXXXXXXXXXXXXXX

XXXXXXXXXXXXXXXXXXXXXXXXXXXX

XXXXXXXXXXXXXXXXXXXXXXXXXXXX

XXXXXXXXXXXXXXXXXXXXXXXXXXXX

XXXXXXXXXXXXXXXXXXXXXXXXXXXX

XXXXXXXXXXXXXXXXXXXXXXXXXXXX

XXXXXXXXXXXXXXXXXXXXXXXXXXXX

XXXXXXXXXXXXXXXXXXXXXXXXXXXX

XXXXXXXXXXXXXXXXXXXXXXXXXXXX

XXXXXXXXXXXXXXXXXXXXXXXXXXXX

XXXXXXXXXXXXXXXXXXXXXXXXXXXX

XXXXXXXXXXXXXXXXXXXXXXXXXXXX

XXXXXXXXXXXXXXXXXXXXXXXXXXXX

XXXXXXXXXXXXXXXXXXXXXXXXXXXX

XXXXXXXXXXXXXXXXXXXXXXXXXXXX

XXXXXXXXXXXXXXXXXXXXXXXXXXXX

XXXXXXXXXXXXXXXXXXXXXXXXXXXX

XXXXXXXXXXXXXXXXXXXXXXXXXXXX

XXXXXXXXXXXXXXXXXXXXXXXXXXXX

XXXXXXXXXXXXXXXXXXXXXXXXXXXX

XXXXXXXXXXXXXXXXXXXXXXXXXXXX

XXXXXXXXXXXXXXXXXXXXXXXXXXXX

XXXXXXXXXXXXXXXXXXXXXXXXXXXX

XXXXXXXXXXXXXXXXXXXXXXXXXXXX

XXXXXXXXXXXXXXXXXXXXXXXXXXXX

XXXXXXXXXXXXXXXXXXXXXXXXXXXX

XXXXXXXXXXXXXXXXXXXXXXXXXXXX

XXXXXXXXXXXXXXXXXXXXXXXXXXXX

XXXXXXXXXXXXXXXXXXXXXXXXXXXX

XXXXXXXXXXXXXXXXXXXXXXXXXXXX

XXXXXXXXXXXXXXXXXXXXXXXXXXXX

XXXXXXXXXXXXXXXXXXXXXXXXXXXX

XXXXXXXXXXXXXXXXXXXXXXXXXXXX

XXXXXXXXXXXXXXXXXXXXXXXXXXXX

XXXXXXXXXXXXXXXXXXXXXXXXXXXX

XXXXXXXXXXXXXXXXXXXXXXXXXXXX

XXXXXXXXXXXXXXXXXXXXXXXXXXXX

XXXXXXXXXXXXXXXXXXXXXXXXXXXX

XXXXXXXXXXXXXXXXXXXXXXXXXXXX

XXXXXXXXXXXXXXXXXXXXXXXXXXXX

XXXXXXXXXXXXXXXXXXXXXXXXXXXX

XXXXXXXXXXXXXXXXXXXXXXXXXXXX

XXXXXXXXXXXXXXXXXXXXXXXXXXXX

XXXXXXXXXXXXXXXXXXXXXXXXXXXX

XXXXXXXXXXXXXXXXXXXXXXXXXXXX

XXXXXXXXXXXXXXXXXXXXXXXXXXXX

XXXXXXXXXXXXXXXXXXXXXXXXXXXX

XXXXXXXXXXXXXXXXXXXXXXXXXXXX

XXXXXXXXXXXXXXXXXXXXXXXXXXXX

XXXXXXXXXXXXXXXXXXXXXXXXXXXX

XXXXXXXXXXXXXXXXXXXXXXXXXXXX

XXXXXXXXXXXXXXXXXXXXXXXXXXXX

XXXXXXXXXXXXXXXXXXXXXXXXXXXX

XXXXXXXXXXXXXXXXXXXXXXXXXXXX

XXXXXXXXXXXXXXXXXXXXXXXXXXXX

XXXXXXXXXXXXXXXXXXXXXXXXXXXX

XXXXXXXXXXXXXXXXXXXXXXXXXXXX

XXXXXXXXXXXXXXXXXXXXXXXXXXXX

If you want to sell your home in North Hills but are concerned that it's a bad time,  
we've got good news:

We're actually seeing a lot of strong activity in the North Hills market.

Now might be a great time to sell and here's why:

#### 1. Rates have stabilized

Buyers are regaining confidence now that we're in a more balanced market.

#### 2. Buyers will pay a premium for turnkey, move-in-ready homes

The average home sale price in North Hills reached \$1,266,375 in June.

#### 3. Homes in North Hills are selling fast

In fact, the Median Days on Market is only 4 days.

We've helped more than 100 people sell their home already this year, and we'd love to help you, too.

To set up a professional consultation to see what we can do for you, text or call us today at

**919-873-4946.**

We look forward to hearing from you!

Sincerely,

Gretchen Coley  
The Coley Group of Compass

# Our Most Successful Expired Letter



Khristian Schlemmer

January 8 · 🌐

## Success Story!

Sent out my first batch of letters last week and have been doing at least 20 "letter 1s" a day followed by Jimmy's recommended follow up. I had an expire [See more](#)



New that your home didn't sell, you've probably had a wave of agents promising, "I can get it sold!"

You've heard it before -- and you're not buying it.

At this point, you're frustrated, disappointed, and likely annoyed because your phone hasn't stopped ringing.

Here's what I know: If a home doesn't sell, it's usually for one of three reasons:

1. The price didn't reflect the market.
2. It didn't get enough exposure.
3. It wasn't presented to buyers effectively.

If you believe it's because of #1, the solution is simple: lower the price.

But if you believe it's #2 or #3, that's where I can help.

I've reviewed your home's listing on the MLS, and there are six critical marketing tactics that were missing.

If we address these, I'm confident we can position your home to sell for its full potential value.

Let's have a conversation about what went wrong and how we can fix it.

Even if you're not ready to relist, I'd love to share what I've learned to help you avoid this frustration again.

Call or text me anytime at 615-427-5672.

Sincerely,  
Khristian Schlemmer  
615-427-5672  
Dutton Real Estate Group



You and 68 others

43 comments



Like



Comment



Send



# 7 Expired Letters

LETTER 1

**Mirror** their frustration

LETTER 2

**Show** them what NOT to do next

LETTER 3

**Prove** how you can help them

LETTER 4

**Explain** why it didn't sell (+ what to do next)

LETTER 5

**Give** them the first step before relisting

LETTER 6

**Help** them reimagine how their home gets sold

LETTER 7

**Follow-up** after 6 months



Thanks Jimmy!! I'm loving all these expired listings... I'm in the zone. I just got 2 more UC. By the time they get to me they just say "yes, whatever you say... just sell our house" LOL 😂😂😂



**Vanessa Reilly**

@domorealty





# Vanessa Reilly's Framework

## THE HOOK

*What happens when your house doesn't sell?*

## THE PROBLEM

*That's what happened to Chad...*

## WHAT HAPPENED NEXT

*Then Chad called me...*

## SHOW THE SWEAT

*We went all-in reworking the strategy...*

## RESULTS

*It sold for \$87,500 more than it did in 2022...*

## CTA

*If you know someone who's stuck and can't get their house sold...send them this video.*

**3**

**Create More  
Opportunities From  
Your Database**

**1**

**2**

**3**

**4**

**5**

**6**

**7**

**8**

**9**

**10**

**11**

**12**

**13**

**14**

**15**

**16**

**17**

**18**

**19**

**20**

Uber's valuation

Uber



**\$362M**

Lyft's valuation

lyft



**\$275M**



Uber's valuation

Uber



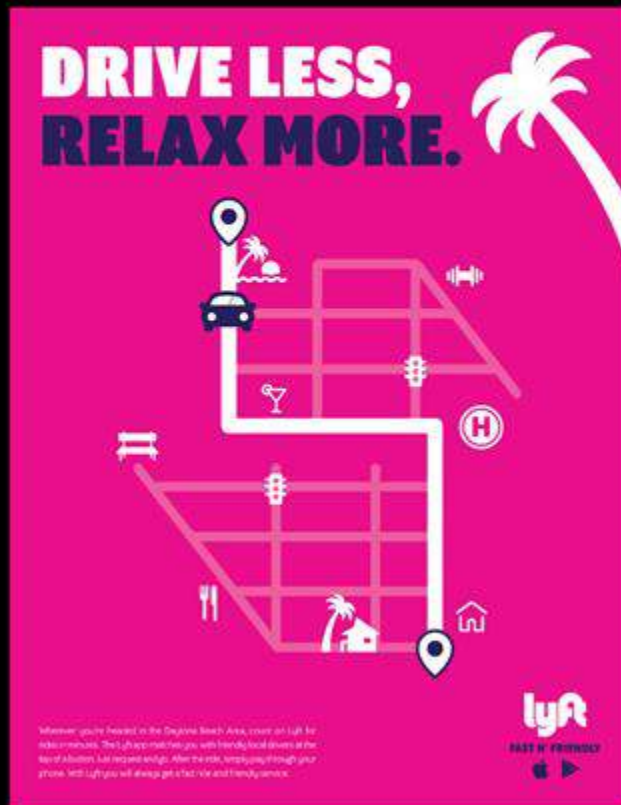
\$178B

Lyft's valuation

lyft



\$5.3B



Uber

2 min  
away

Tap a **button**, get a ride



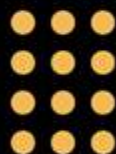


**Your hottest leads  
aren't on Zillow.**

**Your hottest leads  
aren't on Zillow.**

**They're in your CRM.**

**6-8%** of database is going to  
transact every year



This is what you're working for...



Of that small percentage,  
**70-90% will go to different agents.**



Actually... This is.



**Dean Linnell**

Friday Morning Coffee

**1100**

**Lifetime sales**



**Dean Linnell**

Friday Morning Coffee

**1100**

**Lifetime sales**

**\$800K**

**Average sales price**





**Dean Linnell**

Friday Morning Coffee

**1100**

**Lifetime sales**

**\$800K**

**Average sales price**

**\$13M**

**Total commission**



**Dean Linnell**

Friday Morning Coffee

**1100**

**Lifetime sales**

**\$800K**

**Average sales price**

**\$13M**

**Total commission**

**75%**

**Through email**



**Dean Linnell**

Friday Morning Coffee

**1100**

Lifetime sales

**\$800K**

Average sales price

**\$13M**

Total commission

**75%**

Through email

1100+/- lifetime sales @ about an average of \$800,000 sale price for a \$12k commission average on each gives around \$13M in total GCI so 75% of that was influenced strongly by FMC.

Source: Dean texted me





## Typical Newsletter Sign-off



Thanks for reading this week's update. If you're ever considering buying, selling, or just wondering what your home is worth, feel free to reach out.

## Typical Newsletter Sign-off

Thanks for reading this week's update. If you're ever considering buying, selling, or just wondering what your home is worth, feel free to reach out.

## Dean's Sign-Off

👋 Before You Go

I send this update each Friday to help you stay informed, clear-headed, and ready to act when the right opportunity arises.

If you're thinking of buying, selling, or just want to check in on your property's current value, text or call me anytime at 604-935-9313. Happy to help.

Best, Dean

**Marketing that  
wastes your 🕒 time  
and 🔥 burns your  
budget.**



**Marketing that  
wastes your 🕒 time  
and 🔥 burns your  
budget.**

**Marketing that  
➕ creates  
opportunities**

# The challenge is



**You don't know who  
to call**



**You have no time to  
call them all**







**+56%**

**Fries sales**



**A DEAL SO GOOD  
YOU CAN ONLY BUY FOUR**

# Use your subject lines to build your call list

**Urgency**



Subject: Read this before you sell your home in 2025

**Curiosity**



Subject: What do buyers really want right now?

**Loss Aversion**



Subject: How to avoid losing \$23,000 if you sell your home in 2025

**Curiosity (Story Hook)**



Subject: "I started to think about selling but stopped because..."

# Subject Line Formulas

Curiosity Hook	➔	Homes that sit vs. Homes that sell
Question Hook	➔	Do you need to fix up your house before you sell?
Benefit Hook	➔	4 ways to improve your rate without waiting for the Fed
Pain Point Hook	➔	10 finishes that make buyers think your home feels cheap
Education Hook	➔	7 things we do to prep every home we sell
Results Hook	➔	How we sold 123 Main Street for \$87,540 above the Zestimate
Scarcity Hook	➔	I'd be surprised if this one lasts the weekend...
Problem/Solution Hook	➔	Not sure what upgrades buyers care about? Start here
FOMO Hook	➔	Is this why so many homeowners are selling this fall?
Teaser Hook	➔	The #1 thing buyers notice when they walk into a home



## **3 Cardinal Sins:**



**Sounds like everyone else**

# 3 Cardinal Sins:



**Sounds like everyone else**



**Makes too many requests**

# 3 Cardinal Sins:



**Sounds like everyone else**



**Makes too many requests**




**Creates a defense response**





PETA   
@peta

...

Cows are friends, not food 





PETA 🌱

@peta

...

Cows are friends, not food ❤️



Max Dorian 🌱 @draylogic

name one cow you're friends with



PETA 🌱

@peta

Cows are friends, not food ❤️



Max Dorian 🟦 @draylogic

name one cow you're friends with



PETA 🌱 @peta

Your Mom



## Make your offers irresistible



Julie Brogoitti Woods

Shout out to [Jimmy Mackin](#) once again! I sent out the annual "Home equity review" email 7 hours ago. Sent to 682 people and already have 17 CMA requests. You are the man, Jimmy!!!! 🙌

# Make your offers irresistible

---



Subject: How much equity have you gained this year?

I don't send an email like this often.

# Make your offers irresistible

---



Subject: How much equity have you gained this year?

I don't send an email like this often.

But I know a lot of my clients - especially recently - want to know how much equity they've gained this year.



# Make your offers irresistible

---



Subject: How much equity have you gained this year?

I don't send an email like this often.

But I know a lot of my clients - especially recently - want to know how much equity they've gained this year.

And even though it takes me some time to dig into the comps, analyze recent sales, and factor in details that algorithms overlook, my clients always appreciate knowing what their home is actually worth versus an inaccurate online estimate.

# Make your offers irresistible

---



Subject: How much equity have you gained this year?

I don't send an email like this often.

But I know a lot of my clients - especially recently - want to know how much equity they've gained this year.

And even though it takes me some time to dig into the comps, analyze recent sales, and factor in details that algorithms overlook, my clients always appreciate knowing what their home is actually worth versus an inaccurate online estimate.

Would it be helpful if I prepared one for your home?

# If you're in a down market...

---



Subject: How has today's market impacted your equity?

I don't send an email like this often.

But I know a lot of my clients – especially recently – want to understand how the market has impacted their equity this year.

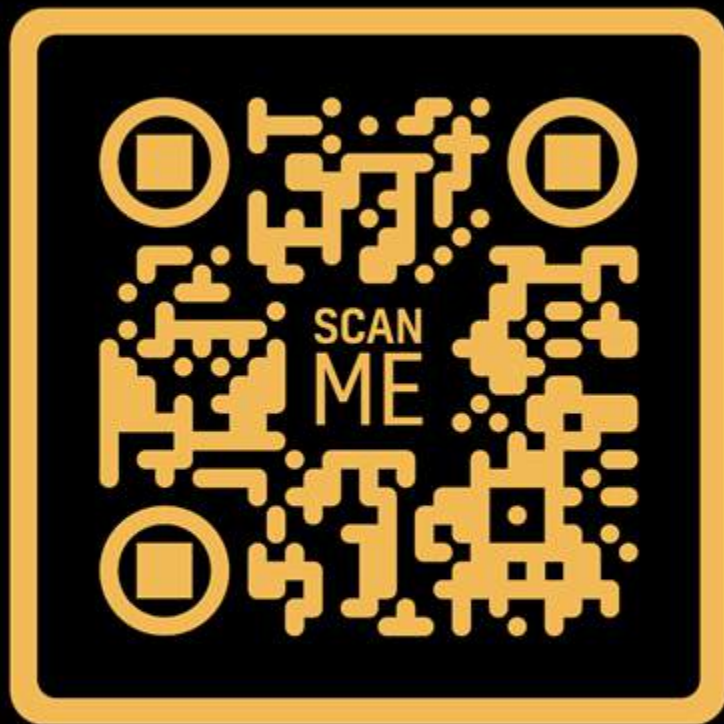
And even though it takes me some time to dig into the comps, analyze recent sales, and factor in details that algorithms overlook, my clients always appreciate having a clear picture of what their home is actually worth versus relying on an online estimate.

Would it be helpful if I prepared one for your home?



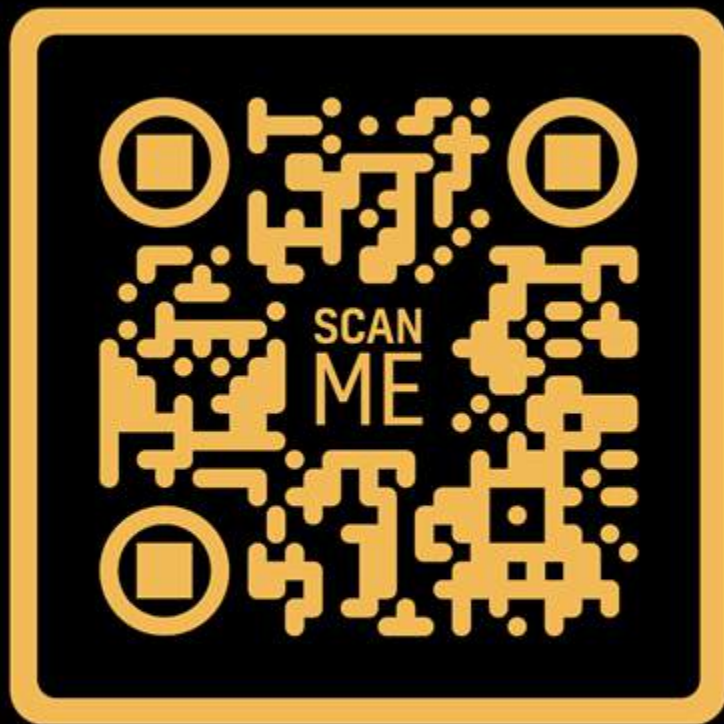
**We're giving you 7 days to  
try out ListingLeads.com,  
so you can leverage our:**

☒ Award Winning Expired Playbook



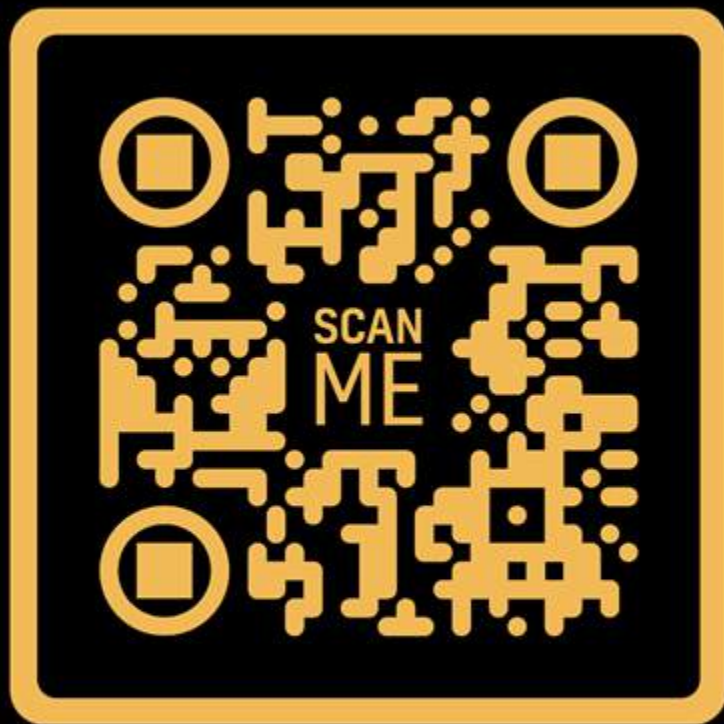
**We're giving you 7 days to  
try out ListingLeads.com,  
so you can leverage our:**

- ✓ Award Winning Expired Playbook
- ✓ 90-Day Social Media Blueprint



**We're giving you 7 days to try out ListingLeads.com, so you can leverage our:**

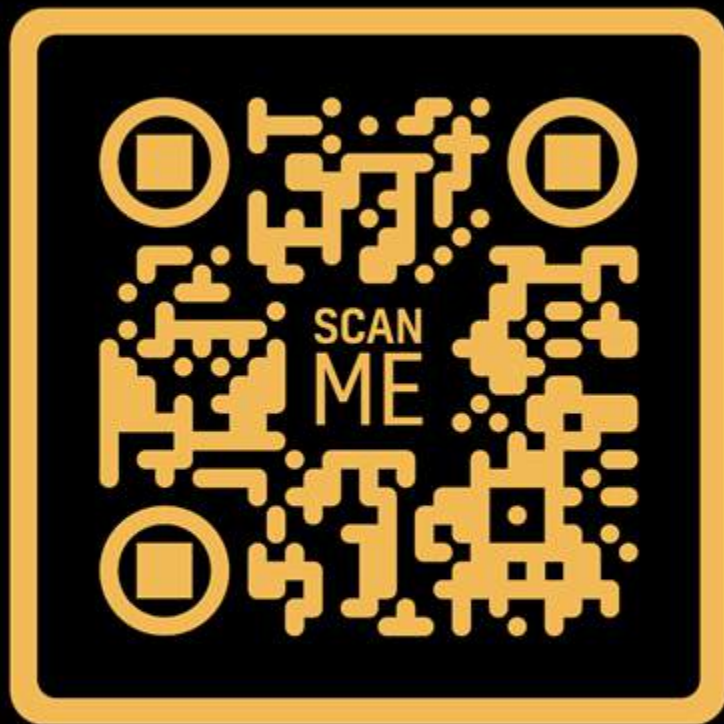
- ✓ Award Winning Expired Playbook
- ✓ 90-Day Social Media Blueprint
- ✓ Top 25 Best Strategies





**We're giving you 7 days to try out ListingLeads.com, so you can leverage our:**

- ✓ Award Winning Expired Playbook
- ✓ 90-Day Social Media Blueprint
- ✓ Top 25 Best Strategies
- ✓ ALSO includes a private training with Jimmy on how to use [ListingLeads.com](#) to get more listings.



# MATTHEW FERRY

Words That Win

**WINNING** **SKILLS**





# Words That Win

Turn Your Conversations Into Commission Checks



SUCCESS SUMMIT



# Fat, pudgy and lethargic!



SUCCESS SUMMIT



# Growth Oriented



SUCCESS SUMMIT



# CKMB Baby!



SUCCESS SUMMIT



# Structure



SUCCESS SUMMIT



# Mentorship



SUCCESS SUMMIT



# Lower the bar!





# My knee!



SUCCESS SUMMIT



**Make it impossible  
not to succeed**



**SUCCESS SUMMIT**



“

Honey, you never hurt your  
knee!

— Matthew's Mommy



SUCCESS SUMMIT



**You have beliefs  
about sales and  
influence that  
aren't real**



**SUCCESS SUMMIT**



# My Knee!!!!!!



SUCCESS SUMMIT





SUCCESS SUMMIT



**Shilo.ai  
analyzed 1.75  
million sales  
calls**

*36% of agent's flagged for excessive  
filler language.*



**SUCCESS SUMMIT**



**Shilo.ai  
analyzed 1.75  
million sales  
calls**

*36% of agent's flagged for excessive  
filler language.*

*34% of agent's cite low confidence  
or hesitation.*



**SUCCESS SUMMIT**



**Shilo.ai  
analyzed 1.75  
million sales  
calls**

*36% of agent's flagged for excessive filler language.*

*34% of agent's cite low confidence or hesitation.*

*77% of agent's failed to set clear next steps.*







SUCCESS SUMMIT





SUCCESS SUMMIT



**Same leads  
Same effort  
More deals closed**



**SUCCESS SUMMIT**



# Intuitive Influence

## Mindset

What you say to  
yourself

## Influence

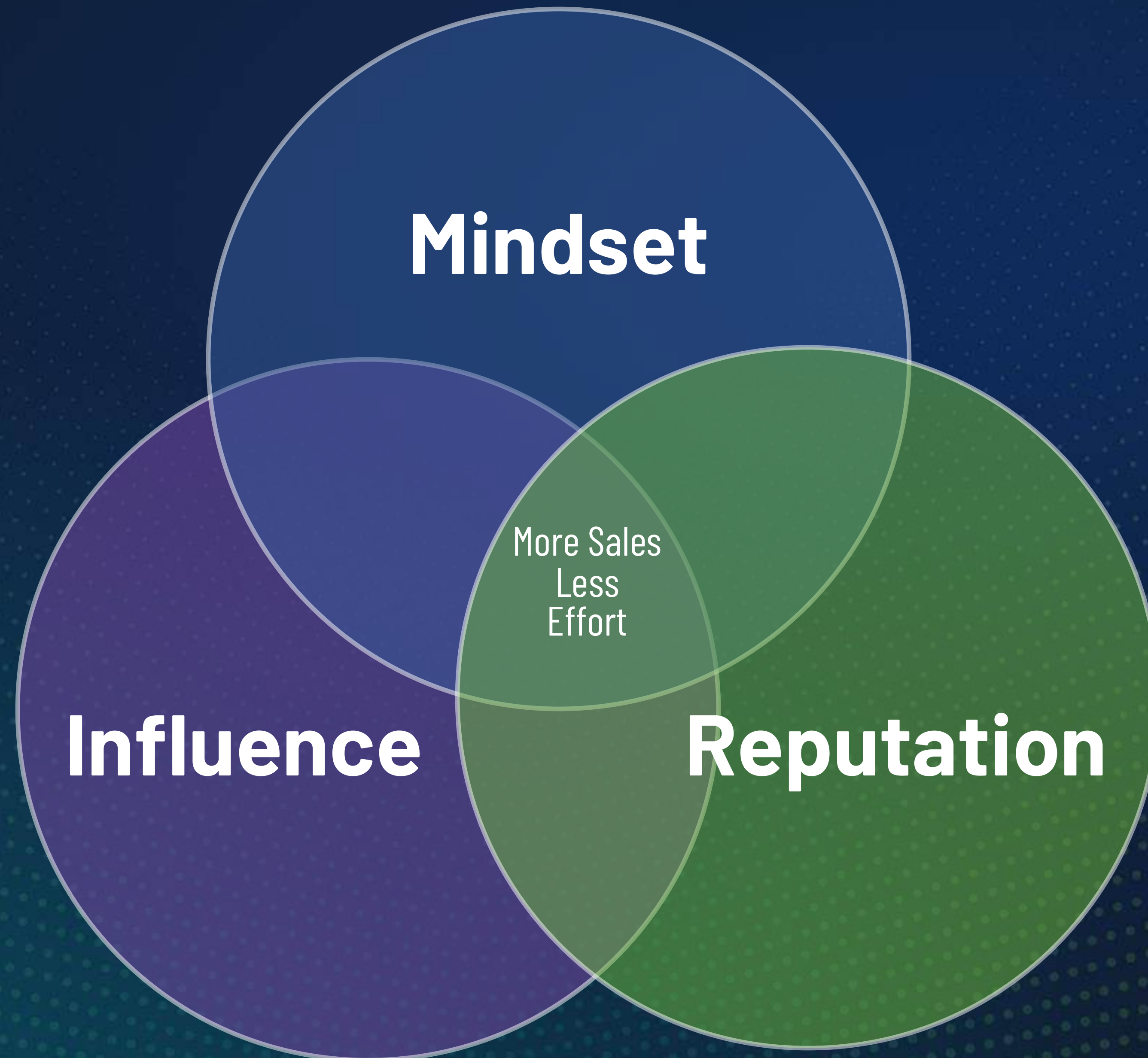
What you say to  
others

## Reputation

What other people  
say about you







**SUCCESS SUMMIT**



**More leads won't  
help, if you can't  
convert**



**SUCCESS SUMMIT**



Who has ever had an  
**“That’s It Day!”?**



SUCCESS SUMMIT






SUCCESS SUMMIT





SUCCESS SUMMIT



A cartoon monkey character with brown fur, large white eyes, and a friendly smile. It is wearing a purple blazer over a green shirt and blue pants. Its arms are crossed, and its tail is visible at the bottom left. The background is dark blue with a pattern of small white dots and stylized purple mountain peaks on the left and right sides.

**You're  
welcome!**



**SUCCESS SUMMIT**



Your mindset is **what you say to yourself, about yourself**, others and the circumstances.





What you **say** to others either  
**creates loyalty** or resistance



SUCCESS SUMMIT



**What others say about you  
determines success or failure**



SUCCESS SUMMIT



There are no jerks in the world  
until you show up



SUCCESS SUMMIT



**Personalization** is the  
key to influence



SUCCESS SUMMIT





# Human beings **send signals**



SUCCESS SUMMIT





**Experiments at Princeton found that we have a split-second reaction that** forms lasting impressions for trust.







**80% of the initial impressions on the phone relies on tone, pitch and warmth.** Only 20% shaped by what you say.





People like **people who**  
**are like** themselves



SUCCESS SUMMIT



**Practice** accepting people  
exactly as **they are**



SUCCESS SUMMIT



# Mimic rate of speech





# Mimic tonality, inflection and pronunciation



SUCCESS SUMMIT



# Mimic emotions





# Mirror body language



SUCCESS SUMMIT



**At lunch, mimic rate of speech,  
mirror body position**





What is stopping **you** from  
**personalizing your**  
**communication?**



SUCCESS SUMMIT



# The Russian Submarine



SUCCESS SUMMIT



**Don't wait until it's too late**



**SUCCESS SUMMIT**



# KEN POZEK

How to Build your Brand  
on YouTube

WINNING BRAND

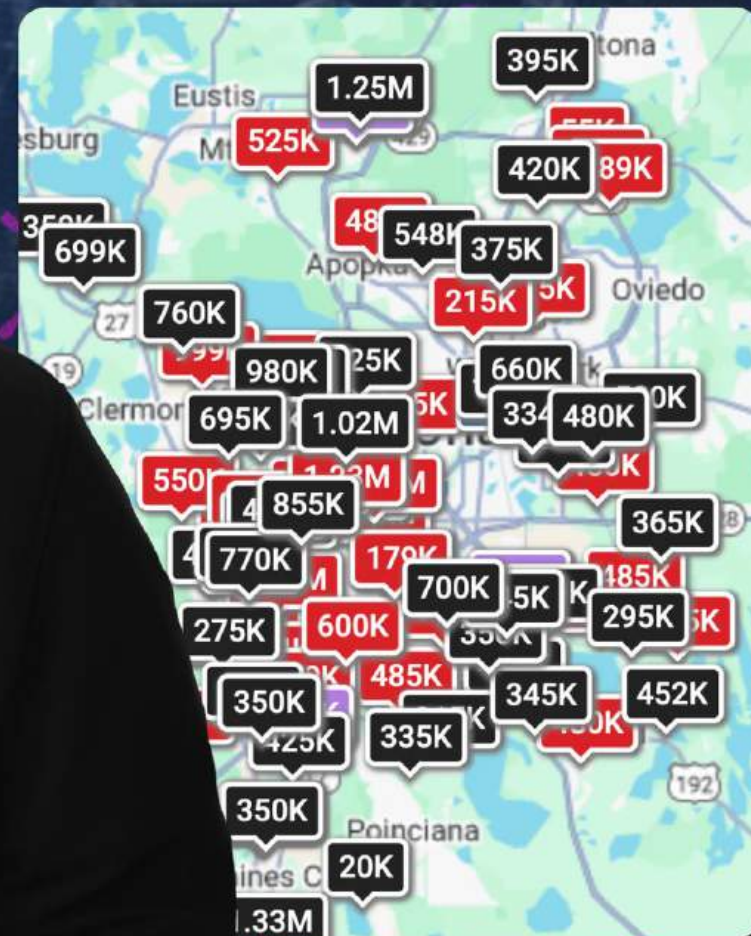


1,686 Google Reviews ★★★★★

📍 Listings

705 listings

604 sold





# From Invisible to Influential

Ken Pozek

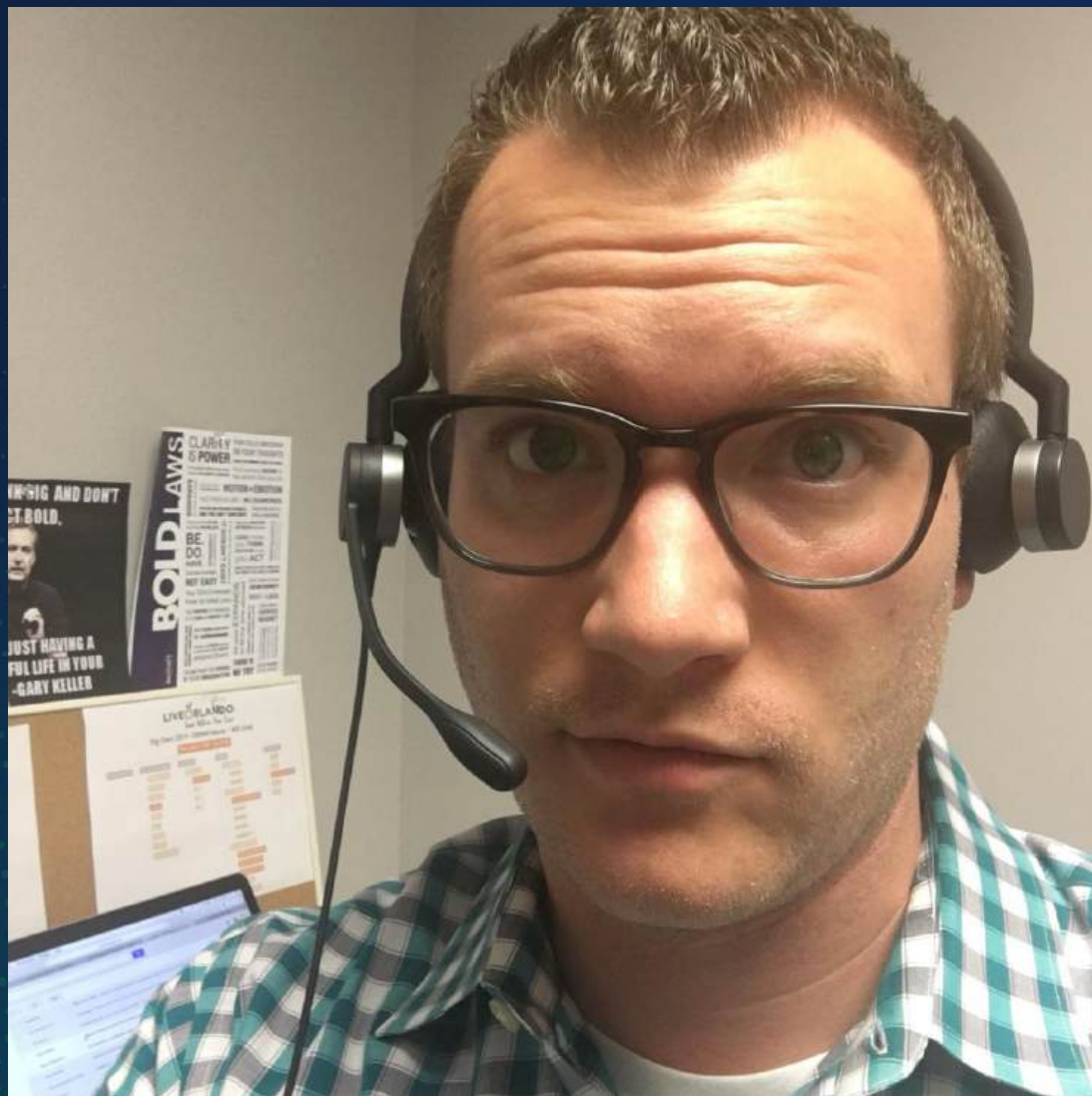


SUCCESS SUMMIT













### HECM Mortgage - Alternate Home Financing Option for Seniors

Private



**Ken Pozek**  
61.8K subscribers

Analytics

Edit video

Remix

0



Clip

Save



38 views Aug 11, 2017

Ken Pozek, Real Estate Agent, interviews Gerard Martinez about an alternative financing program for seniors. It's HECM for for home purchase. Find out how to buy twice as much home with this little known program!



SUCCESS SUMMIT



## What I use to shoot my videos

Here's one thing I like, and one I don't when it comes to shooting videos here in Central Florida.







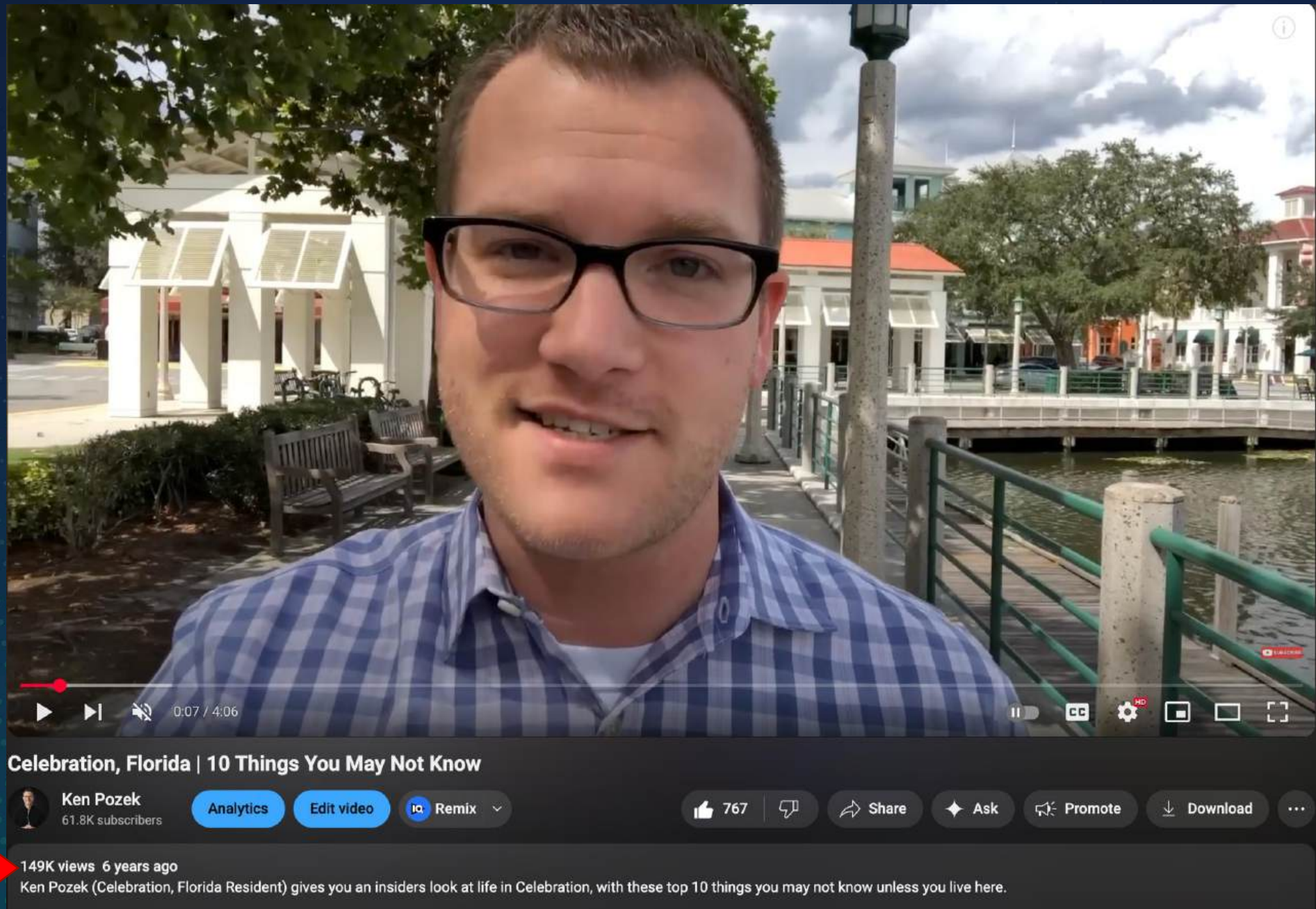
## Prop Culture: Home Office Tour with Ken Pozek

Orlando Realtor Ken Pozek is a bit of a movie nerd. He's been collecting original movie props, replicas, an...





# VIDEO #204



The video player shows a man with glasses and a blue plaid shirt speaking outdoors. The background features a white building with a porch, trees, and a body of water with a green railing. The video progress bar indicates 0:07 / 4:06. Below the video, the title 'Celebration, Florida | 10 Things You May Not Know' is displayed. The channel name 'Ken Pozek' and subscriber count '61.8K subscribers' are shown. The video has 149K views and was uploaded 6 years ago. The description states: 'Ken Pozek (Celebration, Florida Resident) gives you an insiders look at life in Celebration, with these top 10 things you may not know unless you live here.'

**Celebration, Florida | 10 Things You May Not Know**

**Ken Pozek**  
61.8K subscribers

[Analytics](#) [Edit video](#) [Remix](#)

149K views 6 years ago

Ken Pozek (Celebration, Florida Resident) gives you an insiders look at life in Celebration, with these top 10 things you may not know unless you live here.



SUCCESS SUMMIT





**pozek**  
G R O U P



SUCCESS SUMMIT





2024: \$328M Closed  
2025: 338M  
Closed/Pending (Jul)



“

Media opens the door to influence,  
and makes everything easier or unnecessary









# IT ALL WORKS



Youtube (Long form, Lives)



Short Form (TikTok/Instagram/Shorts)



Podcasts



Newsletters, blogs, etc



# IT ALL WORKS



**Youtube (Long form, Lives)**



Short Form (TikTok/Instagram/Shorts)



Podcasts



Newsletters, blogs, etc





# 4 C's of Building an Influential Brand on Youtube

**#1 Clarity – Who's your ideal audience?**

# **4 C's of Building an Influential Brand on Youtube**

**#1 Clarity – Who's your ideal audience?**

**#2 Content – What are you going to show them?**



# Buckets

## Live Stream

Local News,  
Real Estate  
Development

## Real Estate

Top 5...  
Moving to...

## Real Estate

Community  
Tours

Listing tours



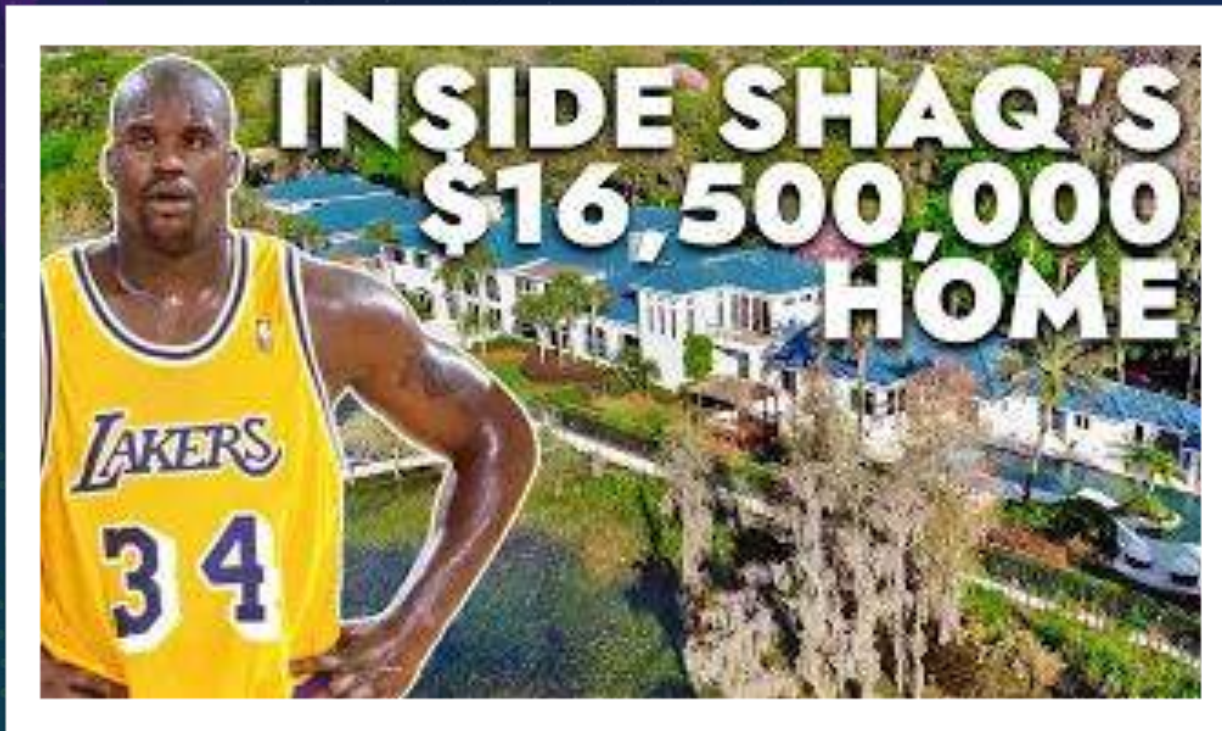
# Top 5 Videos



SUCCESS SUMMIT



# Top 5 Videos



1.9M Views  
2,900 Subs



SUCCESS SUMMIT



# Top 5 Videos



**472k Views**  
**1,402 Subs**



**SUCCESS SUMMIT**



# Top 5 Videos



**107k Views**  
**1,208 Subs**



**SUCCESS SUMMIT**



# Top 5 Videos



**40k Views**  
**381 Subs**

**“Clermont Vs. Winter Garden”**



SUCCESS SUMMIT



# Top 5 Videos



**478 Views**  
**9 Subs**



SUCCESS SUMMIT

# **4 C's of Building an Influential Brand on Youtube**

**#1 Clarity – Who's your ideal audience?**

**#2 Content – What are you going to show them?**

**#3 Consistency – How often are you showing up?**



- 1. Time block research, shooting, posting**
- 2. Keep a “ideas” note on your phone**
- 3. Evergreen Ideas**

# **4 C's of Building an Influential Brand on Youtube**

**#1 Clarity – Who's your ideal audience?**

**#2 Content – What are you going to show them?**

**#3 Consistency – How often are you showing up?**

**#4 Curious – Always work to improve**





## Video analytics

Jul 23, 2025 — Now  
Since published

Overview

Reach

Engagement

Audience

Revenue



Your video

Orlando Before and After Walt Disne...



Details



Analytics



Editor



Comments



Languages



Monetization



Copyright



Clips



Daily Ideas



**Subscribers are choosing to watch this video less often than usual, contributing to 54% fewer views**

Views

3.8K ↓

4.6K less than usual

Watch time (hours)

233.7 ↓

386.3 less than usual

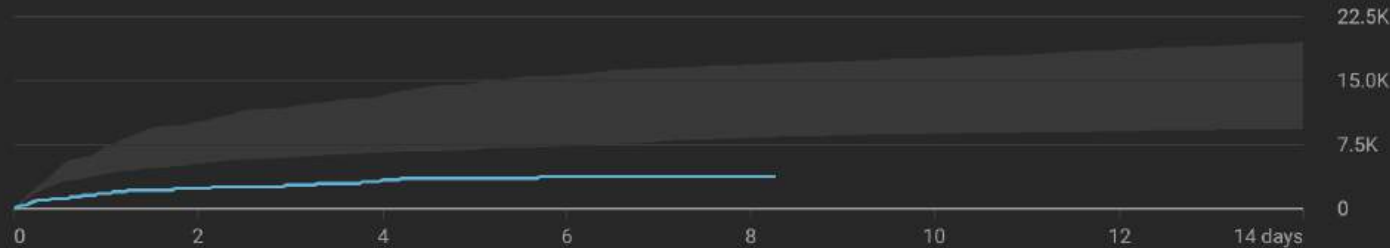
Subscribers

+11

Estimated revenue ⓘ

\$23.56

● This video ● Typical performance



See more

### Realtime

● Updating live

108

Views · Last 48 hours ▾



Top traffic sources

Views

Browse features

43.5%

Channel pages

18.5%

YouTube search

11.1%

Suggested videos

10.2%

Direct or unknown

8.3%

See more

Apr 8, 2025 — Now

Since published

Overview

Reach

Engagement

Audience

Revenue



This video has gotten 106,898 views since it was published

Realtime

Updating live

76

Views · Last 48 hours



Top traffic sources

Browse features

Views

46.1%

YouTube search

14.5%

Channel pages

13.2%

External

10.5%

Suggested videos

7.9%

See more

Views

106.9K

85.2K more than usual

Watch time (hours)

6.6K

5.1K more than usual

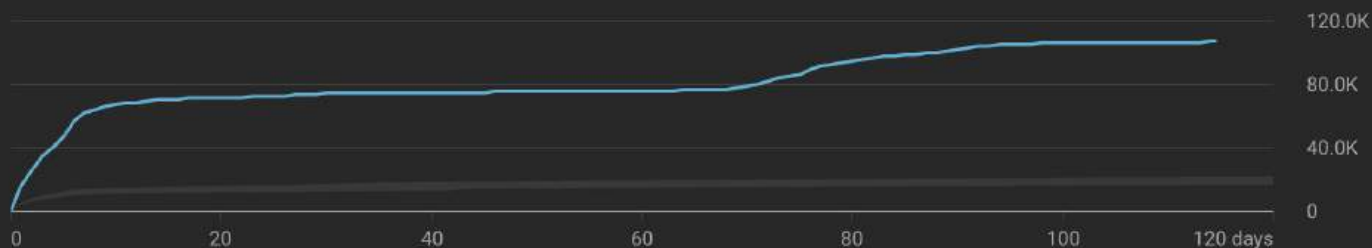
Subscribers

+1.2K

Estimated revenue

\$489.65

This video Typical performance



See more

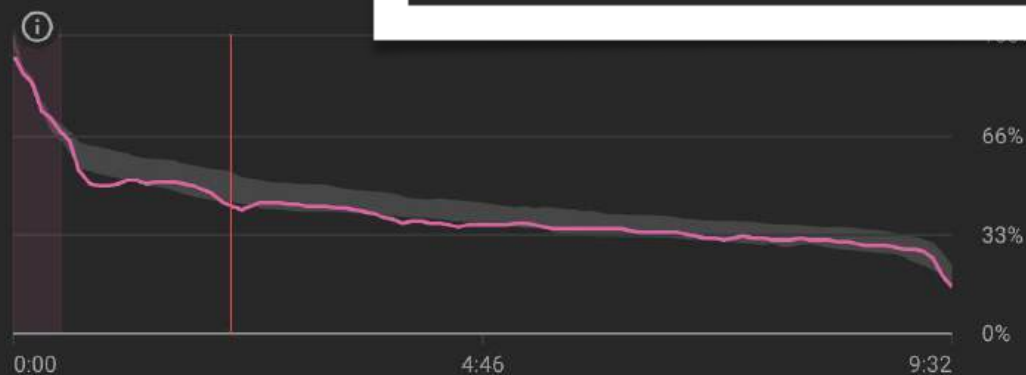


Intro



2:12 / 9:32

● This video ● Typical retention



✦ 68% of viewers are still watching at around the 0:30 mark, which is typical. Learn more by comparing to your other videos.

See more



68% of viewers are still watching at around the 0:30 mark, which is typical. Learn more by comparing to your other videos.



← New videos to inspire you



Florida Just Crashed Its Own Housing Market

Orlando Miner  
203.6K views • 2 weeks ago



The #1 city in Florida everyone is leaving

Reventure Consulting  
187.0K views • 1 week ago



21 Places In Florida Where Locals Go To Get Away From Tourists

Follow Me Away  
106.5K views • 1 week ago



Realtors report major surge in cancelled listings (Phase 2 underway)

Reventure Consulting  
218.7K views • 2 weeks ago



Fed pivot incoming (rate cut cycle has officially begun)

Reventure Consulting  
180.6K views • 3 weeks ago



Former Florida personal trainer facing more than 100 felony charges

FOX 35 Orlando  
659.6K views • 1 week ago



Home Prices Will Drop by 60% or MORE



Housing Market Collapse Worse Than



FDCOT 2025 | NEW Test Track & Space



# Make Bad Videos



SUCCESS SUMMIT



# STEPHANIE YOUNGER

How to Dominate Your  
Geo Farm

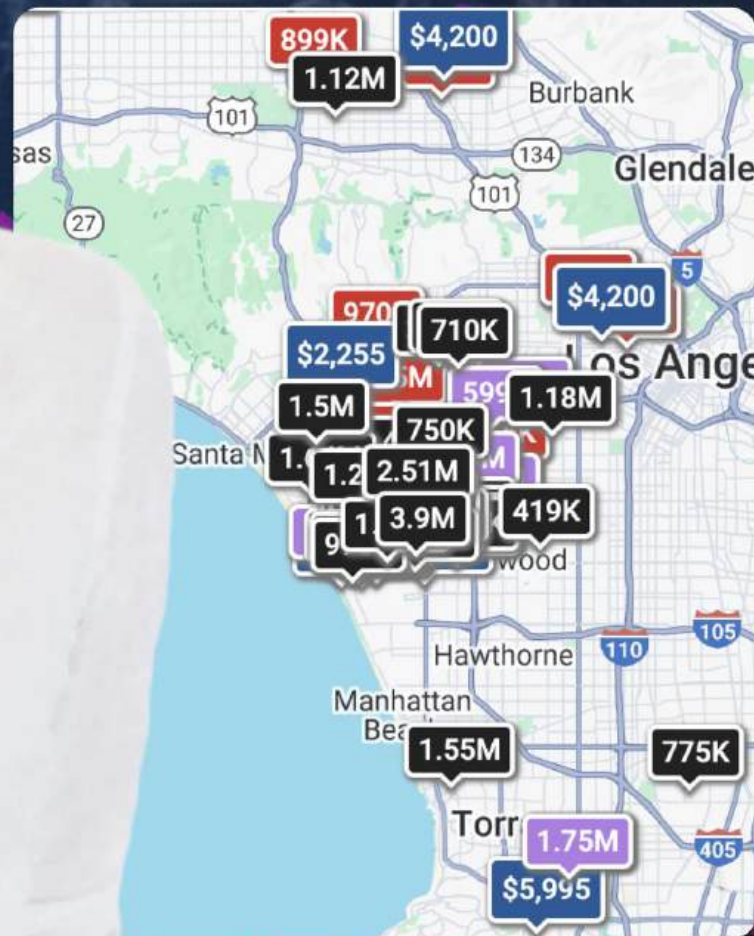
WINNING SYSTEMS  
WINNING MARKETING

380 Google  
Reviews ★★★★★

📍 Listings

253 listings

186 sold





# How to Dominate Your Geographic Farm: Plant Seeds, Not Just Signs

STEPHANIE YOUNGER



SUCCESS SUMMIT

# Do You Remember Baby Aidan?



SUCCESS SUMMIT







# How to Dominate Your Market Through Geographic Farming





# The Year Was 2007...

**5 Years in Real Estate**

**16 Homes Sold and \$16M in Sales**



**SUCCESS SUMMIT**



# EGO Over Economics









# The Fire in My Belly... Literally.





# The Question?

**What can I do to generate business  
without spending a lot of money?**

# The Answer?

**Get back to the Basics. Get out to the Doors.**



# ECONOMICS Over Ego





# Ego Checked... at the Doors!

EXPERIENCE SUMMER BITES & SOPHISTICATED LIVING THIS SUNDAY!

*Savor the Summer*

6399 W. 80TH STREET  
JUNE 29TH 2-5PM | SUNDAY

Step into this reimagined North Kentwood Colonial blending East Coast charm with California cool—featuring summer bites by the pool, Hollywood history inside, and timeless style throughout.

SYG

Let's chat today about your home's value.



Your Home's Value Might Surprise You – Let's Talk Real Estate.

Stephanie Younger Group  
COMPASS

*If you're thinking of selling, call me!*  
- Stephanie  
310.773.0561



Stephanie Younger  
REAL ESTATE AGENT

310.773.0561  
HELLO@STEPHANIEYOUNGER.COM  
STEPHANIEYOUNGER.COM

COMPASS



# TWO THINGS WERE HAPPENING





# HOW OUR FARM GREW

## ***Total Addressable Market:***

- **15,864** Properties
- **600 Sales** Annually
- **\$1 Billion +** in Annual Sales Volume

## ***SYG in the Farm***

- **2,000+ Career Homes** and **150 Homes Annually**
- **21% Market Share**
- **#1 Agent** in the Area
  - Sales & Transaction Volume,
  - Average Sales Price
  - Average Price per Square Foot



# Why Do We Farm?

## *Because Farming Works!*

- Farming is predictable and dependable.
- Anyone can build a Farm.
- Farming is practically FREE!
- Farming is AI-Proof.
- Farming is fun!





# How to Build a Farm

- Pick the Right Farm
  - Live in or Spend Time There
- Start with 500-1000 homes
- Know Your Numbers
  - Sales & Turnover Rates
- Create a Budget
- Get to know EVERYONE and LOVE ON THEM

***Take care of your farm***

***and your Farm will take care of YOU!***



SUCCESS SUMMIT



# Three Stages of Growing a Farm

**Investing Your Time**

**Adding Your Talents and Skills**

**Spending Your Money**



# Stage 1

## Investing Your Time

- If you don't have money to spend, then you have to **invest your time**.
- Get Back to the Basics
- Activities that are **HIGH time investment** have a **long-term ROI**, but it's worth it.



# Doorknocking: The OG Farming Activity





# Doorknocking FAQs



## When should I go?

- It doesn't matter when you go, or pick a time when you will actually do it!
- 9-11am or 3-5pm, or BOTH!



## How long should I knock?

- Aim for 2 hours per day. Depending on the area, that's around 50 doors and 15 people.



SUCCESS SUMMIT





# Doorknocking FAQs



## What should I wear?

- Professional clothes with good walking shoes. No “workout gear”



## Is it safe?

- Yes! Go during the day and go with a buddy!



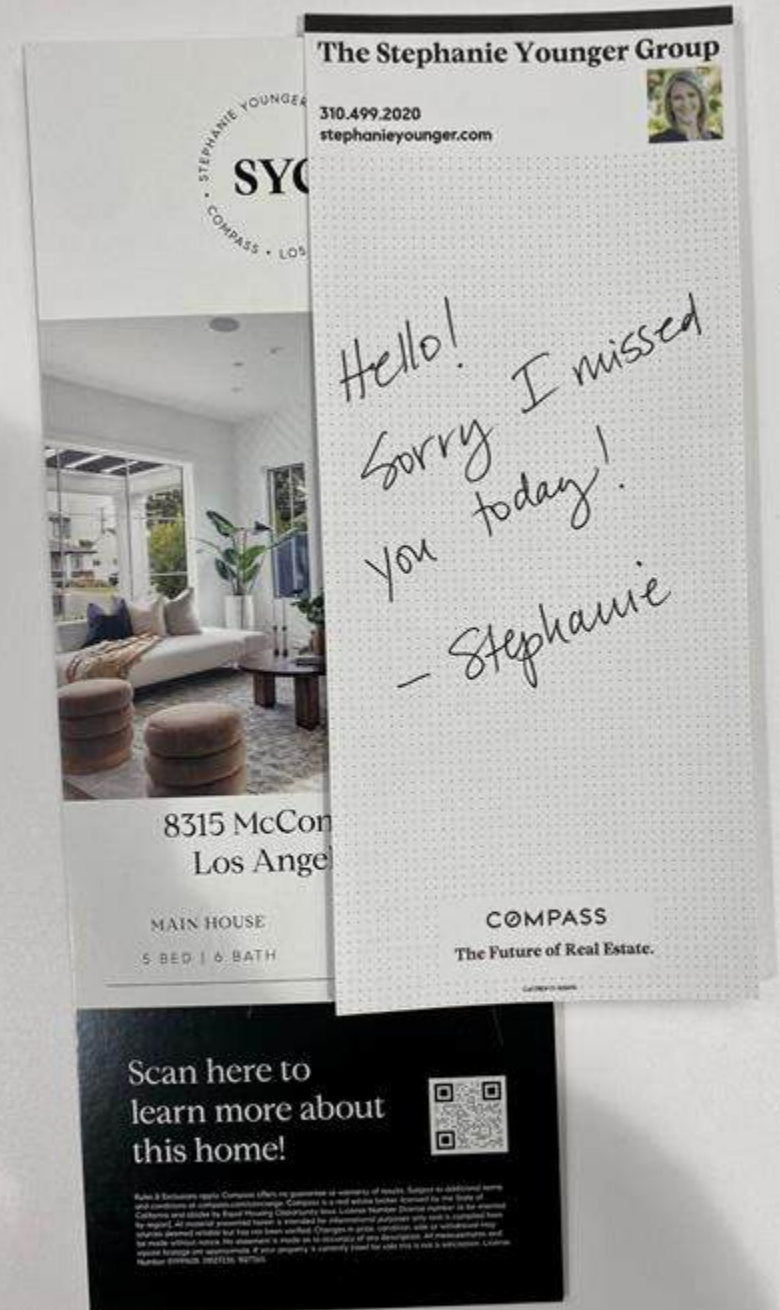


# Doorknocking FAQs



## What should I leave?

- The notepad is the single best doorknocking tool. It's all you need!
- Add an open house flyer or some market stats
- Write a note if no one answers the door so they will know YOU were there.





# Doorknocking FAQs



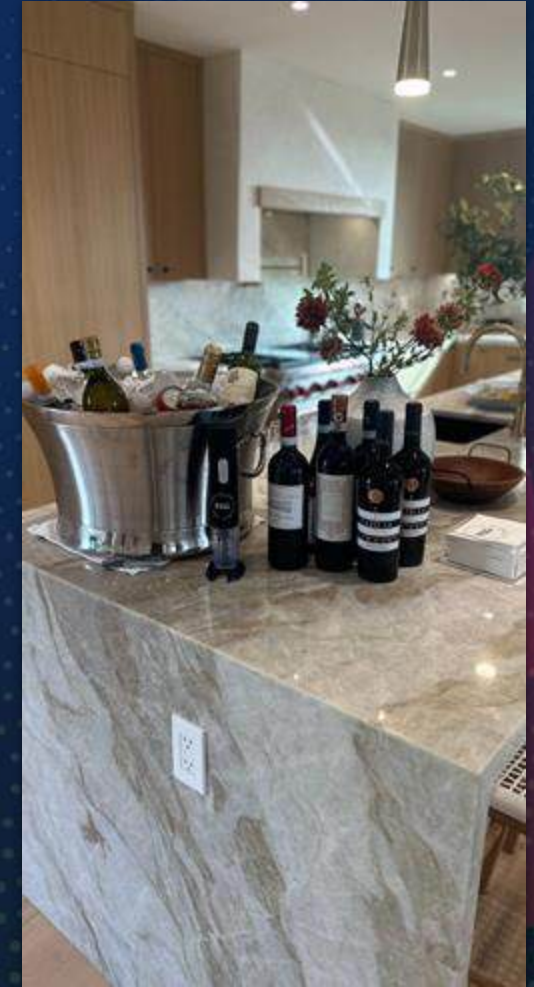
## What do I say?

- Here's my script:
  - *"Hi, it's Stephanie Younger THE LOCAL REAL ESTATE AGENT. I'm out here MAKING MY USUAL ROUNDS, bringing you a fresh NOTEPAD for near your phone and some info about my open house on Sunday."*
  - *"Do you have any questions about the real estate market today?"*





# Open House: The Geo-Farming Secret Sauce



# Stage 2

## Adding Your Talents and Skills

- Add your personal talent and skills to **plant more seeds.**
- Be professionally **creative.**
- Put **yourself** out there.



# Quarterly Door Drops and Anniversary Gifts





# Volunteer Opportunities





# Other Ways to Fertilize the Farm

- **Walk your dog...** a lot. Or if you don't have a dog, rescue or borrow one immediately!
- Do your grocery shopping and regular **errands in your farm.**

# Stage 3

## Spending Your Money

- Now, it's time to **amplify your efforts with Strategic Spending**
- You must **re-invest in your business to start the flywheel effect** of GeoFarming.
- Financial investment → Bigger Impact → Higher **sales** → Greater **revenue** → More Financial Investment
- Commit to saving and **re-investing 10% of each commission check.**

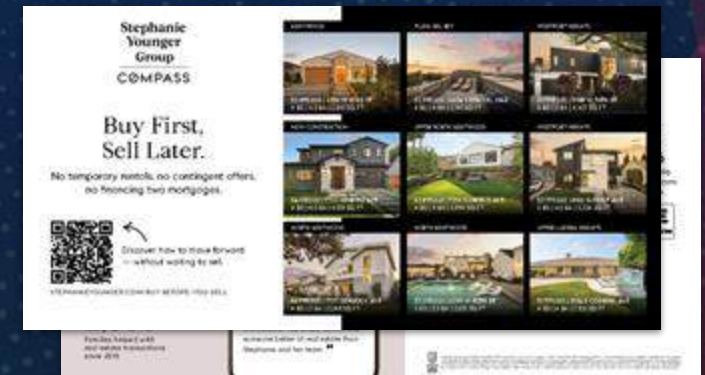
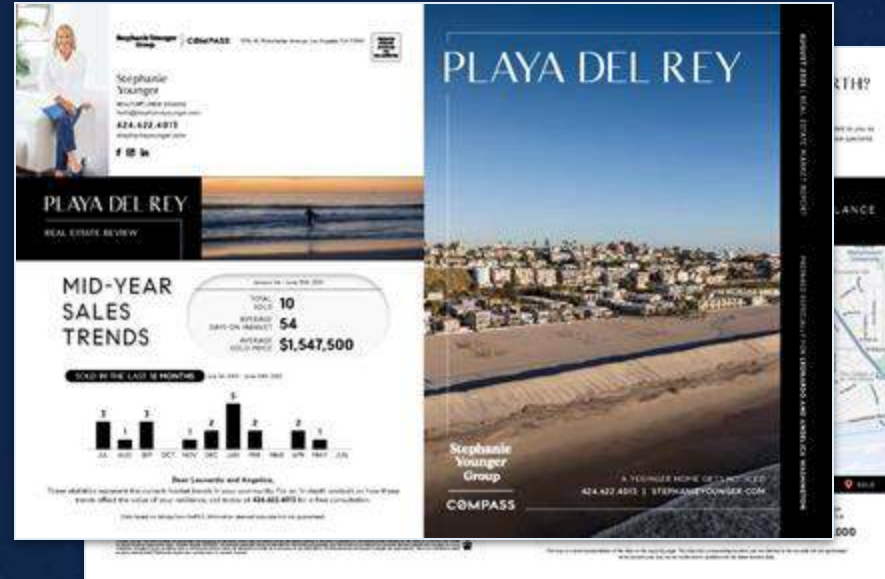


# Direct Mail Works!

What should I send?

Try any of these! They all work.

Did you  
*hear about*  
your neighbor?



Add a "Call to Action" and a QR Code

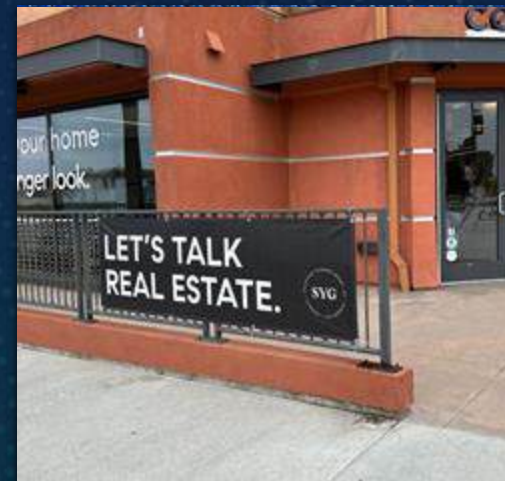


# How many pieces should I send?

- Mailing **consistently** is the key.
- Begin with a **monthly piece to 500 – 1,000 homes.**  
**Add a second piece** per month as you can afford.
- When you see **results**, add 1,000 new homes and repeat.  
Increase **gradually and strategically**



# "Out of Home" Advertising





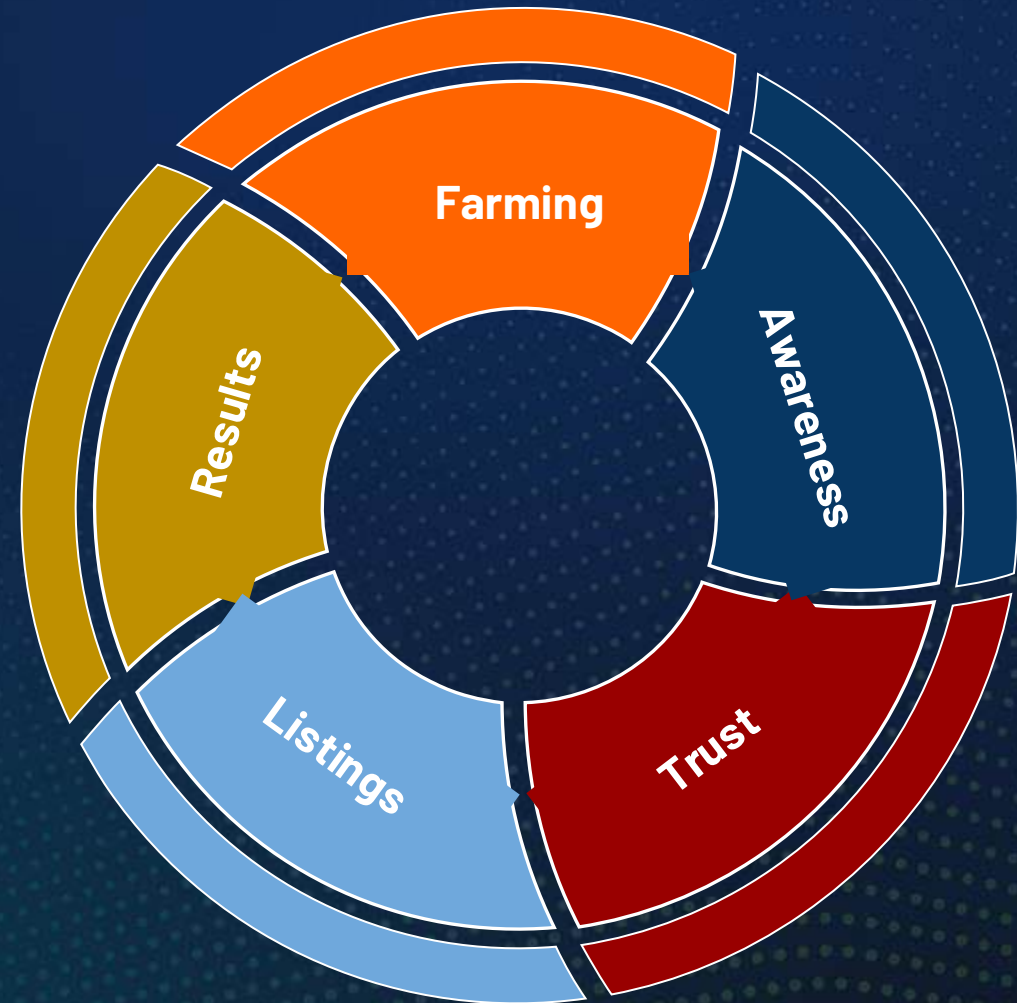
# Events and Sponsorships





# The Virtuous Cycle Feeds the Farm

Effective Open Houses  
Community Credibility  
Repeat Business  
Endless Referrals





# Still at the Doors





# Rules of the Farm

- **DO NOT QUIT** and be prepared to **cultivate the farm** over months and years
  - This is a long term strategy.
- **Fertilize your farm** with things that last
  - A notepad or item of value will stick around!
- **Plough ahead** and plant more seeds
  - You have to spend money to make money.
- You will **reap what you sow**.
  - Be patient and keep a sense of humor.



**Take Care of Your Farm and  
Your Farm Will Take Care of You.**



SUCCESS SUMMIT



# Thank You!



Follow us:



@stephaniyoungergroup



SUCCESS SUMMIT



# JASON PANTANA

Win the AI Search Game:  
The System

**WINNING STRATEGY**  
**WINNING SYSTEMS**





@JASONPANTANA





How did you choose the real estate agent who helped you sell your home?

9% They were a personal friend or family member

34% They were referred to me by a friend or family member

6% They live near me and I know them as a neighbor

28% I researched agents online  
(reviews, transaction histories, etc)

15% I used an online agent finding/matching service

7% I saw a piece of advertising or marketing  
that impressed me



— AI LISTING MACHINE —

# REFERRALS

*OUTBOUND RELATIONSHIPS*

# RESEARCH

*INBOUND REPUTATION*

Q:

Are you retaining  
your clients?



# AI LISTING MACHINE

## MARKET REPORTS

A recurring email with local housing stats, trends, and insights tailored to your area.

## VALUE REPORTS

An on-demand snapshot of your home-owner's current value and equity.

## COMMUNITY REPORTS

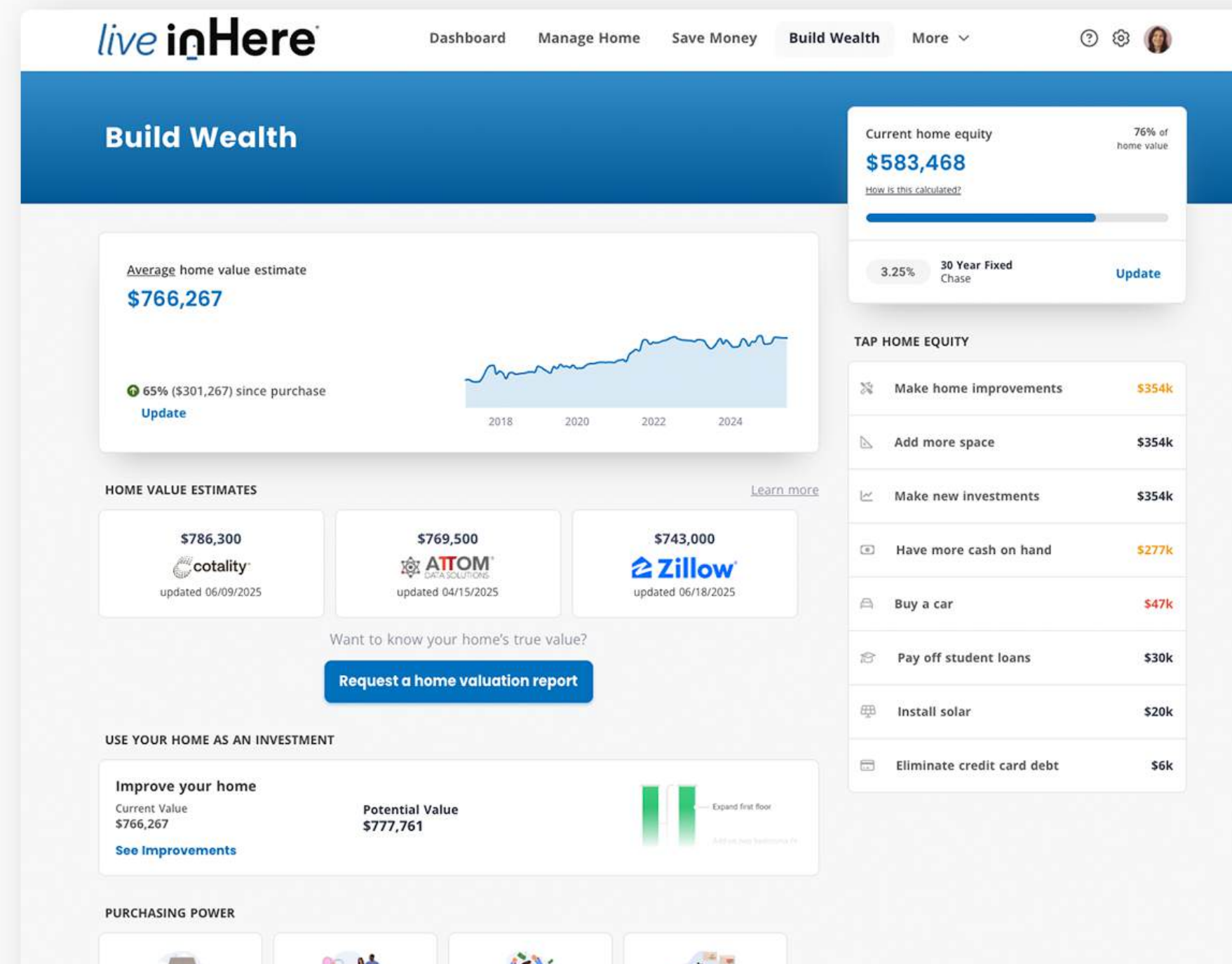
A recurring email with local events, planning updates, and neighborhood changes.

## MAINTENANCE REPORTS

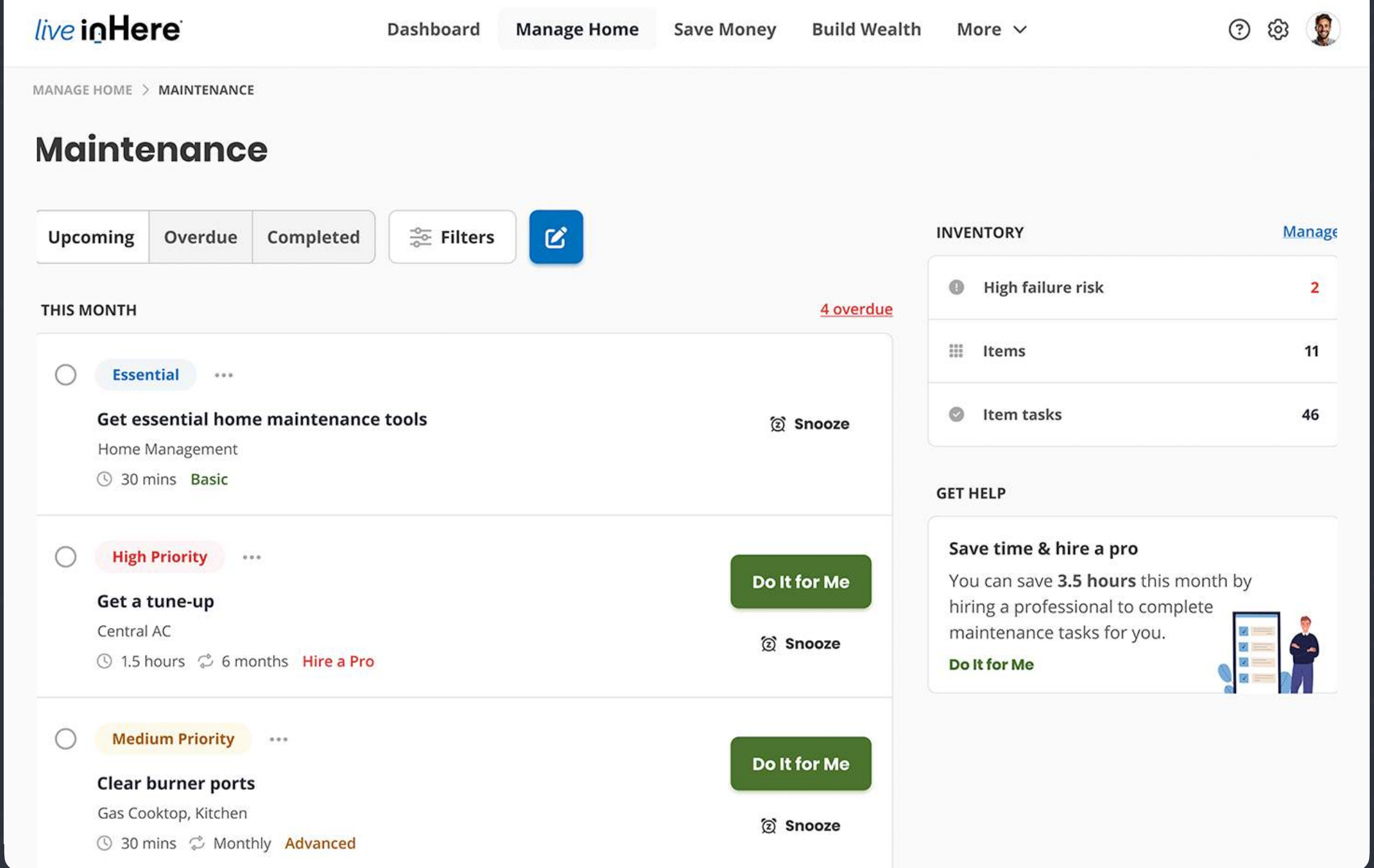
Custom upkeep reminders tailored to your home-owner's systems and appliances.

# AI LISTING MACHINE

## HOME VALUATION



## HOME MAINTENANCE





# AI LISTING MACHINE

## MARKET REPORTS

A recurring email with local housing stats, trends, and insights tailored to your area.

## VALUE REPORTS

An on-demand snapshot of your home-owner's current value and equity.

## COMMUNITY REPORTS

A recurring email with local events, planning updates, and neighborhood changes.

## MAINTENANCE REPORTS

Custom upkeep reminders tailored to your home-owner's systems and appliances.

Q:

Where are you  
marketing?



# AI LISTING MACHINE



# AI LISTING MACHINE

1	Facebook	2 – 5 checks/day	Approximately <b>30.9</b> minutes a day in the U.S.
2	YouTube	2 – 5 checks/day	Approximately <b>48.7</b> minutes a day in the U.S.
3	Instagram	3 – 6 checks/day	Approximately <b>33.1</b> minutes a day in the U.S.
4	TikTok	5 – 8 checks/day	Approximately <b>58.4</b> minutes a day in the U.S.
5	Email	15 – 20 checks/day	<b>99%</b> check daily; <b>58%</b> check first thing



I SEE YOU  
EVERYWHERE

# AI LISTING MACHINE



**TEMPLATE TRAP**



**COOKIE CUTTER**



**AI-DESIGNED**





# Brentwood Market Update

## Past 3 Months Performance Report

Hello << Test First Name >>,

The Brentwood market is showing strong momentum with **66% of homes selling in under 30 days** and an average sale price of **\$1.9M**. With only a 3.2% average price reduction and homes moving quickly, current market conditions favor sellers who are positioned to make their next move. This activity level suggests it's an opportune time to consider your housing goals, whether that's upsizing, downsizing, or strategic repositioning.

### Market Performance Highlights

202

HOMES SOLD

66%

SOLD UNDER 30 DAYS

15

32%

#### Code

#### Settings

#### Comments

```
1 <!DOCTYPE html>
2 <html lang="en">
3 <head>
4   <meta charset="UTF-8">
5   <meta name="viewport" content="width=device-width, initial-scale=1.0">
6   <title>Brentwood Market Update - Past 3 Months</title>
7   <style type="text/css">
8     @import url('https://fonts.googleapis.com/css2?family=Space+Grotesk:wght
9       @300;400;500;600;700&family=Archivo:wght@400;500;600&display=swap');
10  </style>
11 </head>
12 <body style="margin: 0; padding: 0; font-family: 'Space Grotesk', Arial, sans
13   rif; background-color: #F9F9F9; line-height: 1.6;">
14   <!-- Email Container -->
15   <table cellpadding="0" cellspacing="0" border="0" width="100%" style="backgr
16     ound-color: #F9F9F9;">
17     <tr>
18       <td align="center" style="padding: 20px 0;">
19         <!-- Main Content Table -->
20         <table cellpadding="0" cellspacing="0" border="0" width="600" st
21           yle="background-color: #FFFFFF; border-radius: 12px; overflow: hidden; box-shado
22             w: 0 4px 20px rgba(45, 50, 60, 0.1);">
23           <!-- Header with Gradient -->
24           <tr>
25             <td style="background: linear-gradient(135deg, #31DBA5
```

Feedback

Save

Content Studio





PROMPT

# Personalized Market Update Email Built From MLS Data

AIM RESOURCES

[AiM Resources](#) > [Personalized Market Update Email Built from MLS Data](#)

## What This Is

This is a strategy to help you create **hyperlocal real estate market update emails** using AI and your own MLS data.

### Prompt

You've collected intake information from the user, including business name, sender name, market location, brand preferences, and the goal of the email. Now, using that information and the attached spreadsheet, create a fully custom HTML email newsletter.

This email will serve as a Real Estate Market Update for the specified market area, based exclusively on the data in the spreadsheet.

Do not alter, fabricate, or infer any information beyond what is provided in the spreadsheet.

—



Real Estate Newsletter HTML Generation

Brentwood Closed  
Expired Cancelled  
Past 3 months.csv

CSV

MLS DATA

PROMPT

You've collected intake information from the user, including business name, sender name, market location, brand preferences, and the goal of the email. Now, using that information and the attached spreadsheet, create a fully custom HTML email newsletter.

This email will serve as a Real Estate Market Update for the specified market area, based exclusively on the data in the spreadsheet.

Do not alter, fabricate, or infer any information beyond what is provided in the spreadsheet.

—

### REQUIREMENTS

*All instructions listed below must be followed.*

—

**Personalized Greeting**

- Add a personalized greeting at the top of the email using standard merge tag syntax (e.g., `{{FirstName}}`).
- If no name is available, default to a friendly salutation like “Friend” or “Homeowner.”
- Ensure the name is converted to proper case (e.g., “john” becomes “John”; avoid all caps).

**Data Integrity**

- Use only the data provided in the spreadsheet.
- Do not invent, infer, or hallucinate any additional information.
- You must infer all relevant market characteristics (e.g., property type, price range, sub-location) directly from the spreadsheet data, without introducing anything not present.

**Compelling Market Insight**

- Analyze the data to identify a single compelling insight aligned with the **primary goal**

Reply to Claude...

+

🔗

🔍 Research

Claude Sonnet 4

⬆

⌵

Publish

Copy

⌵

✕



Real Estate Newsletter HTML Generation

Brentwood Closed  
Expired Cancelled  
Past 3 months.csv

CSV

MLS DATA

PROMPT

You've collected intake information from the user, including business name, sender name, market location, brand preferences, and the goal of the email. Now, using that information and the attached spreadsheet, create a fully custom HTML email newsletter.

This email will serve as a Real Estate Market Update for the specified market area, based exclusively on the data in the spreadsheet.

Do not alter, fabricate, or infer any information beyond what is provided in the spreadsheet.

—

### REQUIREMENTS

*All instructions listed below must be followed.*

—

**Personalized Greeting**

- Add a personalized greeting at the top of the email using standard merge tag syntax (e.g., `{{FirstName}}`).
- If no name is available, default to a friendly salutation like “Friend” or “Homeowner.”
- Ensure the name is converted to proper case (e.g., “john” becomes “John”; avoid all caps).

**Data Integrity**

- Use only the data provided in the spreadsheet.
- Do not invent, infer, or hallucinate any additional information.
- You must infer all relevant market characteristics (e.g., property type, price range, sub-location) directly from the spreadsheet data, without introducing anything not present.

**Compelling Market Insight**

- Analyze the data to identify a single compelling insight aligned with the **primary goal**

Reply to Claude...

+⚙️🔍 Research

Claude Sonnet 4

↑

Copy

Publish

Brentwood Market Update

Past 3 Months Performance Report

\*|IF:FNAME|\*Hello \*|FNAME|\*,\*|ELSE:|\*Hi,\*|END:IF|\*

The Brentwood market is showing strong momentum with **66% of homes selling in under 30 days** and an average sale price of **\$1.9M**. With only a 3.2% average price reduction and homes moving quickly, current market conditions favor sellers who are positioned to make their next move. This activity level suggests it's an opportune time to consider your housing goals, whether that's upsizing, downsizing, or strategic repositioning.

Market Performance Highlights

202

HOMES SOLD

66%

SOLD UNDER 30 DAYS

15

MEDIAN DAYS ON MARKET

32%

SOLD AT/ABOVE ASK

@JASONPANTANA

Ai MARKETING ACADEMY



# AI LISTING MACHINE

## MARKET REPORTS

A recurring email with local housing stats, trends, and insights tailored to your area.

## VALUE REPORTS

An on-demand snapshot of your home-owner's current value and equity.

## COMMUNITY REPORTS

A recurring email with local events, planning updates, and neighborhood changes.

## MAINTENANCE REPORTS

Custom upkeep reminders tailored to your home-owner's systems and appliances.

## PROMPT

# Community Happenings Research Prompt

COMMUNITY HAPPENINGS RESEARCH PROMPT

## What This Is

This resource is a **deep research prompt** designed to help you gather a reliable, scannable synopsis of community happenings in a specific local area. It's built for real estate professionals who want a quick way to source relevant local content—things like new businesses, zoning updates, infrastructure projects, community events, or lifestyle highlights.

**The generated output of this prompt isn't meant to be finished content.** Instead, it gives you the raw research you can repurpose into whatever format you choose—whether that's an email, a video, a blog, or another type of update.


### Prompt


You are tasked with conducting **deep research** to create a synopsis of recent and upcoming community happenings in a specific area.

#### ### Customization Fields:


- **Area / Location:** {{Insert city, town, or neighborhood}}
- **Timeframe – Past:** {{Insert how far back to review, e.g., past 7 days, past month}}
- **Timeframe – Upcoming:** {{Insert forward-looking window, e.g., this weekend, next 10 days}}








...




Share


+




Home



Discover




Spaces




pro

Account



Upgrade



Install

You are tasked with conducting **deep research** to create a synopsis of recent and upcoming community happenings in a specific area.

### Customization Fields:



- **Area / Location:** {{Brentwood, THEN}}
- **Timeframe - Past:** {{Past month}}
- **Timeframe - Upcoming:** {{This upcoming weekend}}


### Instructions:


1. Confirm today's current date so your analysis references the correct timeframe.
2. Research and summarize findings across the following categories:
  - **Local Events:** Festivals, concerts, parades, farmers markets, sports, etc.
  - **Community & Lifestyle:** School events, non-profits, fundraisers, neighborhood gatherings.
  - **Business Openings/Closures:** Restaurants, shops, gyms, entertainment venues.
  - **Government & Policy:** Zoning changes, city council updates, new regulations, ordinances.
  - **Development & Infrastructure:** New construction projects, housing developments, road work, transit updates, city planning.
  - **Historical/Recent Recap:** Notable events or community highlights from the past {{timeframe - past}}.
  - **Upcoming Highlights:** What's happening in the next {{timeframe - upcoming}}.
3. Provide your output as a **clear, scannable synopsis** with short sections under each category.
4. Include **dates, names, and sources/links** wherever possible so the information can be verified and cited in a newsletter.
5. If certain categories have no available updates, note "No significant updates found."


### Output Format:


- Use Markdown with headers for each category.
- Keep tone neutral, informative, and community-focused.
- Make the synopsis **ready to adapt directly into a real estate agent's newsletter.**




 Research

 Steps

 Sources · 68

 A



@JASONPANTANA

Ai MARKETING ACADEMY

Don't let your client  
become another  
agent's lead.



# REFERRALS

*OUTBOUND RELATIONSHIPS*

# RESEARCH

*INBOUND REPUTATION*

## Jason's Post



**Jason Pantana**

[Admin](#)

[Group expert](#)

+1

· Yesterday at 7:21 AM ·



AiM rockstars! Doing a bit of research -- wanting to hear how your uses of AI has led to (specific) **wins in your business**: new buyers, listings, sales, etc. Really appreciate your feedback.



Like



Comment



Send



**Tami Price** · [Follow](#)

My last four buyer clients came to me after ChatGPT recommended me! One closed today, two under contract and one scheduled to meet when I return from Summit. I also have a listing opportunity where chat recommended me as an agent familiar with VA Loan Assumptions.

1d

Like

Reply



**Jason Pantana** replied · 2 Replies



# SEARCH

G

VS

# ASK





# AI LISTING MACHINE



CHATGPT



GEMINI  
(GOOGLE)



GROK



PERPLEXITY



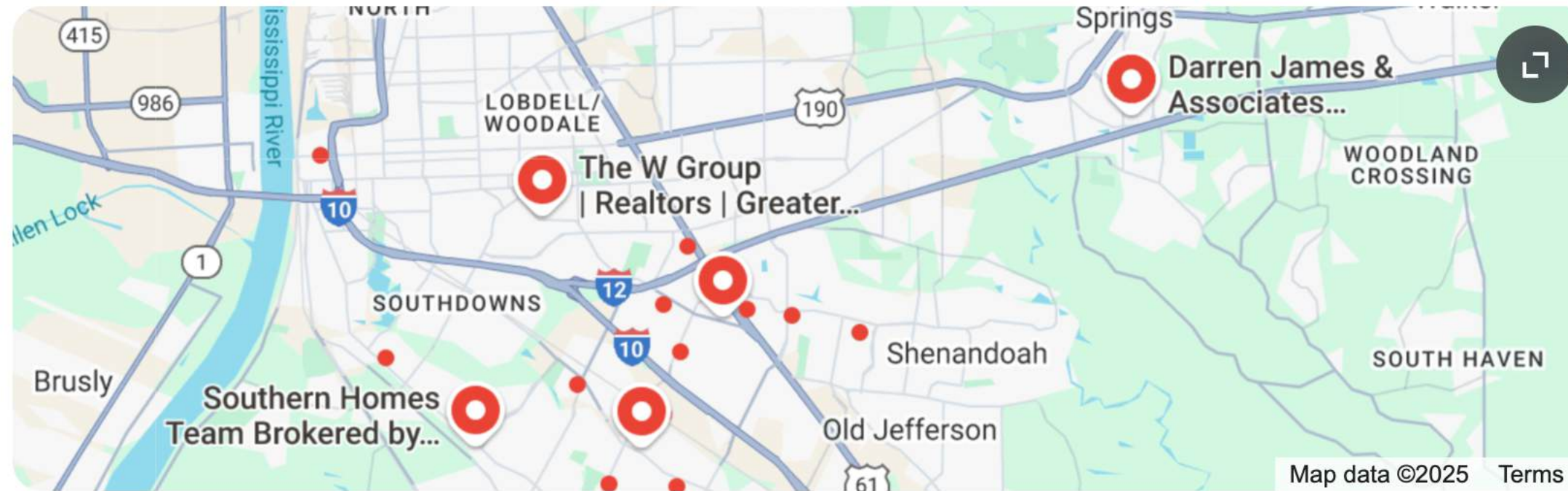
CLAUDE



COPILOT  
(MSFT)



## Businesses



## The W Group | Realtors | Greater Baton Rouge, Louisiana

5.0 ★★★★★ (357) · Real estate agency

7+ years in business · 6659 Jefferson Hwy

Open · Closes 8 PM · (225) 577-6555

"Austin worked overtime and made my home buying experience amazing."



Website



Directions

## Brittney Pino &amp; Associates Real Estate Firm

5.0 ★★★★★ (348) · Real estate agency

20+ years in business · 10235 Jefferson Hwy Bld 4, Ste D

Closed · Opens 8 AM Wed · (225) 416-5076

"She truly cares for her clients and makes the home buying process painless."



Website



Directions

## Southern Homes Team Brokered by LPT Realty

5.0 ★★★★★ (197) · Real estate agency

15+ years in business · 7330 Highland Rd Suite A-2-C

Open · Closes 8 PM · (225) 268-1110

"Mary is the most helpful and knowledgeable **realtor** I've worked with!"

Website



Directions



## ✦ AI Overview

Determining the "best" realtor in Baton Rouge is subjective and depends on individual needs and preferences. However, several highly-regarded and successful realtors consistently appear on top agent lists for the area. Some top contenders based on recent rankings and reviews include **Trey Willard (The W Group)**, **Christie Farris**, **Jill Lemoine**, and **Darbi McGlone**. [🔗](#)

**Factors to Consider When Choosing a Realtor:****Experience and Expertise:**

Look for agents with a proven track record, especially in the specific neighborhoods you're interested in. [🔗](#)

**Reviews and Recommendations:**

Check online reviews and testimonials from past clients on platforms like [Yelp](#), [Zillow](#), and [FastExpert](#). [🔗](#)

**Communication and Responsiveness:**

A good realtor should be accessible, responsive, and keep you informed throughout the process. [🔗](#)

**Negotiation Skills:**

Strong negotiation skills are crucial for getting the best possible price, whether buying or selling. [🔗](#)

**Marketing and Sales Strategy:**

If selling, assess the realtor's marketing plan and how they plan to showcase your property. [🔗](#)

**Top Agents to Consider (based on recent rankings):****THE BEST 10 REAL ESTATE AGENTS in BATON ROUGE, LA**

Best Real Estate Agents in Baton Rouge, LA - Christie Farris, Jill Lemoine-RE/MAX...

**Baton Rouge, LA Realtor & Real Estate Agent Reviews | Zillow**

Matt Bruno. Keller Williams Realty - RedStick Partners. \$11K - \$1.1M team price range. 46...

**2025's Top Real Estate Agents and Realtors in Baton Rouge, LA**

Dana Bennett. Keller Williams Realty. Sales Last 12 months: 19. Sale to List Ratio: 97.80% Average Days on Market: 79. 1...

**The W Group | Premier Real Estate Agency in Baton Rouge ...**

Discover The W Group Real Estate, Louisiana's #1 agency for buying and selling homes. Led b...





Q:

How do you  
win AI search?

# AI LISTING MACHINE

- 1 **AI search favors certain sites:** Optimize your profiles on the sites AI trusts most.
- 2 **Your bio is critical:** AI can't read reviews or dynamic content, only the static text.
- 3 **AI answers diplomatically:** Post guides on choosing an agent and nominate yourself.





ChatGPT 5 ▾



Hey, Jason. Ready to dive in?

+ Who's the best realtor in Fort Worth, TX?



ChatGPT can make mistakes. Check important info.

# AI LISTING MACHINE

1 FastExpert

2 RealTrends

3 Yelp (10 Best)

4 HomeLight  
+ usnews.com

5 Zillow

6 Reddit

7 Realtor.com

8 Expertise

9 Homes.com

10 Local Sites

11 Brand Sites

12 Your Site



# AI LISTING MACHINE

- 1 **AI search favors certain sites:** Optimize your profiles on the sites AI trusts most.
- 2 **Your bio is critical:** AI can't read reviews or dynamic content, only the static text.
- 3 **AI answers diplomatically:** Post guides on choosing an agent and nominate yourself.

PROMPT

# Optimize Your Bio For AI Search Engines

AIM RESOURCES

AiM Resources &gt; Optimize Your Bio for AI Search Engines

## What This Is

The way consumers search is changing fast—and real estate professionals need to keep up.

**AI search engines** like ChatGPT, Perplexity, and Google's AI Overview are transforming how people find information online. Instead of searching by links, users are asking questions like:

### Prompt

## Real Estate Agent Bio Optimization for AI Search

> I'm a real estate agent looking to improve my bio specifically for **AI-based search engines** like ChatGPT, Google's AI Overviews, and Perplexity.

> Here's important context before you help me rewrite my bio:

- AI search tools often **can't access dynamic content**, including reviews or recent updates—so they rely heavily on **static, indexable information**.
- That makes my **bio a critical ranking factor**, especially for queries like:
- **"Who's the top real estate agent in [city]?"**



# AI LISTING MACHINE

- 1 **AI search favors certain sites:** Optimize your profiles on the sites AI trusts most.
- 2 **Your bio is critical:** AI can't read reviews or dynamic content, only the static text.
- 3 **AI answers diplomatically:** Post guides on choosing an agent and nominate yourself.



## ◆ AI Overview

There is no single "best" realtor, but for a highly-ranked agent in the Raleigh area, look at **Stephanie Anson of Northside Realty Inc.**, listed as a top agent by [RealTrends Verified](#) for North Carolina. To find the right agent for you, use online directories like [Zillow](#) to find agents, read their customer reviews and specialties, and interview three to five candidates to discuss their experience and how they will work with you. [🔗](#)

## How to Find a Top Realtor

### 1. Use online platforms:

Websites like Zillow allow you to search for real estate agents in Raleigh and filter by their specialties, such as buying, selling, or relocating. [🔗](#)

### 2. Check industry rankings:

Resources like RealTrends Verified provide lists of top agents based on sales volume and other metrics. [🔗](#)

### 3. Read reviews and ask for referrals:

Look at customer reviews to gauge an agent's experience and choose at least three agents to interview, [NerdWallet](#) suggests. [🔗](#)

### 4. Discuss specifics:

Raleigh, NC Realtor & Real Estate Agent Reviews |...

Use Zillow's directory to find a Raleigh, NC real estate agent...



 Zillow ⋮

Best Real Estate Agents in North Carolina | RealTrends Verified

 RealTrends Verified ⋮

How to Find the Right Real Estate Agent for Yo...

Dec 3, 2024 — Ask friends and colleagues for referrals to fin...



 NerdWallet ⋮

Show all





ChatGPT 5 ▾

↑ Share ...



Who's the best realtor in Baton Rouge



If you're wondering **who's the best realtor in Baton Rouge**, the short answer is: there's no single standout for everyone—it really depends on your specific needs. That said, here's what the market data and reviews suggest:

## Notable Standouts in Baton Rouge Real Estate

### The W Group (led by Trey Willard)

- Frequently cited as **the top real estate team in Baton Rouge**, with a strong presence backed by metrics:
  - 50+ agents, over 500 transactions annually
  - 350+ five-star Google reviews
  - \$134M+ in sales volume in 2024

The W Group Real Estate +7



- Their blog confidently states: *"When it comes to trust, reputation, and results — no*

+ Ask anything



ChatGPT can make mistakes. Check important info.

— AI LISTING MACHINE —

# REFERRALS

*OUTBOUND RELATIONSHIPS*

# RESEARCH

*INBOUND REPUTATION*



# Ai MARKETING ACADEMY



**SAVE 50%**  
CHECKOUT CODE:  
**SUMMIT50**

## ◆ RESOURCES & PROMPTS ◆

### AI Search Bio Prompts

---



### Local/Community Happenings Prompt

---



### Market Update Email Prompts

---

