



THE JOURNEY



ALEX

MONTALENTI



We started in the Year 2000
out of my mom's garage

She was a Realtor who needed tech help.





The Power of SOCIAL MEDIA



Valeriya Borchshyova

November 8, 2019 · 🧑🏻‍🤝‍🧑🏻

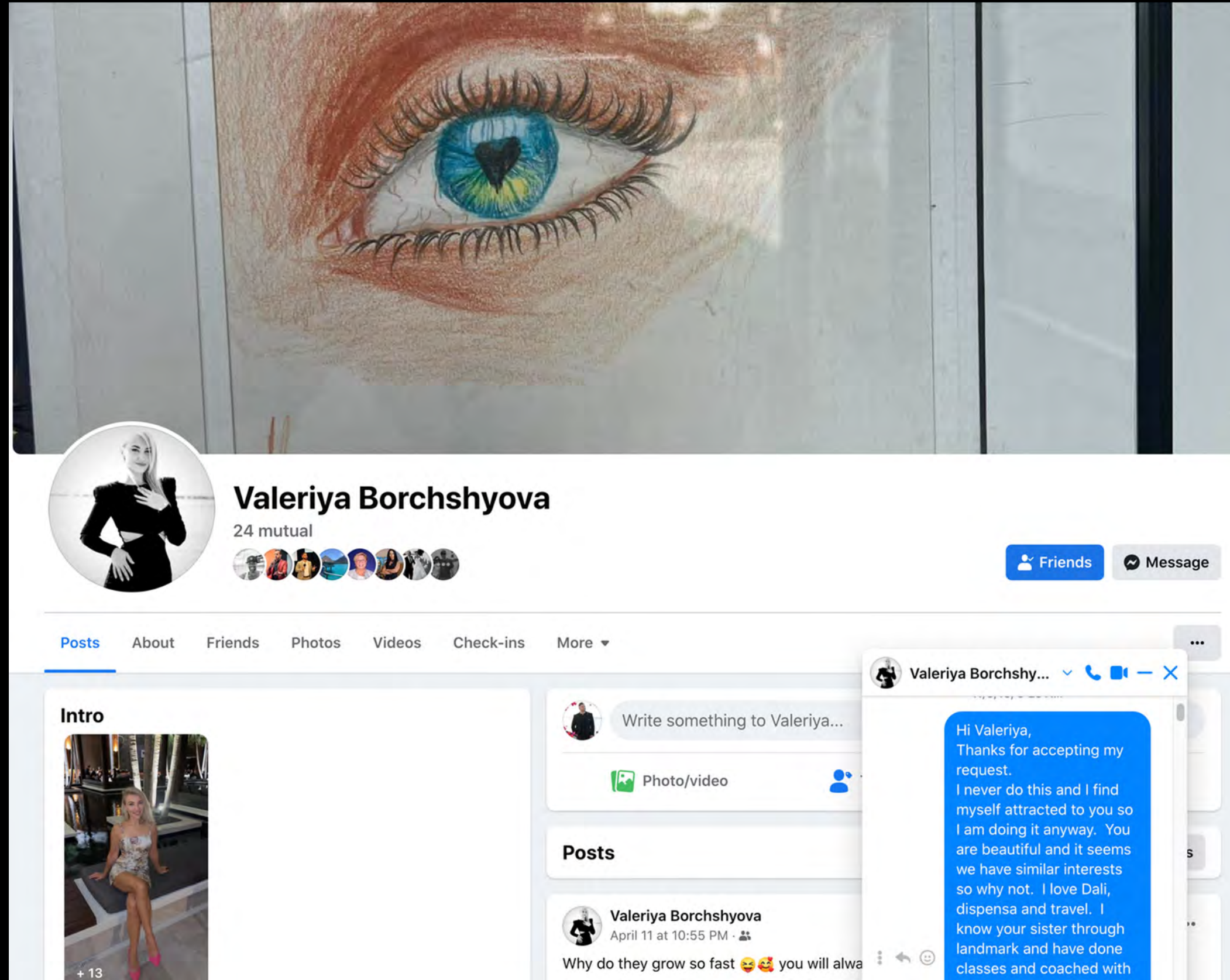


#girlsnightout ❤️🖤💙 #girlspower





The Power of SOCIAL MEDIA



A screenshot of a Facebook profile page for Valeriya Borchshyova. The profile picture is a circular image of a woman with blonde hair. The cover photo is a large, close-up image of a human eye with a blue iris and a black heart shape in the pupil. The name 'Valeriya Borchshyova' is displayed in bold, with '24 mutual' friends listed below it. Navigation tabs for 'Posts', 'About', 'Friends', 'Photos', 'Videos', 'Check-ins', and 'More' are visible. The 'Posts' tab is selected, showing an 'Intro' post with a photo of the woman sitting on a ledge. A chat window is open on the right, showing a conversation with Valeriya Borchshyova. The chat messages are as follows:

Write something to Valeriya...

Photo/video

Posts

Valeriya Borchshyova
April 11 at 10:55 PM · 🧑

Why do they grow so fast 😂🤔 you will alwa...

Hi Valeriya,
Thanks for accepting my request.
I never do this and I find myself attracted to you so I am doing it anyway. You are beautiful and it seems we have similar interests so why not. I love Dali, dispensa and travel. I know your sister through landmark and have done classes and coached with



Life Changing DM

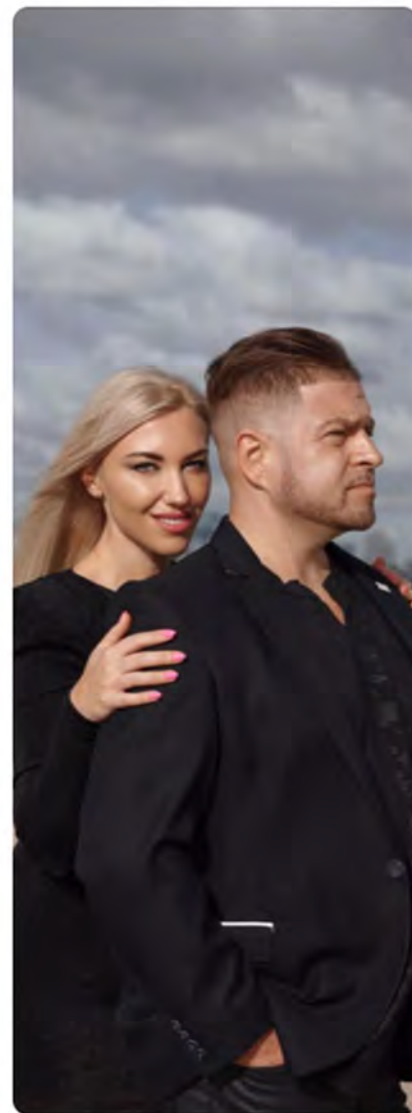


Valeriya Borchshyova is with Alex Montalenti.

March 27 at 11:37 PM ·



If life can remove someone you never dreamed of losing it can replace them with someone you never dreamed of having ❤️ [#miamiphotoshoot](#)



Ben Azadi, Lucy Edwards and 33 others

10 Comments



Life Changing DM







5 Easy Steps to Mastering

YOUTUBE



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- 3. Welcome Video**
- 4. Attractive Thumbnails**
- 5. Call to Action**



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How To Master Real Estate Marketing With Facebook

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Ryan Serhant loves his INSTACARD!

1.9K views • 1 year ago



(Episode 3) Who You Should Follow On Instagram

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1.3K views • 5 years ago



(Episode 5) How To Use Hashtags On Instagram

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Find The One You Trust & Build an Empire | Elena Cardone

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We have a VERY special guest on today's podcast. You will not want to miss our interview with author, businesswoman, and empire builder herself; Elena Cardone. Elena gets personal with our hosts; Alex Montalenti & Mario Hurley on how she and Grant make it work.

Elena has developed her own curriculum to assist aspiring ...

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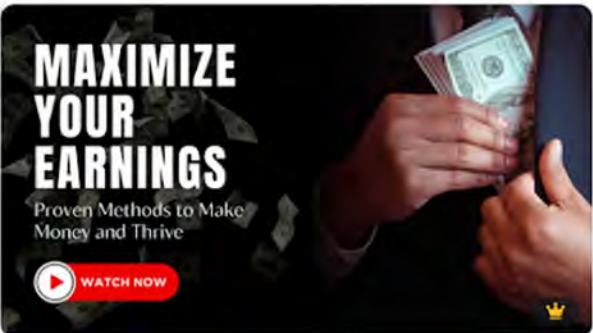
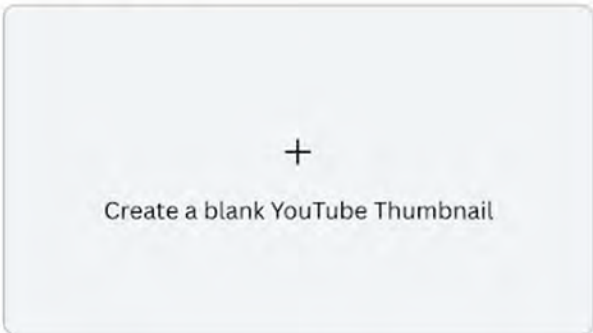
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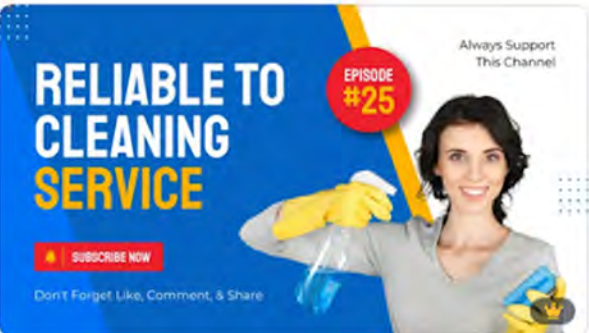
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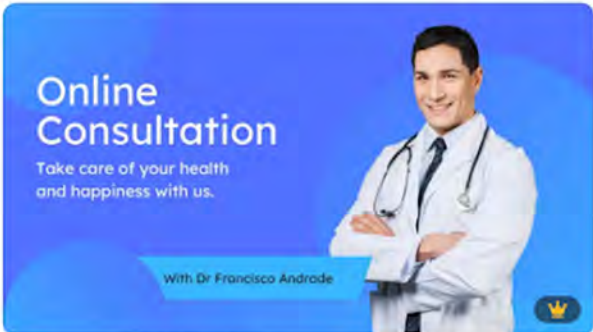
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
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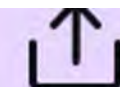


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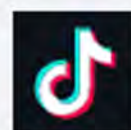
Facebook Page



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Facebook
Group



TikTok



Facebook Story



Pinterest



LinkedIn Profile







TOP

Real Estate INFLUENCERS

PODCAST

Alex Montalenti and Mario Hurley

of you and yeah and uh I I really I put a lot of effort into it what the hell happened to my screen

WHY TRISTAN CHOSE REAL ESTATE

HOW DID YOU KNOW YOU WERE ON THE RIGHT PATH?

WHAT TYPE OF PEOPLE?

ON BOARD WITH THE SAME VISION

UPCOMING PROJECTS

GROW YOUR SOCIAL MEDIA

HOW TO EVOLVE

2:09 / 55:49 • Intro >

REAL GRADER

The Experts' Guide to Embracing Social Media | Tristan Ahumada



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82 views Mar 22, 2022 [TOP Real Estate Influencer Podcast | Real Grader](#)

There's never been a better time to up your social media anti. You have to have a strong social media presence to get noticed. LabCoat Agents CEO Tristan Ahumada tells some of his secrets.

Tristan runs a successful Real Estate team in California, operates LabCoat Agents, and speaks an average of 3 times a month nationally at different real estate events and brokerages. His love for technology and systems pushes him to test out the latest products and allows him to create successful systems for automation for the Real Estate world. He continues to help agents throughout the world because he believes that all agents should have access to free resources to help grow their businesses.

// TIMESTAMPS 🕒

- [00:00] Intro
- [8:41] Why Tristan Chose Real Estate?
- [20:23] How did you know you were on the right path?
- [27:14] What type of people?
- [33:31] How quickly do you onboard new people on your vision?
- [39:29] Upcoming Projects
- [41:27] Grow your social media
- [51:05] How to evolve?

// ABOUT US 🌐

There's never been a better time to up your social media anti. You have to have a strong social media presence to get noticed. LabCoat Agents CEO Tristan Ahumada tells some of his secrets.

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// T I M E S T A M P S 🕒

- [00:00] Intro
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- [33:31] How quickly do you onboard new people on your vision?
- [39:29] Upcoming Projects
- [41:27] Grow your social media
- [51:05] How to evolve?

// A B O U T U S 🌍

Authenticity and integrity are two of the driving paradigms of this podcast. Started by Alex Montalenti & Mario Hurley (Real Grader) to provide unexpected twists in every conversation. "I have never been asked that question" is a common occurrence, as the podcast focuses on less predictable conversation flows and more on the method of discovering the treasure in a conversation. Past guests include national brand CEO's, Founders, Social Media Influencers, and leaders of industry in their own right. The mission is simple: provide the inspiration and tools that allow professionals to reach their goals in real estate and beyond.

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TimeStamp

Calls to Action

Hashtag

5 Easy Steps to Mastering

FACEBOOK



BE REAL

- 1. Upload a New Headshot**
- 2. Upload New Banner**
- 3. Block Time for Posting**
- 4. Use Attractive Imagery**
- 5. Engage, DM and Ask ?'s**





Upload Headshot and Cover



Create with avatar

Edit cover photo



Alex Montalenti

4.9K friends

+ Add to story

Edit profile





Block Time for Posting or Delegate

Personal prep
9:30 – 10:30am

Social Media Time, 10:30am

Facebook Outreach with Chris
11 – 11:45am

RealGrader <> Brandon Wright | CEO of Tongo
12 – 1pm

Matt Ogden - Beverly Hills MLS, 1pm

Lori Corburn - Sacramento
2 – 3pm

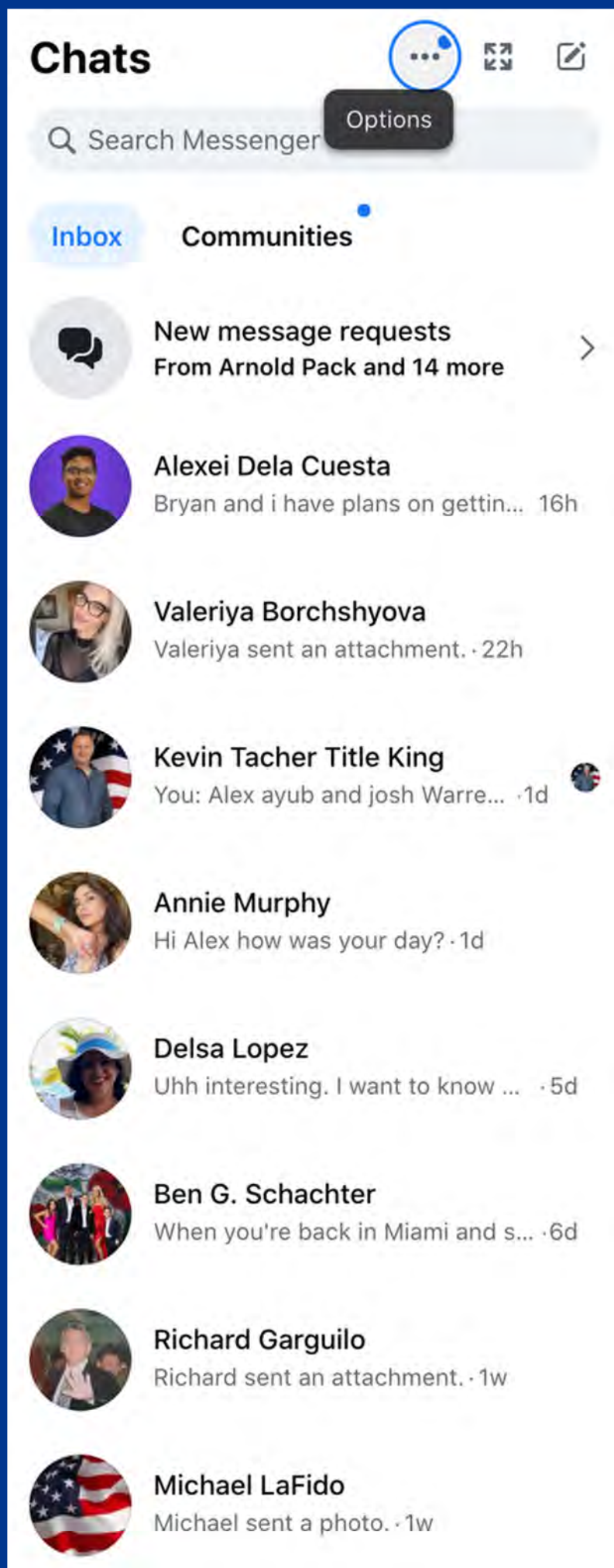
Mario Coaching
3pm, www.meetingwithalex.com

LEGENDARY SALES WORKSHOP/Sales Kick-off 1ST WED
4 – 5:30pm
<https://us02web.zoom.us/j/81682481412?pwd=c09NMTdreU5qY2liSVRZcmFXTWVxZz09>



Use Attractive Imagery





THE POWER OF THE DM



Mastering Facebook

LIVE 10.8k




You can use Facebook for things like open houses, for sharing testimonials,

Share Write a comment...

0:53 / 1:38

CC HD

Mastering Facebook for Real Estate ... X

Real Grader - 1 / 11

↔ ↗

- HOW TO** f How To Master Real Estate Marketing With Facebook
Real Grader 1:38
- 2 **SET UP ON FACEBOOK** f (Episode 1) Get Started Right: How to Set Up Your Facebook...
Real Grader 1:34
- 3 **FACEBOOK MARKETING STRATEGY PT 2** f (Episode 2) Facebook Marketing Strategy: Finding...
Real Grader 1:17
- 4 **POSTING CONTENT ON facebook** f (Episode 5) Posting Content On: Facebook
Real Grader 1:09
- 5 **BUSINESS VS PERSONAL PAGE** f (Episode 3) Facebook Business Page Vs Personal...
Real Grader 1:29
- 6 **CREATING A BUSINESS PAGE ON facebook** f (Episode 4) Creating A Business Page On Facebook
Real Grader 2:49
- 7 **DELEGATING YOUR PAGE ON facebook** f (Episode 8) Delegating Your Page On: Facebook
Real Grader 1:11
- 8 **BUILD YOUR AUDIENCE ON facebook** f (Episode 7) Building Your Audience On Facebook
Real Grader 1:42
- 9 **BUSINESS PAGE TEMPLATES ON FACEBOOK** f (Episode 6) Business Page Templates On Facebook
Real Grader 1:10

3 Easy Steps to Mastering

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- 2. Upload and Find Your people**
- 3. Build Relationships**



Update Cover, Headshot and Info



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Alex Montalenti
Co-Founder at RealGrader.com - Real Estate Technology Coach,
Sales/Marketing Expert, and National Speaker.
Manhasset, New York, United States · [Contact info](#)
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Sales Nav

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1,572



Contacts

3,730



Following & followers



Groups

2



Events

5



Pages

26



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Alex explore relevant opportunities with

Invitations

See all 67



kamran oni

Digital marketing specialist at fiverr

Ignore

Accept

Hi sir. Do you want to increase your YouTube channel audience? I can increase y ... See more



Reply to kamran



Tim Hartpence

Relationship Architect + Real Estate Industry

Stacy Strobl and 1 other

Ignore

Accept



Areeb Bajwa

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Ignore

Accept


Hi Alex, I just saw your profile and would love to add you to my professional netw ... See more



Reply to Areeb

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Google

1452 Imported Contacts

Sort by: Recently added




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Licensed Associate Real Estate Broker at Signature Premier Properties

Created: 10/16/2017

Connect




Bradley Anhouse • 1st

Senior Search Planner at Heartbeat

Created: 10/16/2017


Message



Ben Reisner

Created: 10/16/2017


Invite



Victor M

Created: 10/16/2017

Invite




Roman Dzhurayev • 2nd

Licensed Real Estate Salesperson at Douglas Elliman Real Estate

Created: 10/16/2017

Connect



Janine Conte • 1st

Office Manager at Portnoy, Messinger, Pearl & Associates, Inc.

Created: 10/16/2017

Message



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↓ Export contacts

↻ Manage synced contacts

Ad

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miamontalenti@gmail.com

Continue

Or use one of these:



YAHOO!



Aol.



Find more connections like Daniel, Mario and Michael.

Build Relationships When Engaging

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PREMIUM

Alex Montalenti
 Co-Founder at RealGrader.com –
 Real Estate Technology Coach,
 Sales/Marketing Expert, and
 National Speaker.
[View full profile](#)

Alex Montalenti • You
 Co-Founder at RealGrader.com – Real Estate Technology Coach, Sales/...
 1w • Edited •

Honored to have had the privilege of pitching as a Finalist for the National Association of Realtors 2023 IOI Pitch Battle, showcasing 11 of the top technologies in the real estate space. This was event was top notch and in Miami right down the street from me. This event really transformed how I show up on stage and had a profound impact on me. Having dinner with the NAR Leadership was a special moment. Being recognized in the industry as a top technology and a speaker. But most importantly the amount of love and support we received was overwhelming.

Special thank you to [Jeff Kennedy](#) for coaching me. Thank you to [Ashley Stinton](#), [Dave Garland](#), [Tyler Thompson](#) for believing in us. Thank you to [REACH Canada](#), [Mike McAra](#), [Lynette Keyowski](#) for the support and energetic feedback. Thank you to [Ines Hegedus-Garcia](#) for the amazing support.

So many mentors have been helping along the way:
[Liz Sturrock](#), [RCE Sturrock](#) , [Teresa Kinney](#) , [Peri Shawn](#), [Nick Sarnicola](#), [Darin Dawson](#), [Majeed Mogharreban](#), [Aaron Keith](#), [Sabine Ciccarelli](#), [PCC](#), [CC- ELI](#) and many more.

Thanks to Our amazing Team: just naming a few: [Daniel Radu](#), [Mario Hurley](#), [Caterina Bomar](#), [Michael Huxtable](#), [Alex Ayub](#), [Angela Oakes](#), [Jose Manuel Fuentes](#), [Josh Warren](#), [Madison Warren](#), [Carla Allen](#), [Caroline Walsh](#), [Brandon Hill](#), [Gianluca DeRossi](#), [Razvan Bucse](#), [Adrian Vaju](#), [Razvan Parus](#), linked in limits the mentions - without all of you this would not be possible.

Thanks to all of our clients and ambassadors.

Amazing job creating this event from The Emerging Tech Team at National Association of REALTORS® - [David Conroy](#) & [Dan Weisman](#), NAR REACH, and Second Century Ventures!

Thanks to all the amazing judges [Marki Lemons Ryhal](#), [Tigre Wenrich](#), [David Anderson](#), [Bill Fowler](#).

Congratulations to [Joseph Wihbey](#) for the win. Congratulations to [Chris McGoldrick](#) for the crowd favorite. Congratulations to all the visionary companies in the battle.

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A screenshot of a Facebook post. At the top, the post is by Alex Montalenti, Co-Founder at RealGrader.com, with a timestamp of 1w (edited). The post text reads: "Lance A. Scott Peter Cohen Claire Gangi Ioan Cocan". Below the text are reaction buttons: Like (2), Reply (1), and a "Love" button. A comment from Lance A. Scott, CEO at Alliance Technologies / CEO at CCM, follows, praising the team and mentioning "Daniel Radu". Below the comment is a photo of a black sports car. Further down, three more comments are visible: from Brian Schoedel (Vice President of Sales at Testimonial Tree), Jeff Kennedy (Providing advisory services), and Glenn Shimkus (Co-founder & CEO at Prisdlo). The post has a total of 1,941 impressions and a "View analytics" link.

3 Easy Steps to Mastering

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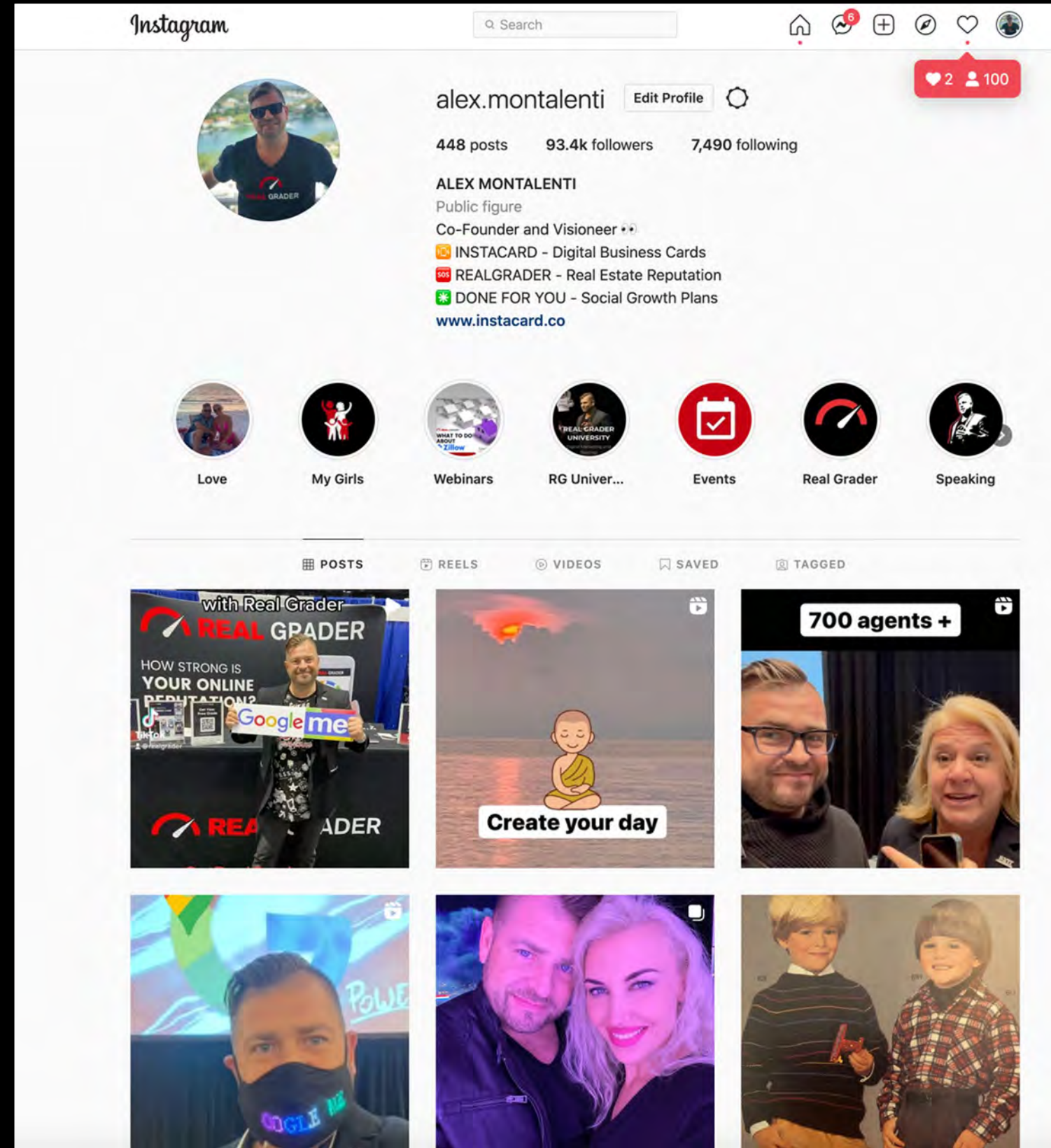


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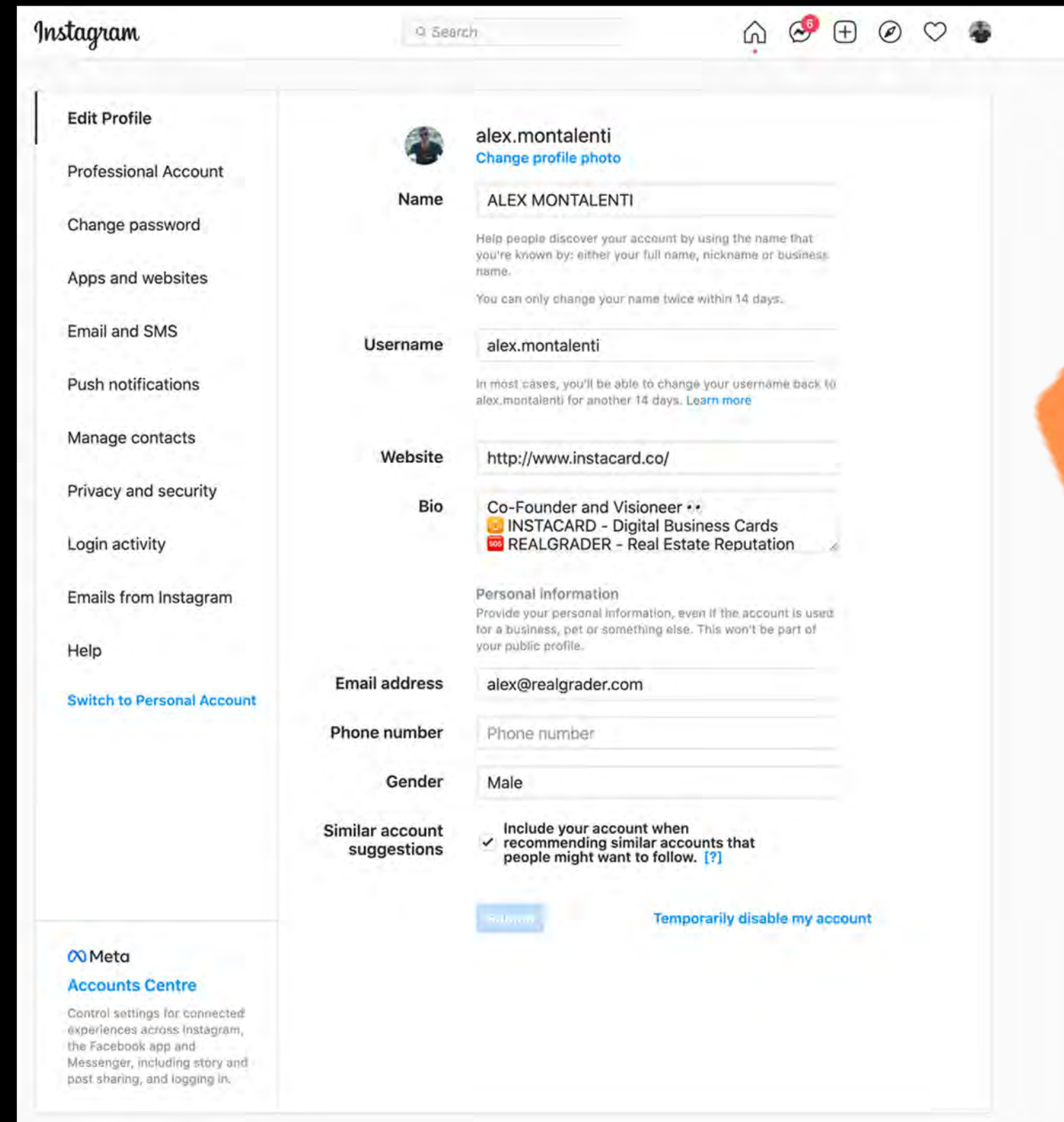
- 1. Update Photo and Bio**
- 2. Post Reels and Stories**
- 3. Discover Your People,
Engage, Comment on Stories
& Don't forget the DM**



Update Headshot, Bio and Link



Update Headshot, Bio and Link



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Professional Account

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Manage contacts

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Bio Co-Founder and Visioneer ••
📱 INSTACARD - Digital Business Cards
🏠 REALGRADER - Real Estate Reputation

Personal information
Provide your personal information, even if the account is used for a business, pet or something else. This won't be part of your public profile.

Email address alex@realgrader.com

Phone number Phone number

Gender Male

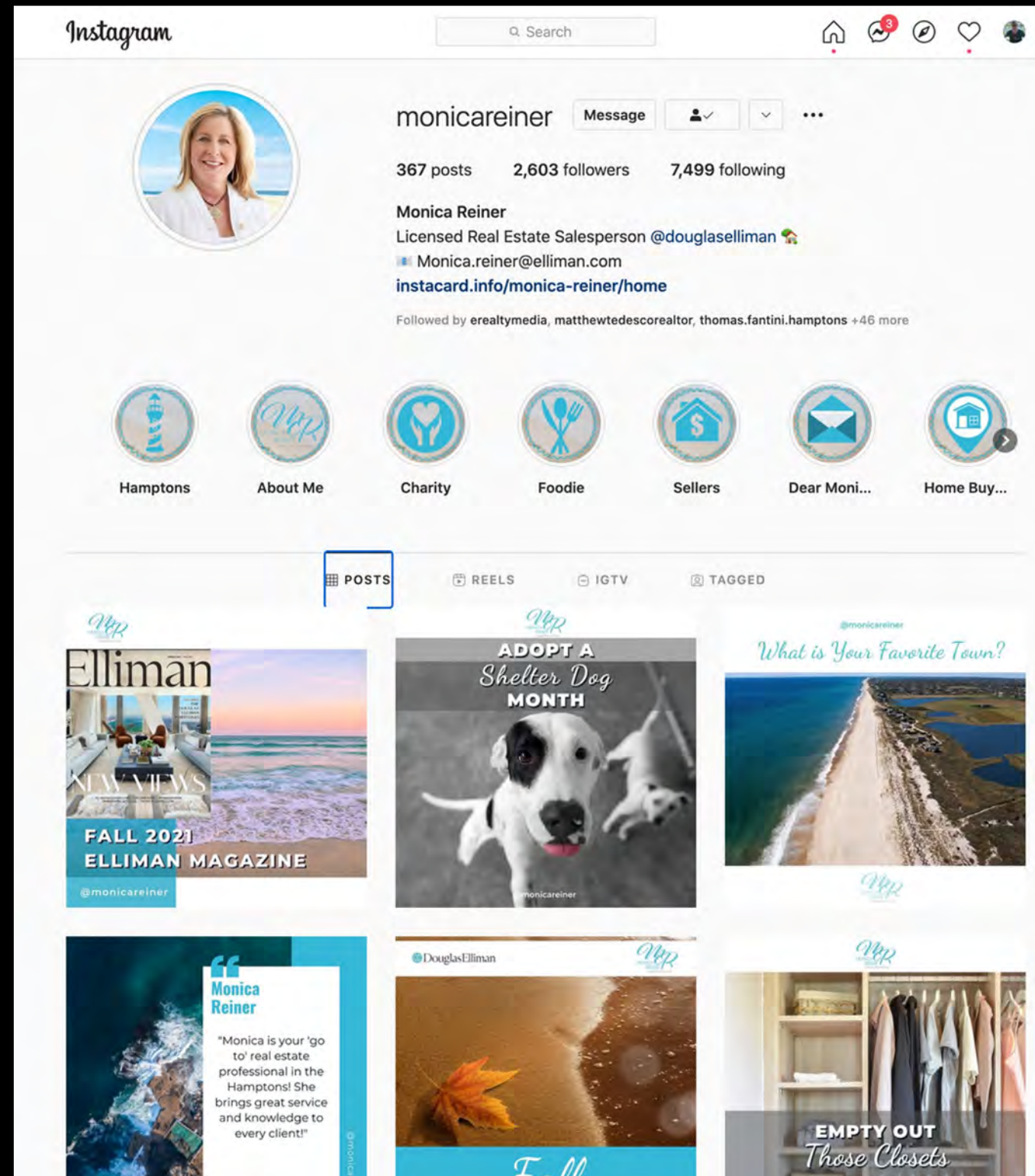
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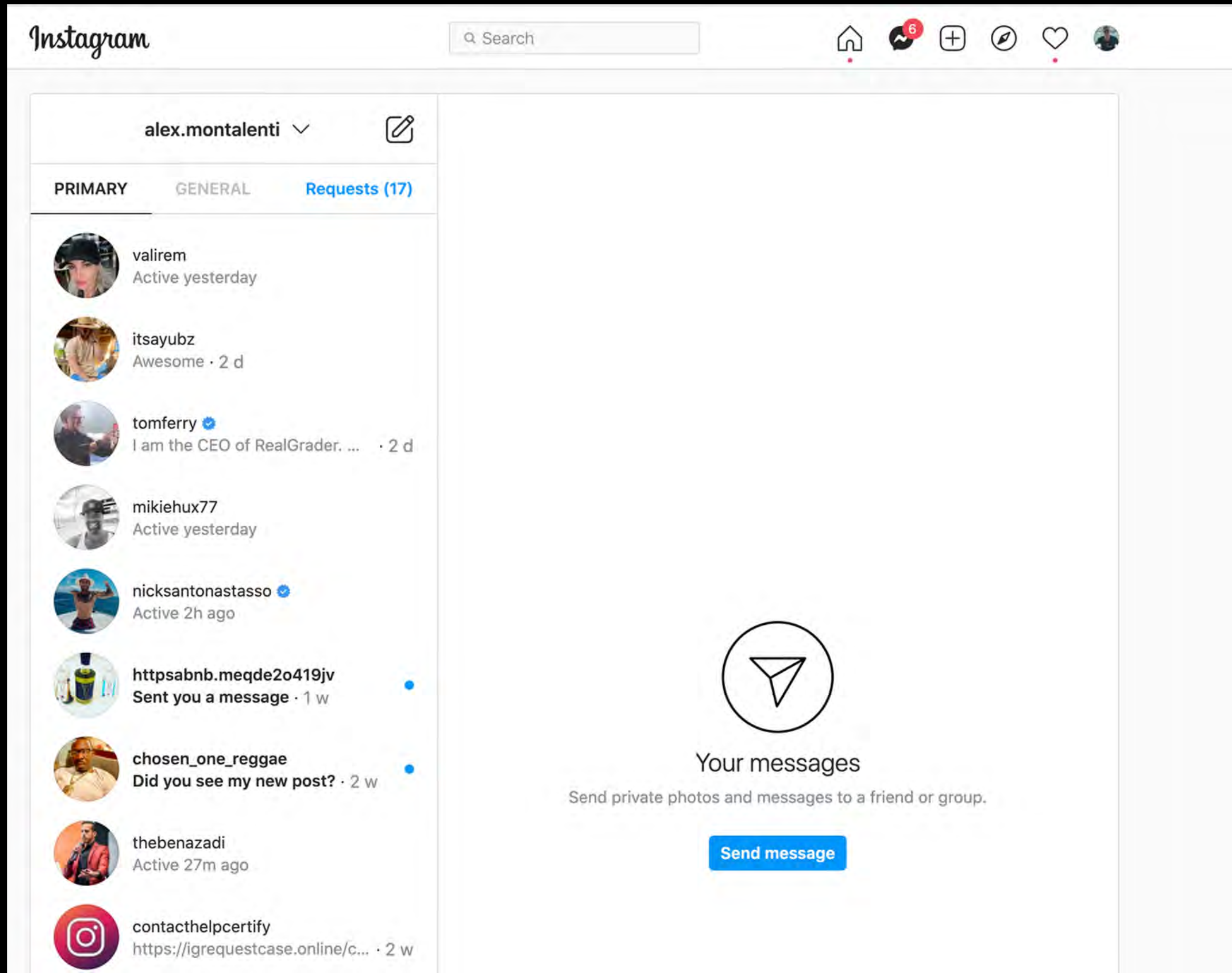
Meta Accounts Centre

Control settings for connected experiences across Instagram, the Facebook app and Messenger, including story and post sharing, and logging in.

Post Reels and Stories



Engage with DM





Mastering Instagram

LIVE

INSTAGRAM

the difference between business & personal ig

Press for more

INSTAGRAM

how to leverage your bio and your call to action

Press for more

INSTAGRAM

creating an instagram account

Press for more

INSTAGRAM

what is a hashtag # and how do I use it?

Press for more

your Instagram profile? What should I post on Instagram? We'll be talking about posting

0:39 / 1:08

Mastering Instagram for Real Estate...

Real Grader - 1 / 9

HOW TO MASTER Instagram 1:09

Instagram (Primer) - How To Master Instagram

Real Grader

2

HOW TO GET STARTED ON Instagram 1:47

(Episode 1) How To Get Started On Instagram

Real Grader

3

BUSINESS VS PERSONAL PAGES 1:08

(Episode 2) Business Vs. Personal Pages On Instagram

Real Grader

4

WHO YOU SHOULD FOLLOW ON INSTAGRAM 1:52

(Episode 3) Who You Should Follow On Instagram

Real Grader

5

WHY YOU SHOULD GO LIVE ON Instagram 1:28

(Episode 4) Why You Should Instagram Live

Real Grader

6

HOW TO USE HASHTAGS ON Instagram 2:02

(Episode 5) How To Use Hashtags On Instagram

Real Grader

7

HOW TO USE THE @ SYMBOL ON Instagram 1:52

(Episode 6) How To Use The @ Symbol On Instagram

Real Grader

8

HOW TO USE Instagram STORIES 2:29

(Episode 7) How To Use Instagram Stories

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AN EPILOGUE TO Instagram 1:24

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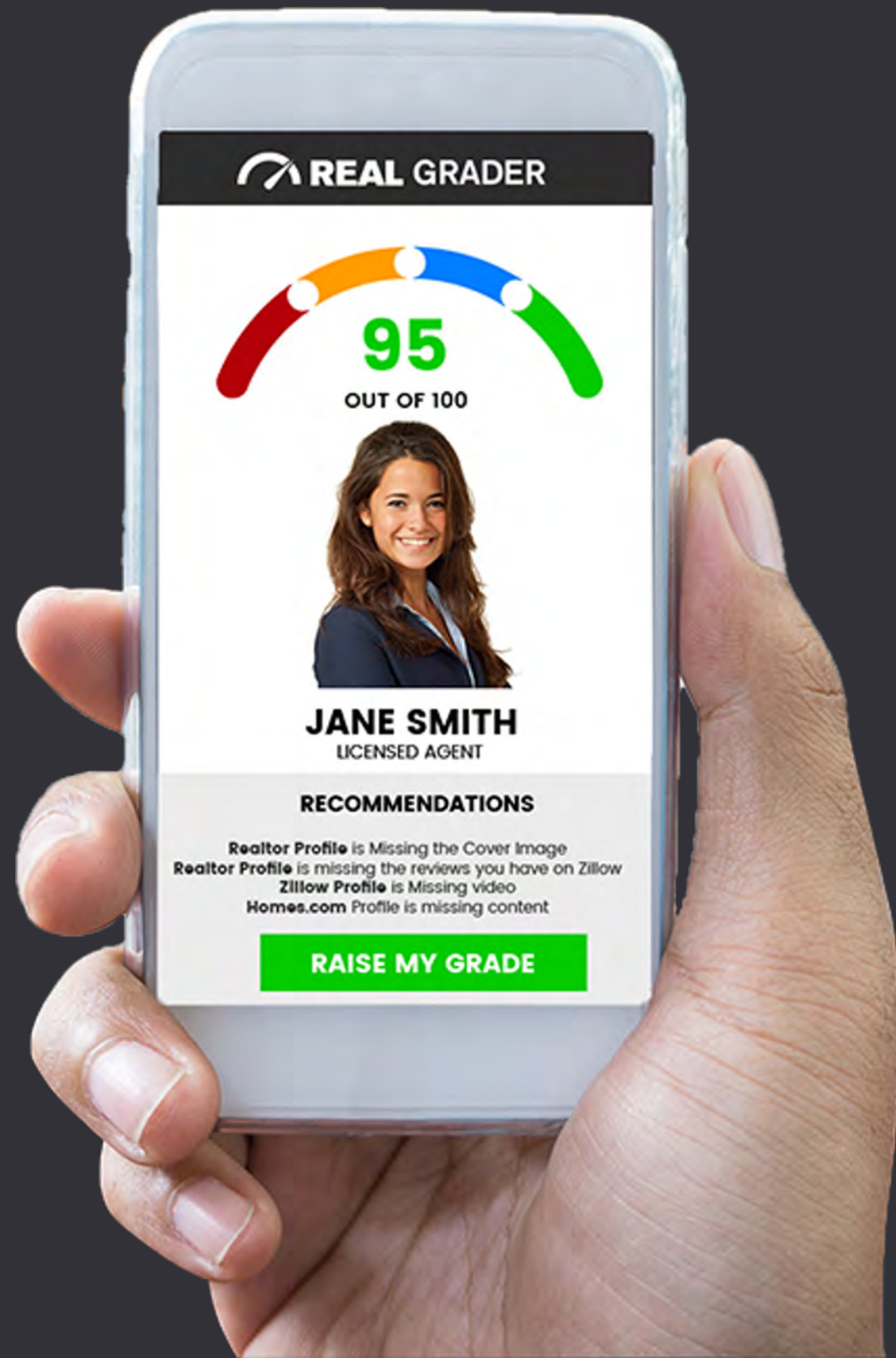


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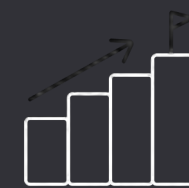
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Measure



Manage



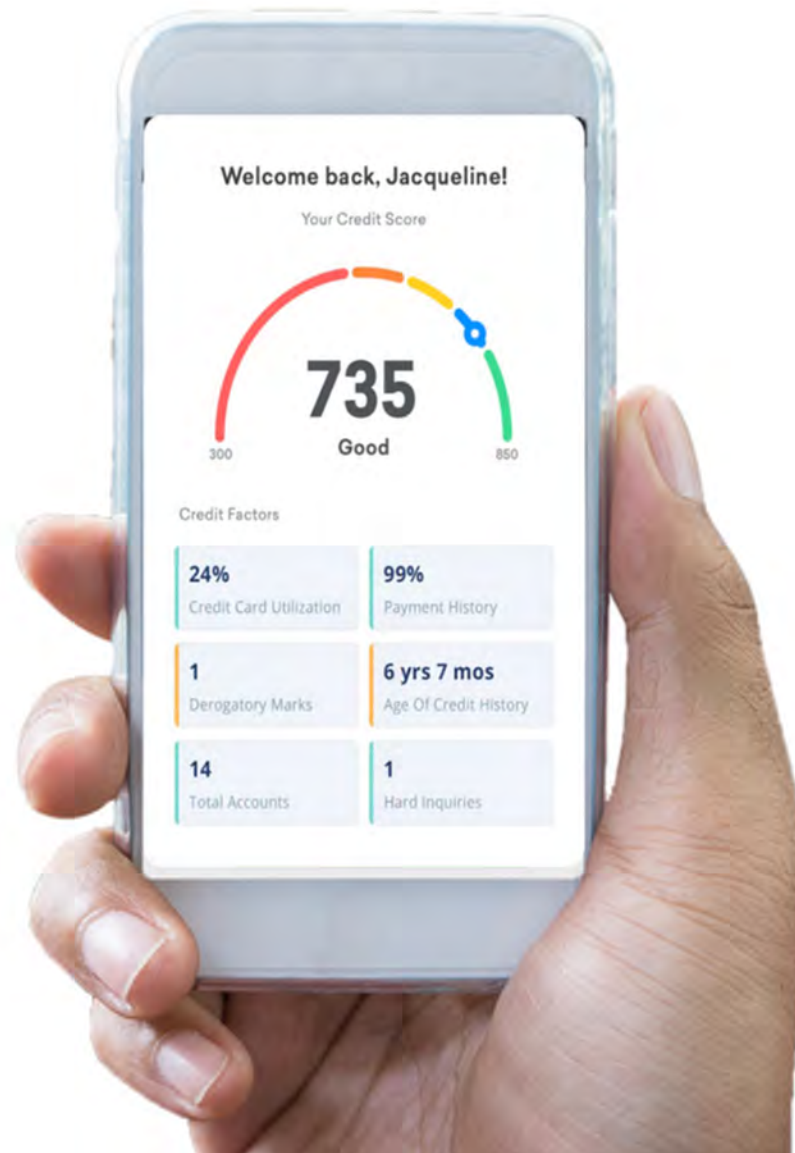
Maximize



MEASURE

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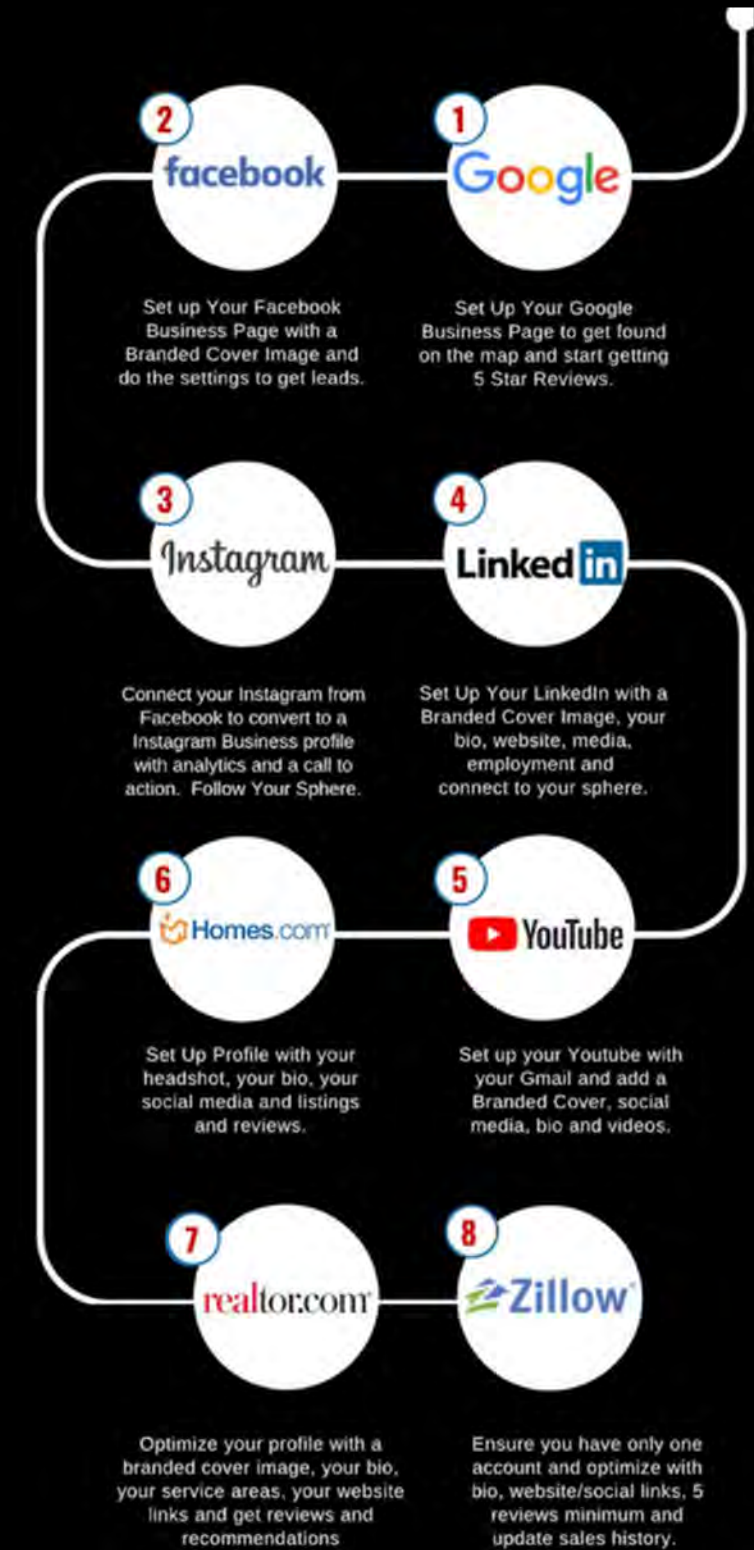


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