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ROADMAP

Pozek Group

Orlando, Florida



POZEK GROUP STATS

2023

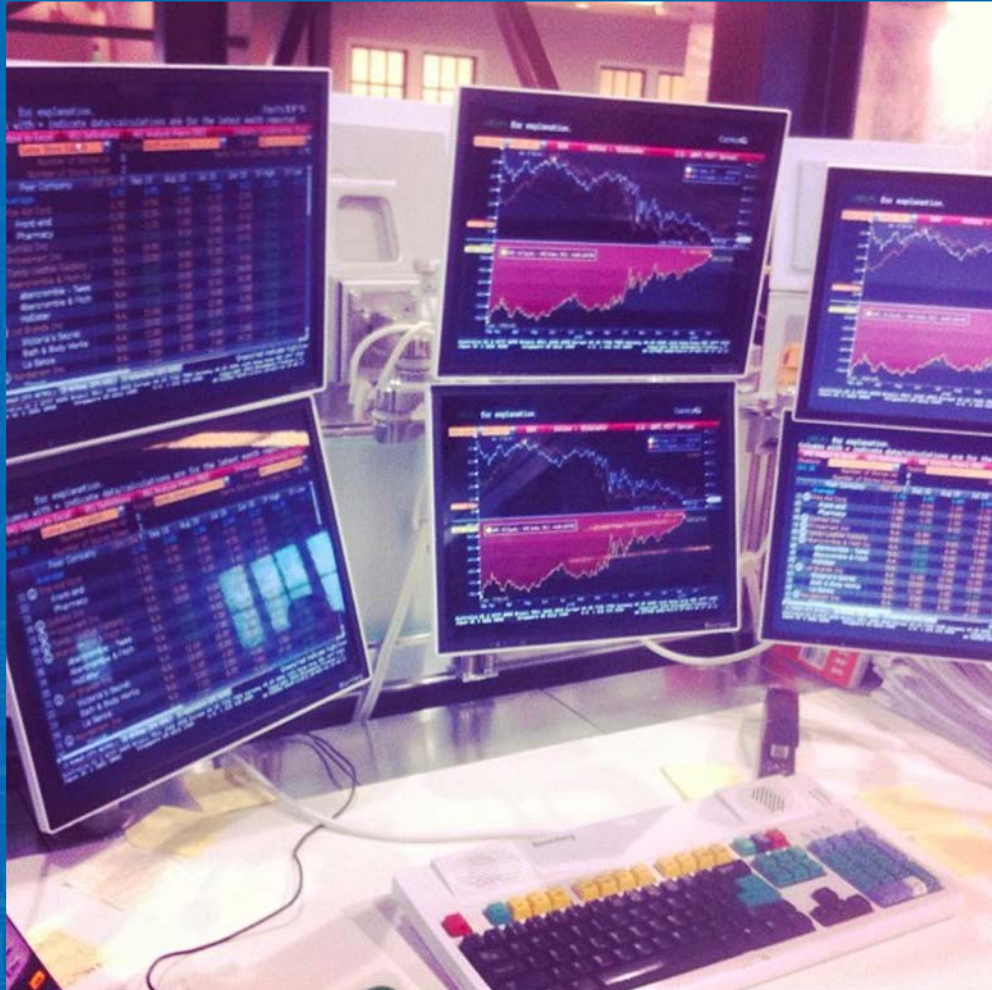
487 HOMES SOLD
\$252M
6.82M GCI



2024 (YTD)

288 HOMES SOLD
\$180M
4.66M GCI

**MEDIA MAKES
EVERYTHING EASIER
OR UNNECESSARY**




Mike Bloomberg / Net worth

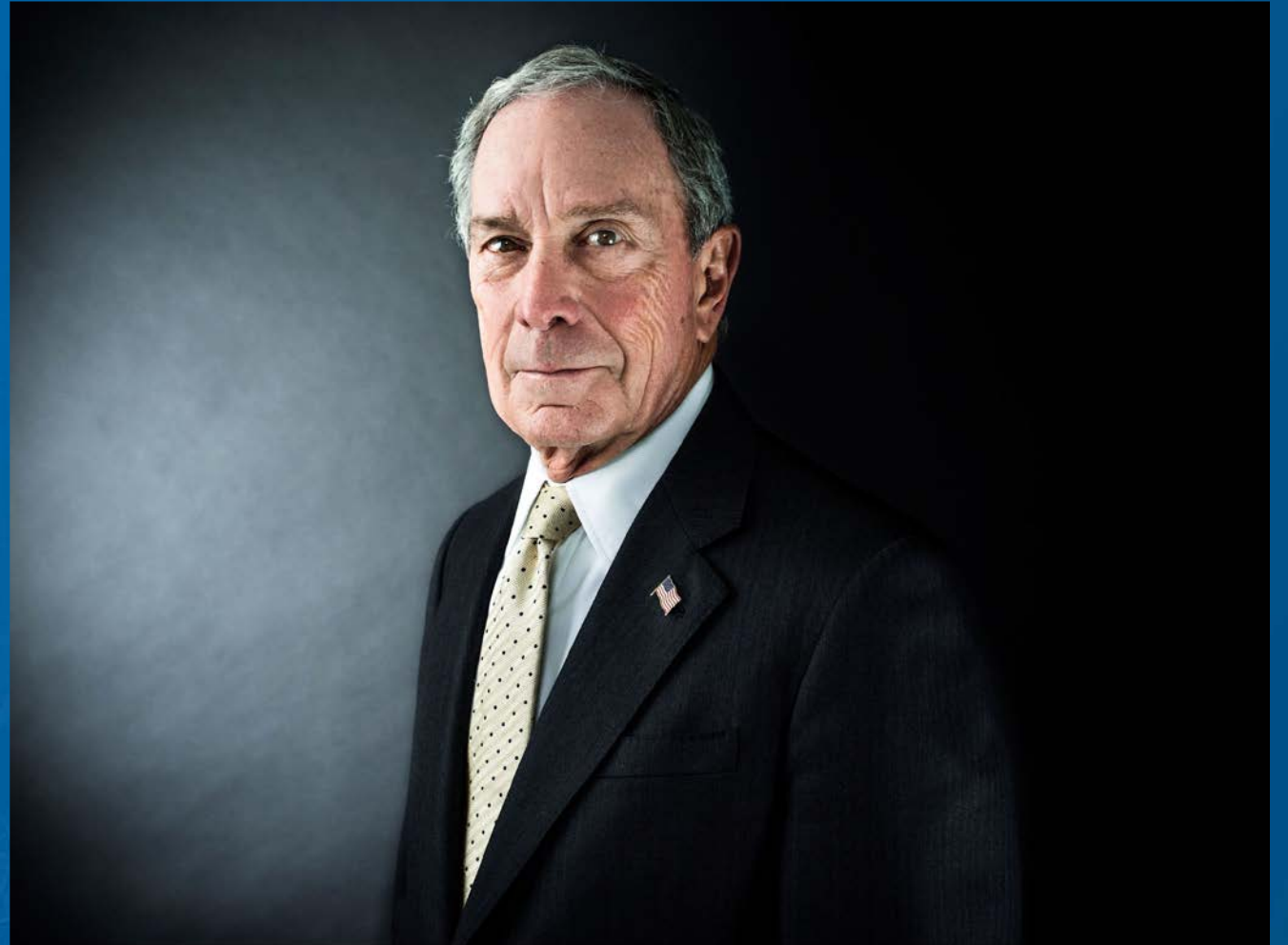
96.3 billion USD

2024





To many people outside finance, Bloomberg is a media company. That is a little like describing Disney as a theme-park operator or Google as an email provider. Out of Bloomberg's more than \$12bn of annual revenue, only about \$500mn comes from media, according to people familiar with the matter. The vast majority of its profits come from banks and investment companies renting "the terminal", its clunky-but-powerful data and analytics portal/ From this beachhead, Bloomberg has expanded into trading infrastructure, legal analytics, regulatory technology, public policy and more. It has claimed one-third of the roughly \$37bn global financial data and analytics market for more than a decade.



What's the current Sentiment for Agents?



Eade ✓

@eade_bengard

Sorry but realtors make way too much money for what they do

4:21 PM · Sep 20, 2022

1,771 Reposts 735 Quotes 48.5K Likes 779 Bookmarks



Jacob Miller @deezhips · Sep 20, 2022

The buyer's agent is a glorified tour guide. They make **vastly** too much money, and I greatly prefer home shopping online by myself to describing what I want to an agent.

The seller's agent actually does things, but it's mainly delegating things to the staging crew, etc

21

3

286



Tom Ferry
ROADMAP TOUR

Justice Department Says It Will Reopen Inquiry Into Realtor Trade Group

On Friday, the U.S. Court of Appeals for the District of Columbia made a ruling that opens the door for a renewed investigation into the National Association of Realtors.

New Ruling Could Be the End of Realtor Commissions

The fallout may also affect up to 80% of real estate agents' future in the industry

Share full article 165



By Gina Carey, Newser Staff
Posted Nov 18, 2023 5:05 PM CST



CoStar CEO: 'We had zero involvement' with commission lawsuits

Sarah Wheeler
Thu, Nov 16, 2023 • 3 min read



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IT'S IMPORTANT TO
PROVIDE VALUE TO YOUR
COMMUNITY, YOUR
CLIENTS, AND YOUR TEAM**



TRADITIONAL MEDIA



BY THE ORLANDO REAL | MAY 12, 2023

Orlando Ranked the #1 U.S. Travel



Ken Pozek

@kenpozek · 46K subscribers · 619 videos

Helping you discover Orlando Real Estate, Theme Parks and Local News! >

theorlandoreal.com/youtube and 2 more links

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Winter Park Florida: Ultimate Guide to Homes and Hidden Gems!

18K views · 2 weeks ago 4 VPH 1.6x



What can you buy in Orlando Florida for \$1,000,000

8.9K views · 3 weeks ago 1 VPH 0.7x



Clermont vs Winter Garden Florida. Which area is best?

26K views · 1 month ago 2 VPH 2.2x

Ret 19K



BY THE ORLANDO REAL | MAY 12, 2023

South Orlando Home in Lake Preserve

0.5M - 0.6M



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The Orlando Real

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www.TheOrlandoReal.com

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Liked

Playlists



Cool stuff

7 posts



Real Estate

3 posts

videos



21.8K

Last new neighbor...

#orlando



1165

1 Winter springs has isk...

#orlando #florida



2920

Disney Dining Plan is ...

#disney #disneyworld



2345

Final show May 9th...

#islandsofadvantage



3084

Let's take a look ...

#universalorlando



172.8K

Orlando could be g...

#orlando #orlando



17.5K

36 story hotel comi...

#orlando



1,055 posts

85K followers

195 following

Avg Likes per Post: 825
Avg Comments per Post: 107
Engagement Rate: 1.10%
How these metrics are calculated Based on 11 posts

The Orlando Real

Orlando News

Theme Parks

Real Estate Pros

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Followed by courtneysellscentralflorida, jamietatler, sarahmaslowskirealtor + 195 more

POSTS

REELS

TAGGED



19.8K



61.7K



67.5K



24.9K



THE NEW MEDIA



BY THE ORLANDO REAL | MAY 12, 2023

Orlando Ranked the #1 U.S. Travel



KEN POZEK

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ORLANDO'S FAVORITE



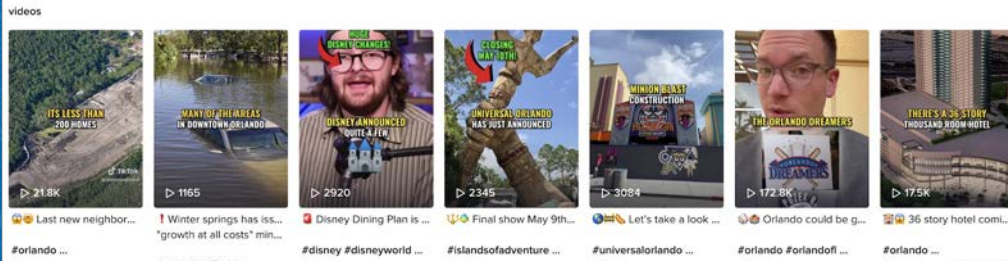
1,055 posts 85K followers 195 following

Avg Likes per Post:	825
Avg Comments per Post:	107
Engagement Rate:	1.10%
How these metrics are calculated Based on 11 posts	

The Orlando Real
Orlando News
Theme Parks

APRIL 2024

- 6.1M UNIQUE ACCOUNTS REACHED
- 240K VIEWS YOUTUBE
- 103K EMAILS OPENED
- 4.3M VIEWS IG
- 1.6M VIEWS TT



THE NEW MEDIA





83°F



Sunday, May 5th 2024
Daily e-Edition
Evening e-Edition

Orlando Sentinel

Sundae Sundays,
delivered.

Shop now.



Tap for details.

Hurricanes News Sports Business Opinion Entertainment Restaurants, Food & Drink Weather Puzzles Obituaries

TRENDING:



Explore Florida travel magazine



One Book One Community



Foodie Awards Winners



Ask Amy



Launch schedule

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CLOSE

Magic 'super excited' for opportunity at Cleveland

In order for Orlando to advance past the Cavs, the Magic will have to do something they haven't all series vs. Cleveland: Win on the road. "We made it this far, why not?" asked Wendell Carter Jr. after Friday's Game 6 win.



LATEST HEADLINES

SUBSCRIBER ONLY

Boeing aims for Starliner astronaut launch Monday after delays, \$1.5 billion spent

2 hours ago

178 seconds from death: A Florida air controller's desperate battle to save a disoriented pilot

1 day ago

East coast sea breeze brings afternoon showers to Central Florida on Cinco de Mayo

2 hours ago

DeSantis opposes plan to move Florida guard unit to Space Force

21 hours ago

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Top Orlando Business News



Travel & Tourism

Seminole County to push first-of-its-kind tourism tax this month

May 4 | Insiders shared details about an upcoming commissioners' meeting that could shape the future of sports tourism in Seminole County.



Latest News

Travel & Tourism

Seminole County to push first-of-its-kind tourism tax this month

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How design-build firm FINROCK is redefining parking garage construction for CRE developers

Government & Regulations

Orange County considers offering film, TV production incentives

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Florida Gov. Ron DeSantis sticks fork in lab-grown meat

Travel & Tourism

Southwest Airlines to cease operations at 4 airports. Here's how Orlando travelers will be affected.

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Key factors to consider when choosing a sustainable and resilient delivery system for your CRE project

Your News



Digital Edition

- View this week's edition
- Book of Lists



Food & Lifestyle

Local pirate-themed brewery DarkHeart Brewing to

 **Pulte HOMES**  **MORE HOMES IN THE CORE OF ORLANDO**
35+ Neighborhoods
With Homes from the \$300Ks to \$1M+
& Quick Move-In Opportunities  

Dr. Phillips shopping center owner scraps plan for apartments

Plans from Kimco Realty to add up to 879 apartment units to the Marketplace at Dr. Phillips are currently off the table.



LATEST HEADLINES

Resort developer is under contract for Lake Cecile property on W192 4 days ago

Industrial park off of John Young Pkwy Sells for \$36.5 million 4 days ago

California developer files construction plans for new Celebration-area apartments 5 days ago

Developer submits updated plans for apartment project near Sanford 6 days ago

New apartments slated for Kissimmee's tourism corridor 6 days ago

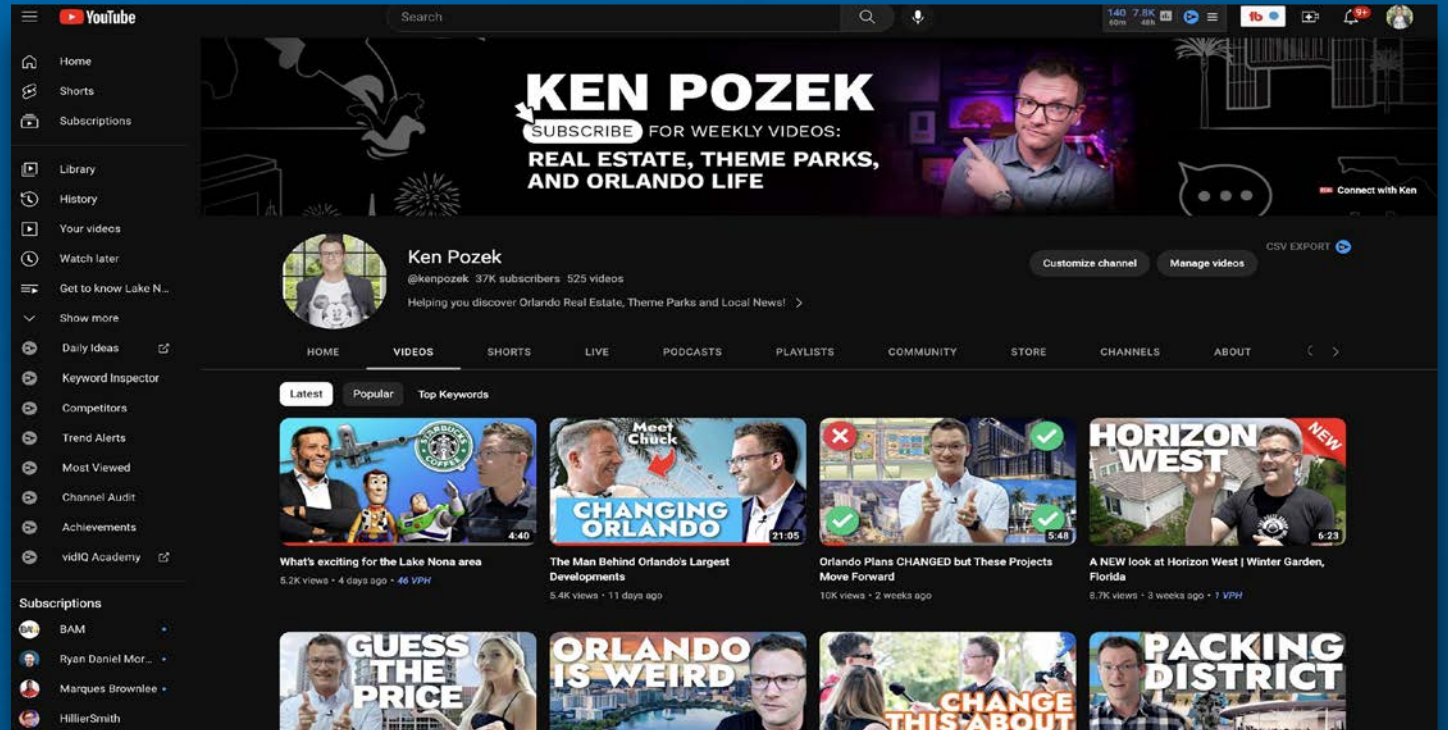
 **The GROW**
WHAT IS AN AGRIHOOD?
LEARN MORE ABOUT THE GROW.
A Farm & Garden Community
With New Homes Coming Soon 



Orange County considers temporary



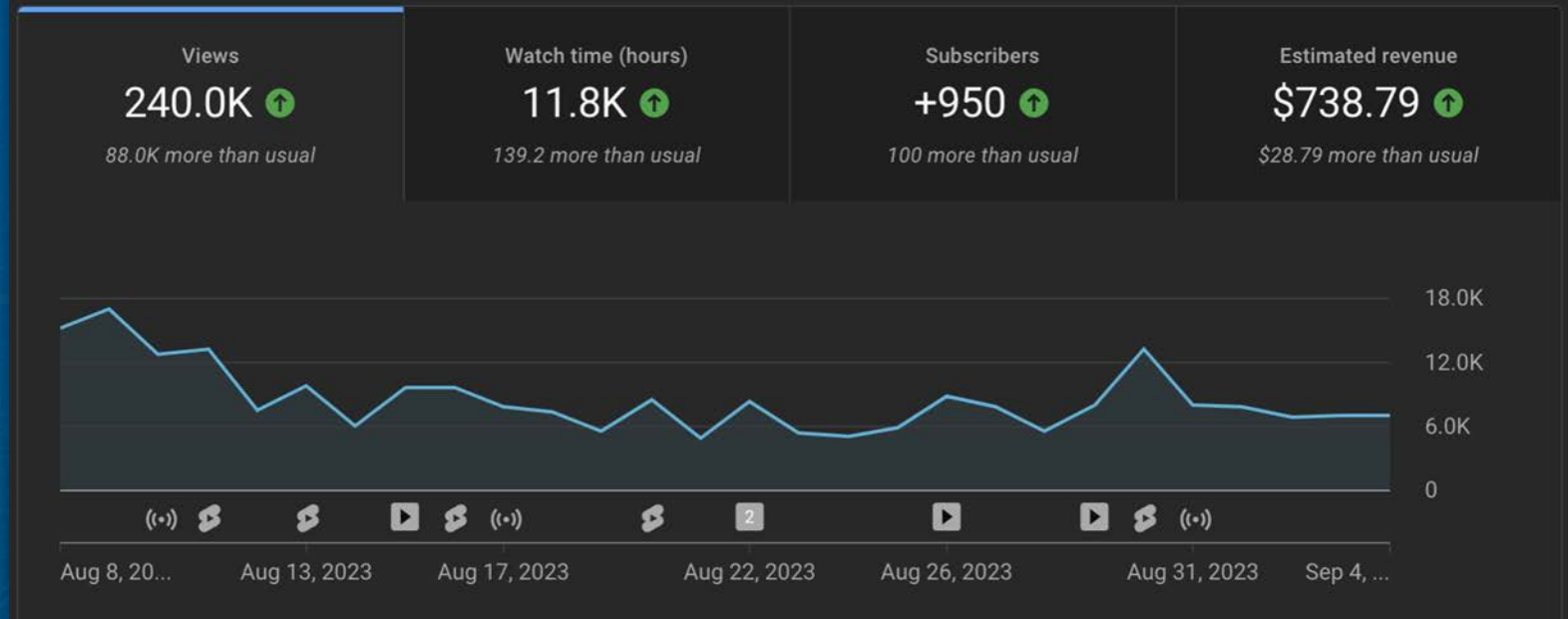
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PODCAST, LIVESTREAM





Your hard work paid off! Publishing more helped your channel get 109% more views than usual.

Your channel got 240,004 views, more than the 103,000–152,000 it usually gets in 28 days



WHAT'S WORKING?



Winter Park Florida: Ultimate Guide to Homes and Hidden Gems!

18K views • 2 weeks ago 4 VPH 1.6x



What can you buy in Orlando Florida for \$1,000,000

8.9K views • 3 weeks ago 1 VPH 0.7x



Clermont vs Winter Garden Florida. Which area is best?

26K views • 1 month ago 2 VPH 2.2x



Retiring in Orlando: The Ultimate Guide

19K views • 1 month ago 1 VPH 1.6x



Florida is CLOSED. Don't move here

24K views • 1 month ago 2 VPH 2.1x



Living in Orlando. The Ultimate Guide to making the move

28K views • 2 months ago 4 VPH 2.4x



Your Guide to Celebration Florida: The Town Disney Built

29K views • 2 months ago 4 VPH 2.5x



The \$4,550,000 Way to Live at Disney World - Golden Oak Home For Sale

134K views • 3 months ago 11x

THUMBNAILS



Winter Park Florida: Ultimate Guide to Homes and Hidden Gems!

18K views • 2 weeks ago 4 VPH 1.6x



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29K views • 2 months ago 4 VPH 2.5x



The \$4,550,000 Way to Live at Disney World - Golden Oak Home For Sale

134K views • 3 months ago 11x

PINNED COMMENT



📌 Pinned by Ken Pozek

@kenpozek 6 days ago **43.4K** subscribers

If you'd like more info about this house, or to schedule a private tour, visit <https://theorlandoreal.com/lounsberry>



4



Reply



DESCRIPTION

54,844 views Jan 2, 2024 #luxuryhomes #orlando #goldenoak

Disney's Golden Oak neighborhood is one of the most exclusive neighborhoods in Orlando, Florida. Step inside our newest listing at 9764 Lounsberry. Built in 2013 by ISS Homes, this courtyard estate boasts 4,334 sqft, 5 bedrooms, 5.2 baths, and a casita over the garage.

In this video we also cover some of the myths and misconceptions I've seen about living in Walt Disney's Golden Oak neighborhood.

Want more info on this home? Visit <https://www.theorlandoreal.com/lounsb...>

Thinking of buying or selling a home in greater Orlando? Reach out! <https://theorlandoreal.com/youtube> to get started

Ken Pozek and Bree Tucker are a licensed real estate agent with Keller Williams Elite Partners. Ken's license number BK3313335

#goldenoak #orlando #luxuryhomes



DM CULTURE REACH SHOW AND TELL

Last 30 Days ▾

Mar 7 - Apr 5

5,525,468

Accounts reached

0.5% from ads

+10.2%

88K

Followers •



+11%

5.4M

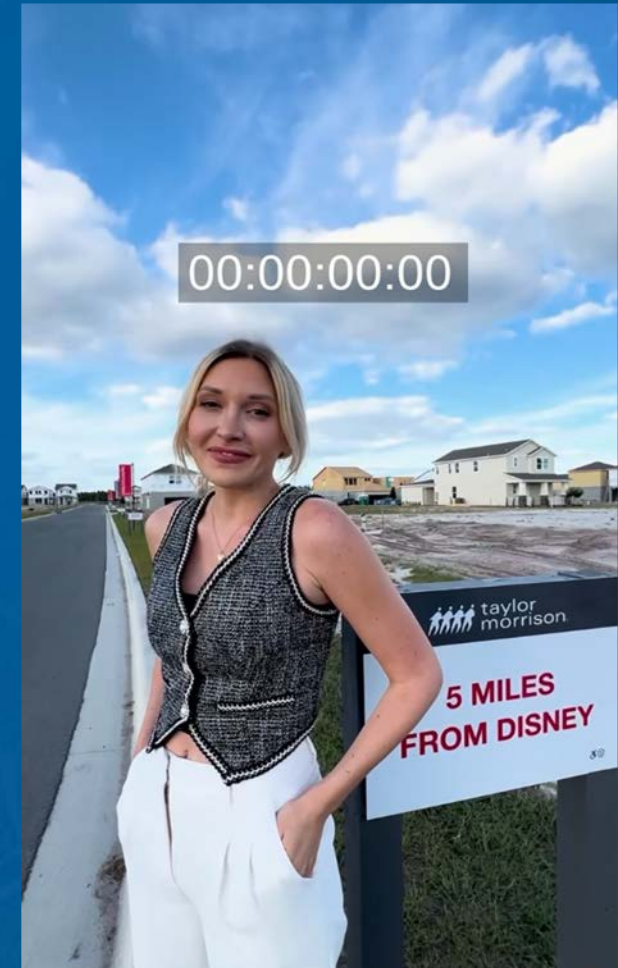
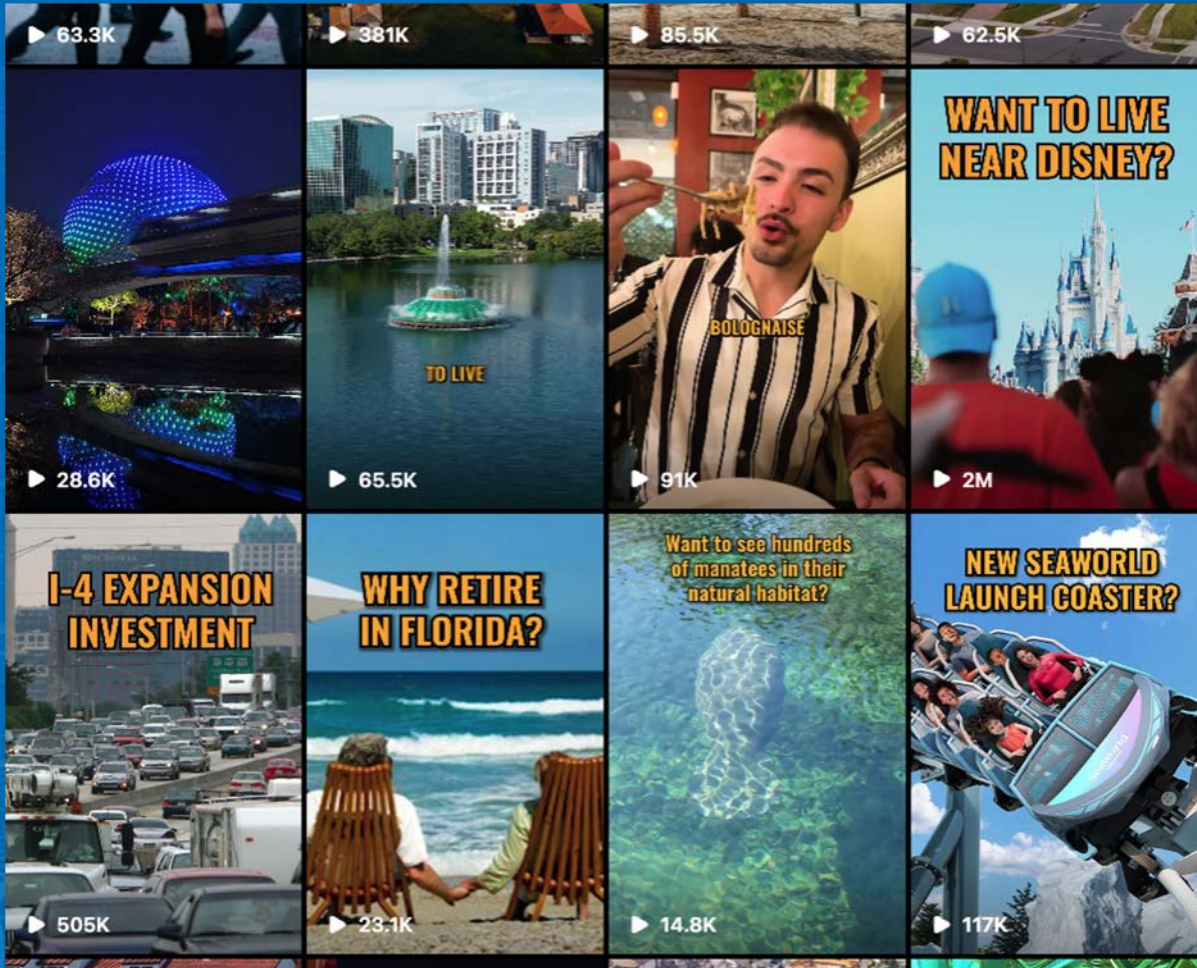
• Non-followers

Impressions

8,747,966

+11.3%

WHAT'S WORKING?



WHAT'S WORKING?

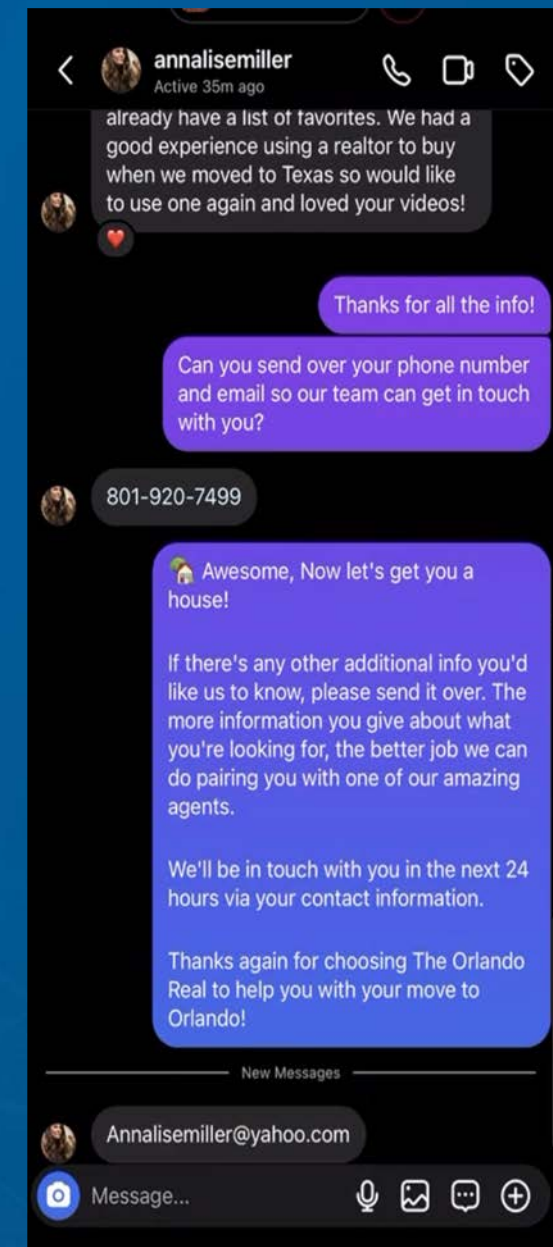
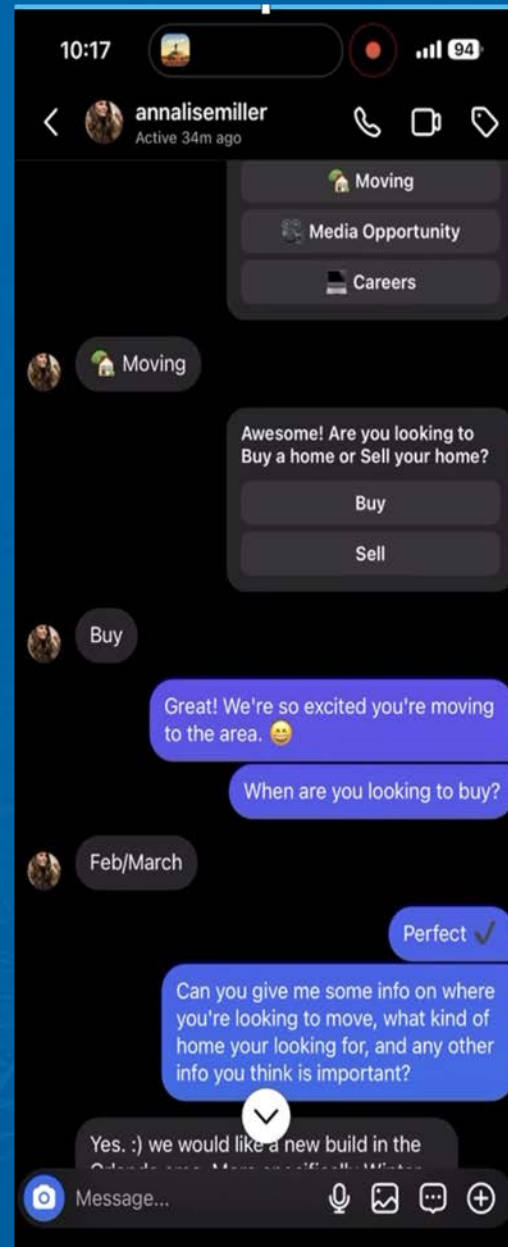
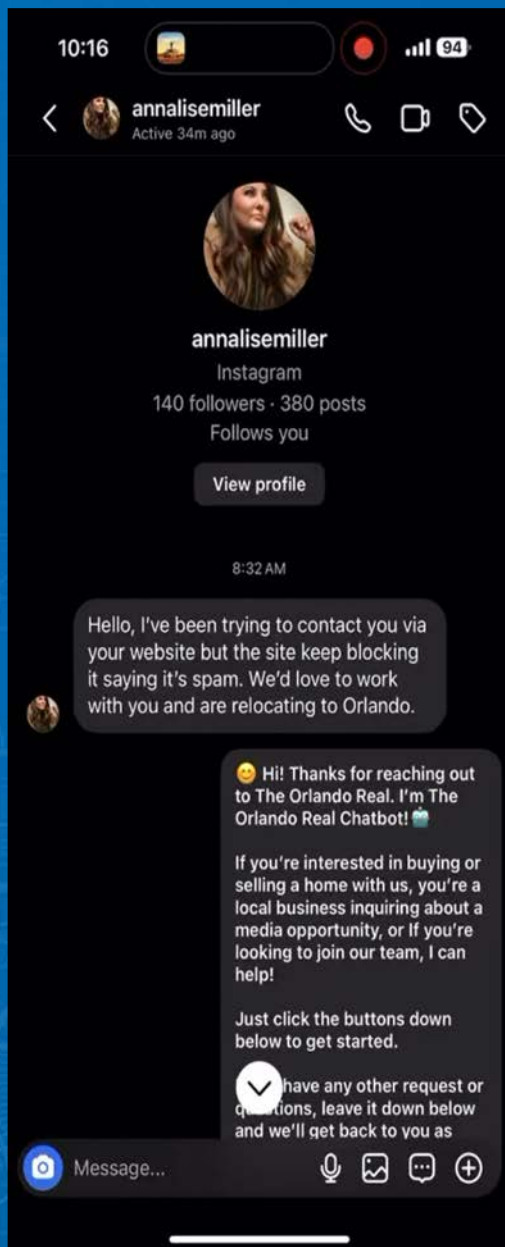


Liked by **breetucker29** and **674 others**

March 18



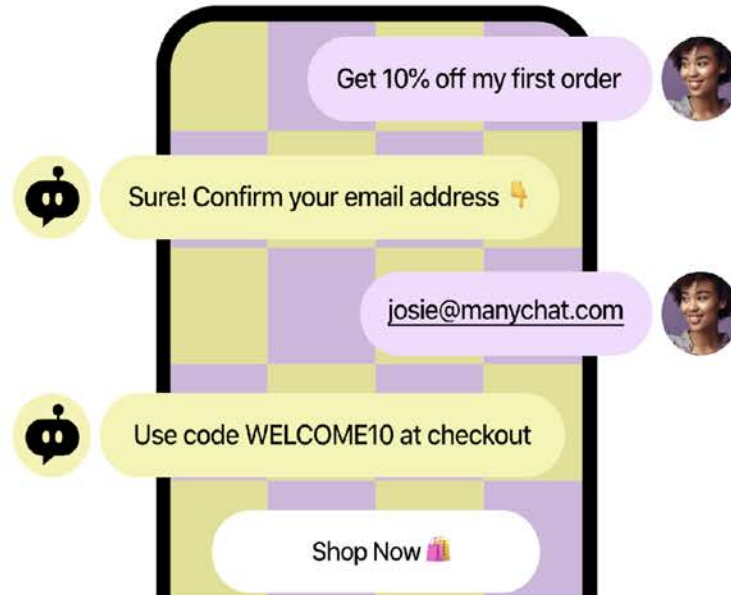
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CITY OF ORLANDO BRINGS NEW
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Follows you

View profile

8:32 AM

een trying to contact you via

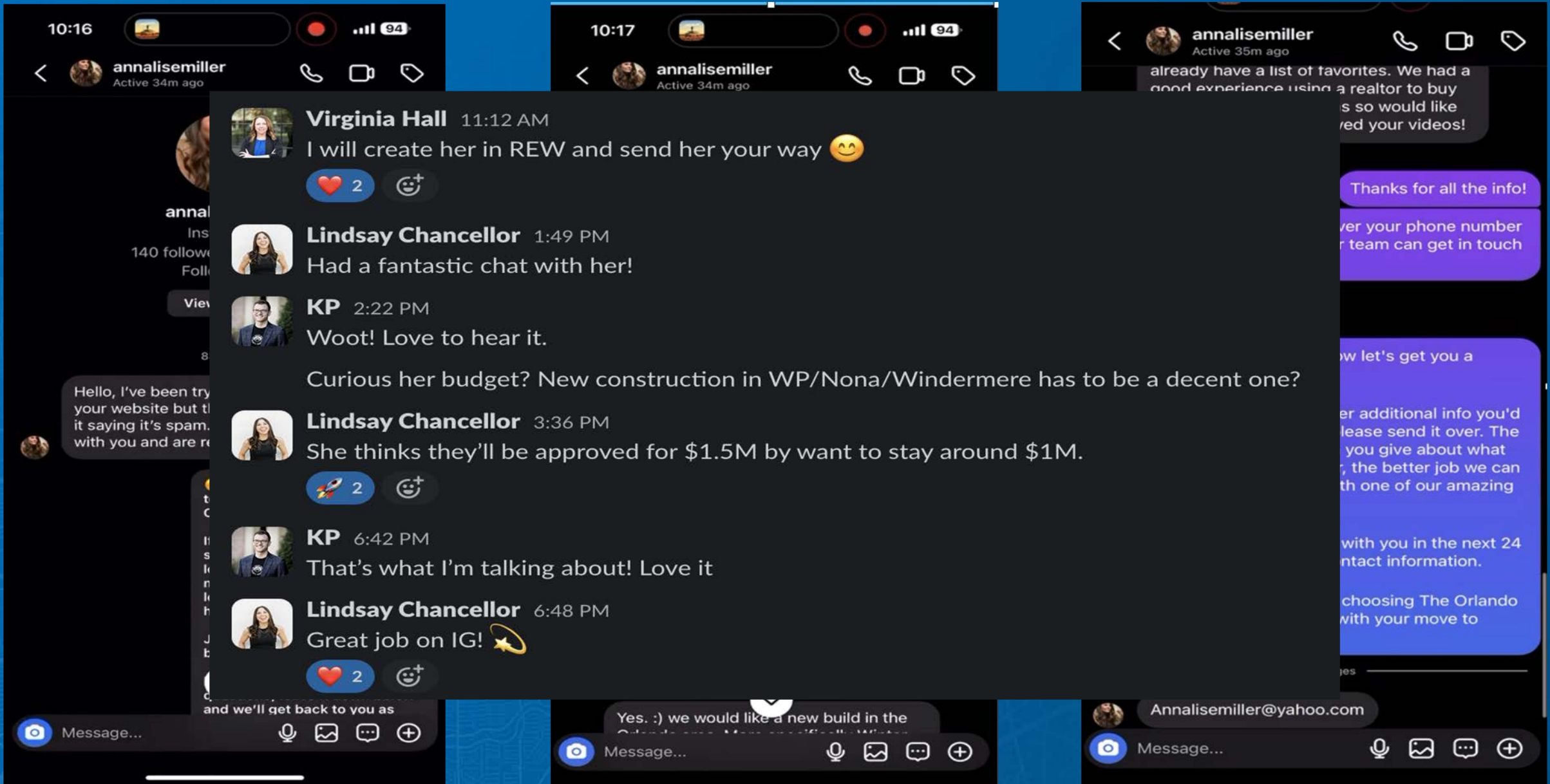
are relocating to Orlando.

😊 Hi! Thanks for reaching out to The Orlando Real. I'm The Orlando Real Chatbot! 🤖

If you're interested in buying or selling a home with us, you're a local business inquiring about a media opportunity, or If you're looking to join our team, I can help!

Just click the buttons down below to get started.


⌵ have any other request or questions, leave it down below





BRANDING REACHES SHOW AND TELL

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@theorlandoreal

6 Following 55.8K Followers 934.9K Likes

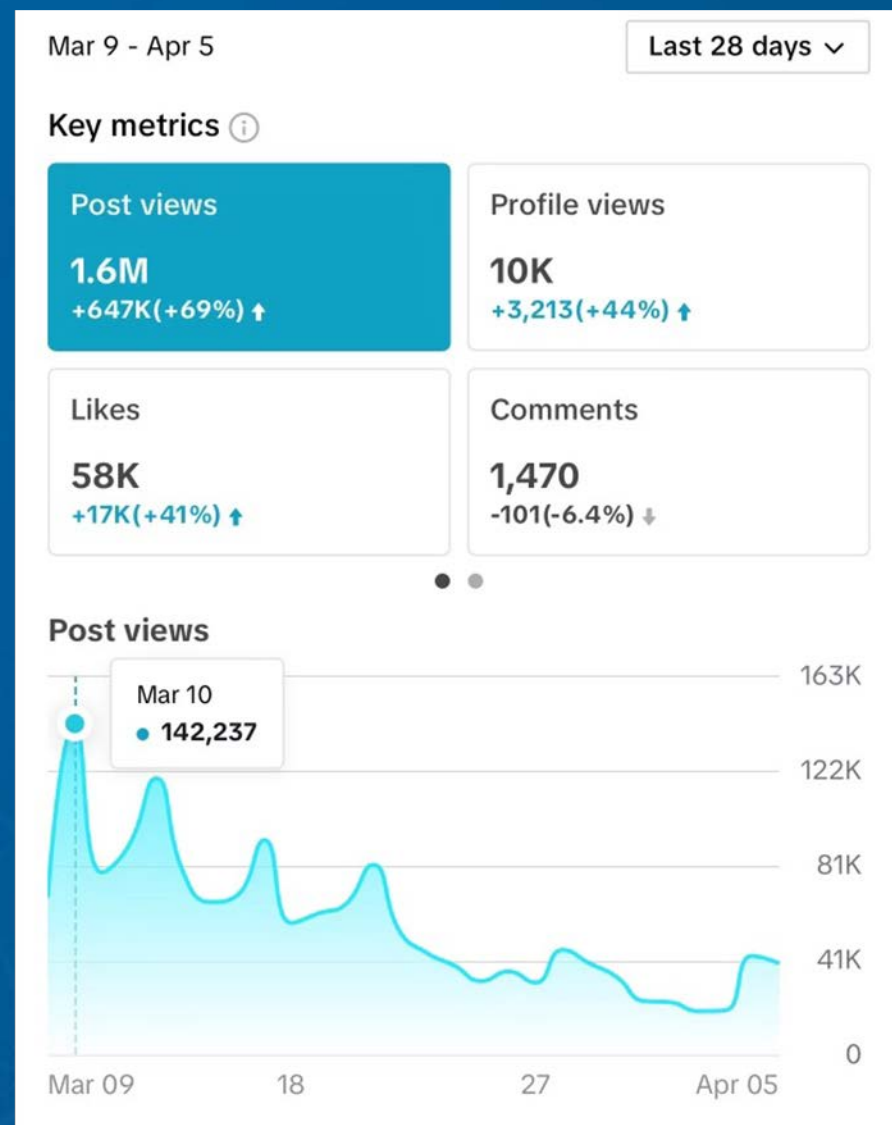
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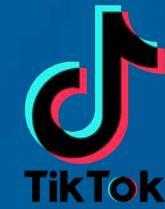
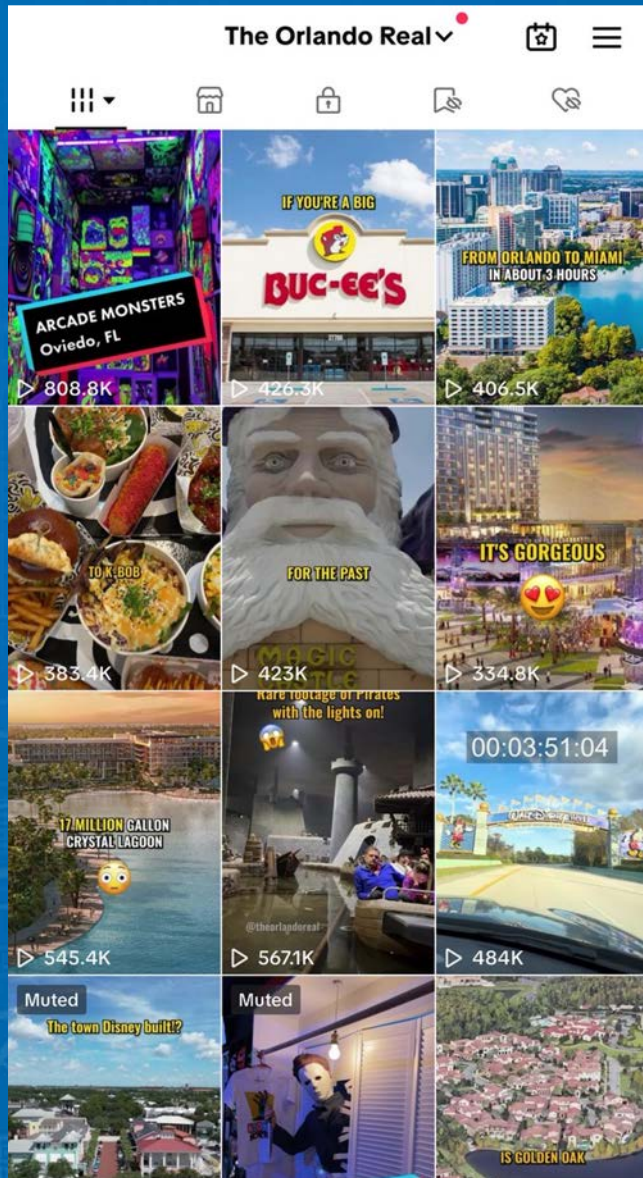
We cover all things Orlando!
By the Pozek Group Realtors 🏠
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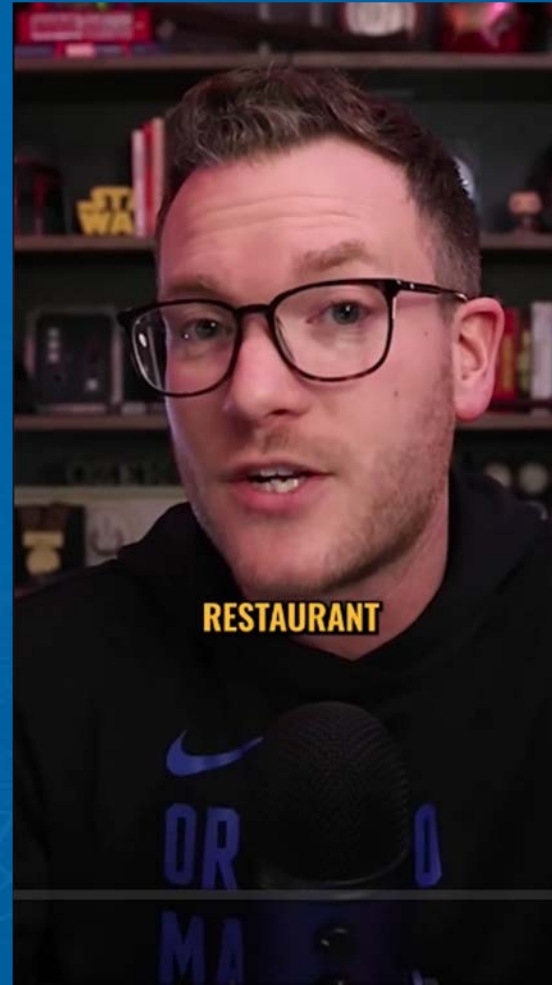
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WHAT'S WORKING?





BY THE ORLANDO REAL | JANUARY 8, 2024

Earthy Picks Vegan Cafe in Downtown Orlando

By Yasmene Warren

Veganism is on the rise, and luckily for those living in Orlando, there are quite a few spots popping up around town that offer great eats. One of them is Earthy Picks Vegan Cafe, and this...



BY THE ORLANDO REAL | JANUARY 5, 2024

Kissimmee Home by Lake Toho Sells for \$935K



BY THE ORLANDO REAL | JANUARY 5, 2024

Horizon West Set to Welcome Massive \$45 Million Surf Park



BY THE ORLANDO REAL | JANUARY 4, 2024

Permanent Vacation Offers a Tropical Escape in Maitland

SEO - EVERGREEN



BY THE ORLANDO REAL | MAY 12, 2023

Orlando Ranked the #1 U.S. Travel Destination by Visit Orlando

By Yasme
Orlando i
tourism, c
being the



BY THE ORLANDO REAL | MAY 12, 2023

South Orlando Home in Lake Preserve
Sells for \$600K



BY THE ORLANDO REAL | MAY 12, 2023

Treat Your Mom This Mother's Day to
The Tea Room Experience

Users

190K

↑ 81.0%

Conversions

0

↓ 100.0%

Event count

1.8M

↑ 140.7%

New users

189K

↑ 80.8%

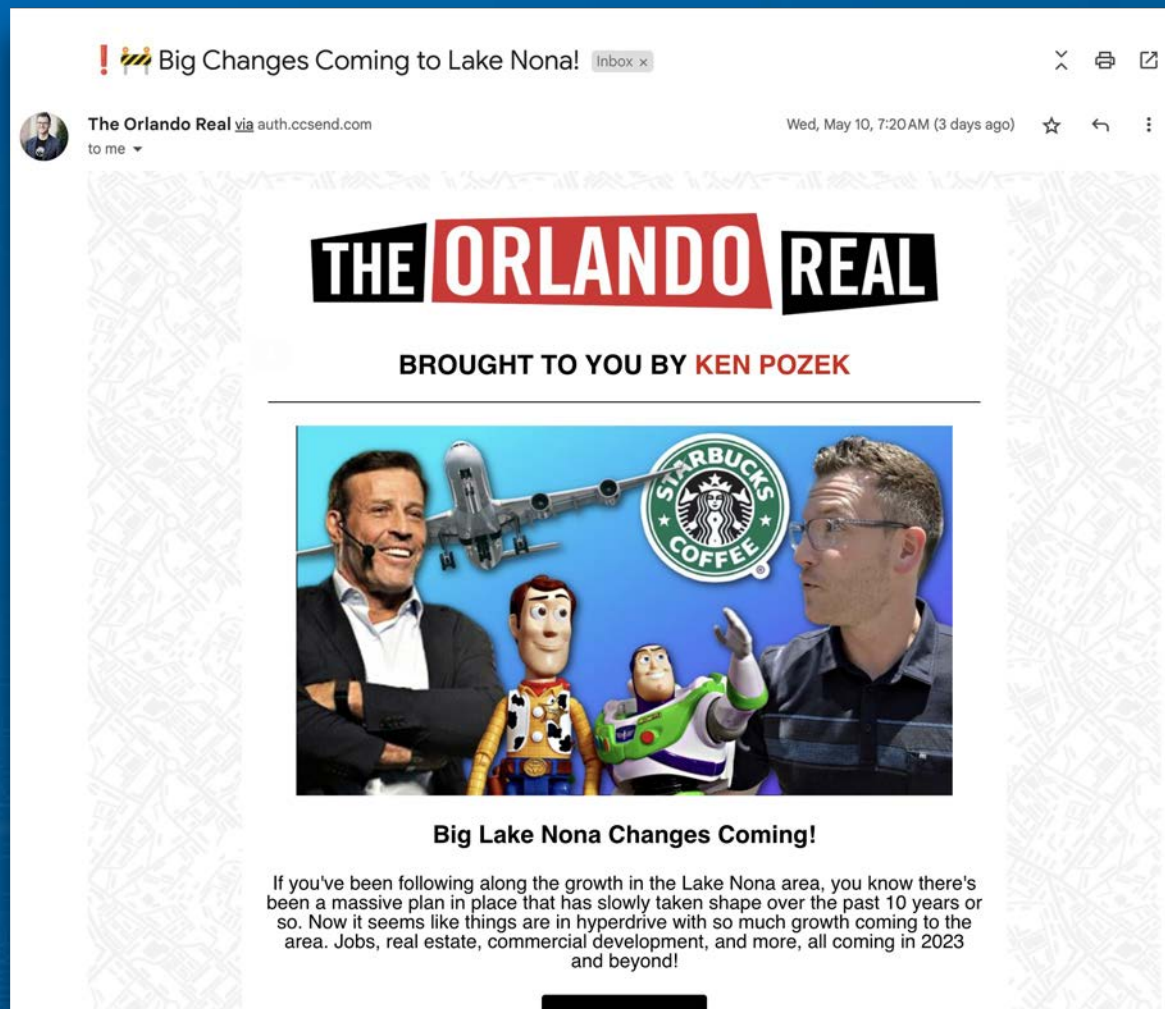


— Last 12 months — — Preceding period

Last 12 months ▾

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SEO - EVERGREEN



94% / 37%

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OR UNNECESSARY**

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