

ELITE
RETREAT

20
25

Kaleb Monroe

The Monroe Team @ Real Broker
Houston, TX
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- ✓ Over 90 Listings Taken (2024)
- ✓ Marketing Nerd
- ✓ 75% Referral Based Biz
- ✓ \$100M+ Career Sales



Why Marketing Your Listing Still Matters

...And why it never mattered more



**One disciplined
effort leads to
multiple rewards**

Marketing Matters

The action of marketing your listing does more than just show effort to your sellers on selling the home.

There are multiple rewards from being proactive instead of reactive to the market when marketing your listings.

Brand Awareness

Your vibe attracts your tribe. By you being you during your marketing in your videos or elsewhere will attract the clients that YOU want to work with.

Lead Generation

By running ads behind your listings you are able to attract people who may be in need of your services! Whether or not they can qualify for that specific home, you can convert.

***The Obvious* Markets Your Listing**

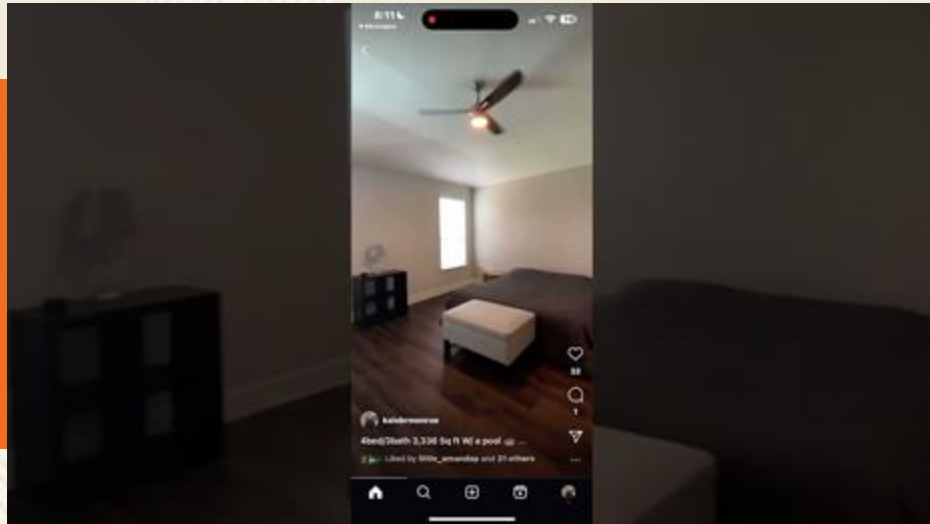
This goes without saying that you should earn the commissions you are paid by sellers. The best way to earn it? Be in the business of selling homes, ***not listing***.

Start Somewhere

Just like anyone, when I first started I did not have the biggest marketing budget in the world...

Yet, you have to start somewhere.

Once you start, it becomes easier to build on top of. The intricate marketing we get into can look daunting if you have nothing already in motion.



My Old Process

- Find a property (that wasn't my listing)
- Record clips on my phone
 - 3 seconds of the bathroom
 - 5 seconds of the living room
- Search "non-copyright music" on Youtube
- Record a voice memo from my phone
- Produce a very distorted sounding video that was way too long...
- It. Was. Free.



Why Did The Old Process Work?

Your market notices before your consumer does.

Establishes an authority

If you are the only one marketing a home in your area, you become the person the people look to.

MAY 1, 2020 AT 3:37 PM

Hi [REDACTED]! I just wanted to reach out to ask if you & your sellers would be open to letting me record walkthroughs of your listing you posted in our KW group?? The goal ultimately will be to attract buyers to your listing that of course I could represent. I've done some of Cody Scurlocks & Troy Chase's listings & the videos have come out pretty good (posted one earlier today). Let me know if I can do this for you to bring us both business. If not, no hard feelings 😊

I've noticed lots of volume in clients coming in from social posts recently & I'd like to ride the wave & bring everyone business from it

Sent

00 Evolve into a System

You are the professional in the room and professionals have plans. Avoid at all costs being one of the realtors that clings to the 3 P's of real estate...

They put a sign in the yard, put it on MLS and pray that it sells.

Showcasing this helps establish your UVP - what can you guarantee a seller you will do for their home every time without fail?

THE GAME PLAN



Equity & Sweat Equity

We put money behind our listings;

- Make home 'show ready'
- Staging
- Cleaning if necessary
- Paid Advertisements: Facebook, Instagram, & Google
 - On average we spend \$300-\$600 on listing ads
 - 1-2 ads per listing

We put sweat equity in by;

- Calling all your neighbors
- Door knocking
- Sending mailers, etc.

We Hire The Professionals

We hire a professional stager (who will use the furniture already in the home) and a photographer whom we pay for.

Ready, Set, ACTION!

We pride ourselves on our video marketing with our talented videographer (which has resulted in quicker sales). We are also the only team currently offering high-end listing videos.

Example: <https://youtu.be/jAQzIGDuxo>

Current Stats

Our average days on the market (DOM) is 15 days!

Within Two Weeks of Listing

The house, on the day it is listed and for any events such as Open Houses, Price Improvements, or Updates to the house (Minimum of 3 touches an area) we go door knocking to the nearest 50 homes around you (about a mile radius).

Fun Fact: 80% of homes that are bought are purchased by someone who knows a neighbor within a mile radius of the home. A statistic that not a lot of agents take seriously.

Circle Prospecting

In addition to door-knocking, we will also call ALL of those around you to let them know about your home being on the market! Furthermore, we will call all the agents whose clients "LOVED" your house online. (We have access to those records)

Hostest With The Mostest

We hold open houses based on your schedule and convenience (if not sold before the weekend).

Different Ways to Market

Good agents do 1 of the following...Great agents do an iteration of all of the following.

01. Pay to Play

Ylopo, Meta ads, Instagram boosted posts

02. Social Savant

The beautified side of our business, showcasing properties at a high level

03. Database Celeb

Listings shown off to your friends and fam make you look like a rockstar agent!

04. Local Legend

Mailers, neighborhood events, open houses

Pay to Play

- 00 Social Media Ads
- 00 Neighborhood Mailers
- 00 Circle Prospecting
- 00 Ylopo/Third Party Systems

When you run a business, you invest into the business for a return on investment.

DIY vs. Third Party Services

Whether it's dialing or running ads - you can choose to leverage out or keep in house

1 More control on action - you are calling so you know how many convos you need to have

1 Budget in cost for ISAs and put metrics in for them to hit and tasks (Invite to Open House, etc.)

2 More control on costs on ads - you run all the budgets

2 Factor in management costs for companies (Lofty, Ylopo, etc.)

3 More control on content - you choose what to advertise/how your brand is seen

3 You let the company dictate how your brand is seen

Pay to Play

What type of return is to be expected?

1

3-6% Conversion Rate

Never expect to close every lead you receive from running social advertisements.

2

10-20% Back into Marketing

Depending where you are and what your market is like, expect to invest this amount back into your marketing.

3

Lead Management is Key

Whether if its an AI system or in house admin - managing the leads to ensure they qualify for your listings

4

Have Value

Never oversell in the ad that you don't get contact info.
Never sell too much over the phone that you lose the opportunity to meet the lead in person

Social Savant

Having influence comes easier as an influencer.

1

High Quality Video Tours

2

Deal of the Week

3

Boosted Posts

4

Meta Ads

Video/Social Tips

Take 2 That Apply to You

Be you x2 on camera

Storytell

Be brief, be good, be gone

Describe what photos can't

Give the people what they want





7207 COUNTY RD 194

PROPERTY TOUR

Flat & Boring Intro

My first \$1M+ listing, I'm on a 4 wheeler...Not sure how I was bored

Gave Too Much Up Info

Full address not only takes up too much time on your video intro, it also isn't really relevant unless they like the house

Made It About Me

You marketing your listing effectively is all the marketing you need for yourself as well.





BEDROOM

Who Marketed Better?

- **Adrian**

- Gave more energy (Him x2)
- Gave quicker details on the home (Brief)
 - Described what photos alone could not
- Gave visually appealing details (Gave the people what they want)

- **Kaleb**

- Had a video of a more expensive house
- Doesn't know how he feels about his agent outdoing him

Who Would You Rather Sell Your Home?

By marketing his listing better, Adrian was able to get more listings from it...Multiple rewards from one disciplined action.

Viral videos won't **sell homes**
alone

Marketing **is about** *layering*

Boosted Posts vs. Meta Ads

- Boosted posts are great but they are not as calculated
- Meta Ads can be ran to put leads in your database
- Boosted posts are for more brand awareness
- Meta ads are more for lead generation

Reach ⓘ

721
Accounts Center accounts reached

Impressions 1,191


Details ⓘ

Status	Finishes in 9 days
Spend	\$28.97 of \$200.00
Duration	10 days
Audience	people in your audience

Profile activity ⓘ

Profile visits	20
Messaging conversations started	6
Follows	2

Campaign ⓘ


 **[12/13/2024]...Demuren Court**
Dec 13, 2024 - Dec 20, 2024

Completed ☒

[Edit](#) [Duplicate](#)

Date ▾ Metrics

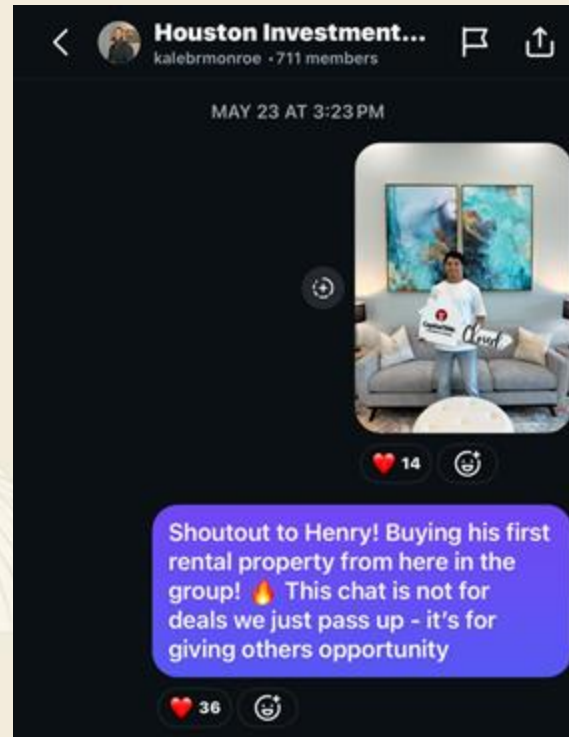
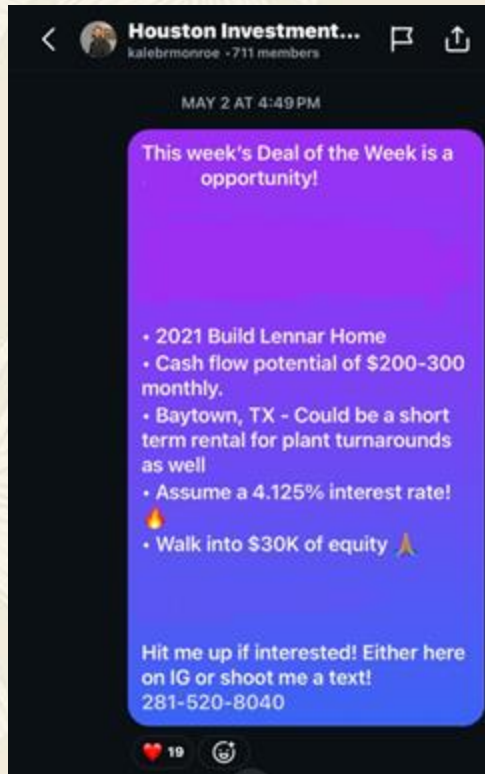
Results

On-Facebook Leads	128
Cost per On-Facebook Lead	\$2.73
Amount spent	\$349.25
	\$50.00 daily budget 
Reach	9,060
Impressions	12,074

Deal of the Week

Broadcast Channels on IG

- Houston Investment Deals Broadcast Channel
 - 700+ Members
 - Free Group on IG where I highlight our listings and investment opportunities
 - Members consist of other realtors, investors/cash buyers, and consumers
 - Yes. It works.



ELITE RETREAT 2025

Database Celebrity

People buy from who they know like and trust.

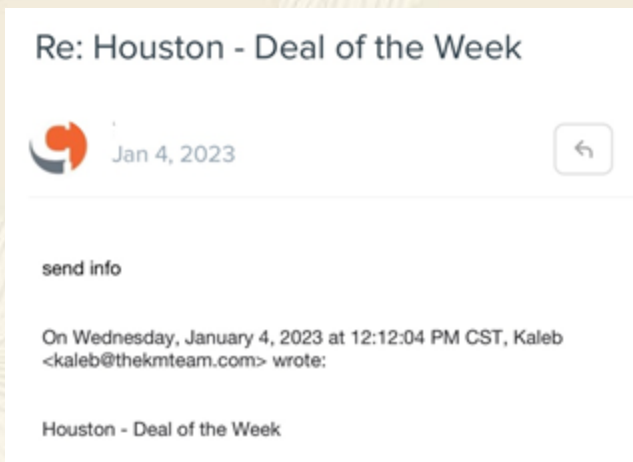
People also buy based off emotion.

So if you combine the two by marketing to your SOI and Database.

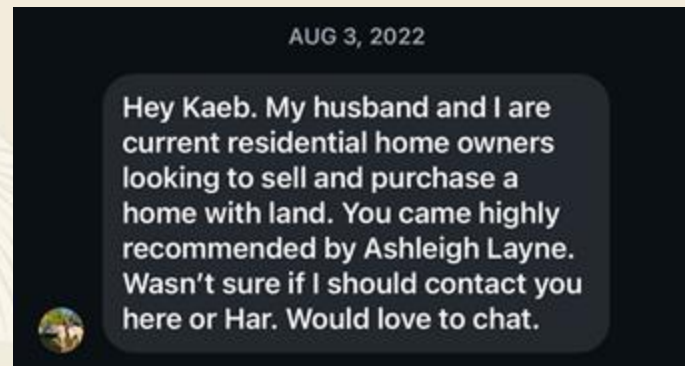
Followers see your content, you gain credibility, they refer you.

You never know who's watching...

Deal of the Week to Database



Referrals from Instagram Followers



Leading to Closed Deals





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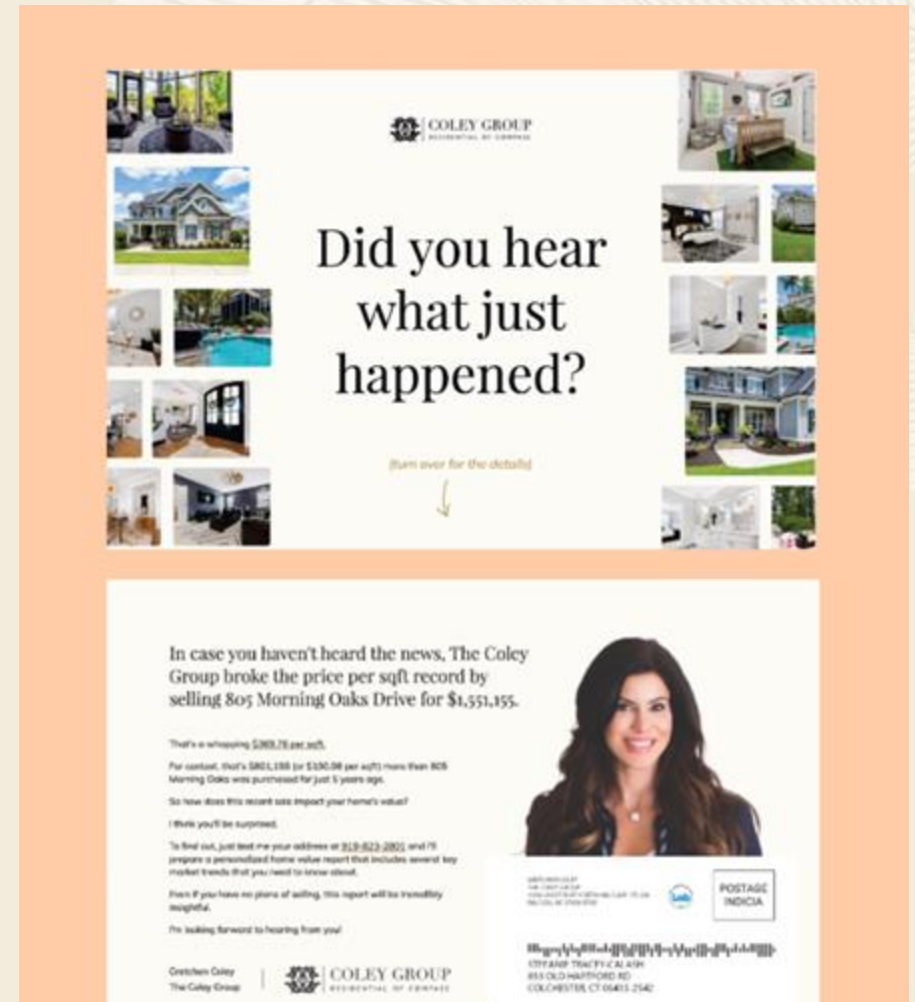
Local Legend

Admittedly this is where we lack the most and spend the least in our listing marketing.

It also happens to be one of the best things you can do for a listing.

What Makes You a Local Legend?

- ✓ **Mailers** to the neighborhood to market your listing (Yikes campaign, just listed, "Did you hear about your neighbor?")
- ✓ **Open Houses** to showcase the home and it's features to those in the area - door knocking and inviting helps!
- ✓ **Broker Opens/Events** to highlight the lifestyle of the area centered around your listing - *cue the taco truck*
- ✓ **Re-Targeting** the area with your online ads to be sure they see you everywhere
- ✓ **Know Your Info Cold** - No matter what of these pieces of marketing you do...If they get you someone interested you should know everything about the home instantly.



What really makes you a local legend?

Marketing the listing even after it's sold...Especially in your hot spot or farm area

**Marketing is the ONE
disciplined effort
that leads to
MULTIPLE rewards
including:**

- Fulfilling a *commitment* to your client
- Showing off your brand *everywhere*
- Generates *leads* for your business
- SELLS THE HOUSE
- Makes what we do *fun*

Why Does Marketing Listings Matter?

Why we get paid the big bucks

Whatever commission percentage you and your client agree on comes with the expectation of investment.

We believe that investment is financial as well as one of effort.

Gives you a platform

Whether you want to be the social media realtor sensation or not, having influence in your community and network that stems from your marketing is an authority like no other.

Homes don't sell themselves

On the topic of earning commissions, the only way you do it is if you sell the darn property. The more eyes on it the better, the best way to gain more eyes?

Marketing.

Follow Me & Let's Connect!

Whether here in Orlando or over zoom after the event, reach out! Would love to provide more value in any way I can.

We're not out of the storm yet.

Be a buffalo and ***make 2025 your best year yet.***

