

Anti-trust

- MIAMI Association of REALTORS® , Inc. (“MIAMI”), a not-for-profit trade association, is the voice for real estate, influencing and shaping the industry, and is devoted to being the business and public policy advocate for REALTORS®. MIAMI meetings and events often include real estate professionals and other industry stakeholders who compete with each other or work for competing businesses. MIAMI is committed to conducting all meetings and events in a professional, ethical, and lawful manner, including adherence to all antitrust laws. This ensures pro-consumer, pro-competitive marketplaces that facilitate the sale of real estate. To that end, the topics of this event or meeting will focus on advancing the interests real estate professionals and consumers of real estate services, increasing competition, reducing risk for all parties involved in real estate transactions, and sharing insights on business best practices. The following discussion topics are always prohibited: agreements to fix prices, limiting product or service offerings, allocating geographical territory or customers, and refusing to deal. Any discussion inconsistent with this policy will not be tolerated.



REAL GRADER

Go All in on Google and AI



PRESENTED BY NATIONALLY
RECOGNIZED PUBLIC
SPEAKER: ALEX AYUB

Alex Ayub and Real Grader

MIAMI WIRE

NEWS BUSINESS MARKETING ENTERTAINMENT TECHNOLOGY ADVERTISE

Alex Ayub Helps Real Estate Professionals Build Their Brands and Boost Sales in 2022



“Any type of person, whether they are going to do business with you or not, while they are in the consideration process, the first thing they do is jump online, where they have infinite information available on Google,”

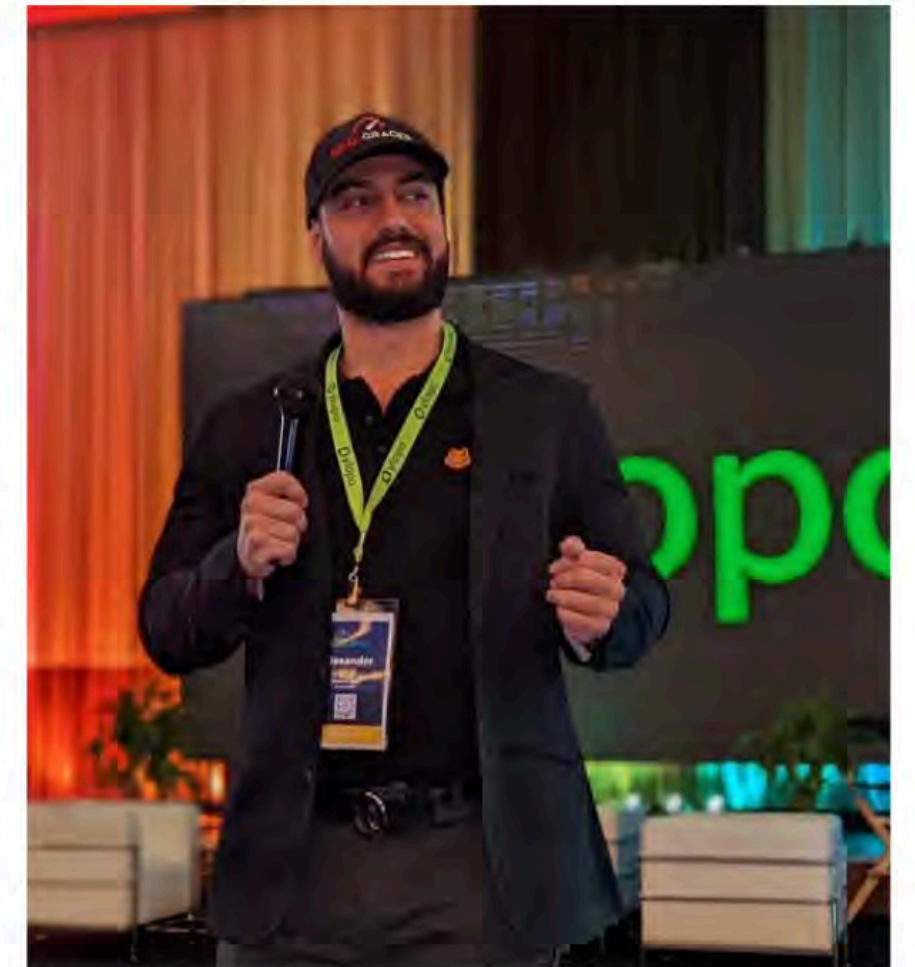
- Alex Ayub, Founder

HAUTE LIVING

Using Digital Platforms To Grow Your Real Estate Business? Alex Ayub Has The Secrets To Become A Real Estate Social Influencer

“As soon as there was a strong rise in opportunity for these digital platforms, I realized real estate professionals now had the chance to play smarter, not harder. You were either going to adapt or get beaten out.”

- Alex Ayub, Founder





**THE ERA
OF THE**

TRUSTED

REAL ESTATE PROFESSIONAL



NATIONAL
ASSOCIATION OF
REALTORS®

BREAKING
NEWS

NOW
MORE THAN EVER
CONSUMERS WILL
SEARCH AND EVALUATE
THE REAL ESTATE AGENT

Google

best real estate agent



**YOUR BUSINESS IS
WHATEVER GOOGLE SAYS IT IS**

THE PROBLEM

93% of Real Estate Professionals

**are not optimized with their
Google and Social Media presence**

(AND YET EVERYONE GOOGLES REALTORS!)

*Based on a study of 250,000 Real Estate Agent Digital Profiles

HOW DO YOU LOOK ON THE 8 SITES?

Google

Instagram

LinkedIn

YouTube

facebook

Zillow®

Homes.com®

realtor.com®

Consequences of Doing Nothing

- + Missed Opportunities
- + No Credibility
- + No Presence Online
- + BUSINESS DEALS LOST





REAL GRADER

Average Grade



250,000+ Agent Profiles Graded

Common Costly Mistakes Made by Agents

- Inconsistent social media and lack of branding
- Broken links and outdated information
- Inappropriate or negative content
- Missing profiles or duplicate profiles
- Data not synchronized (Zillow, Realtor, Homes)



TIME HACKS



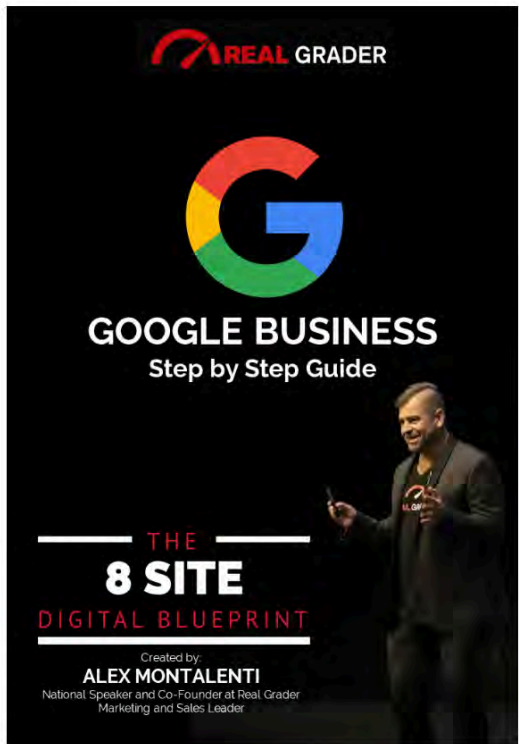
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INSTACARD®

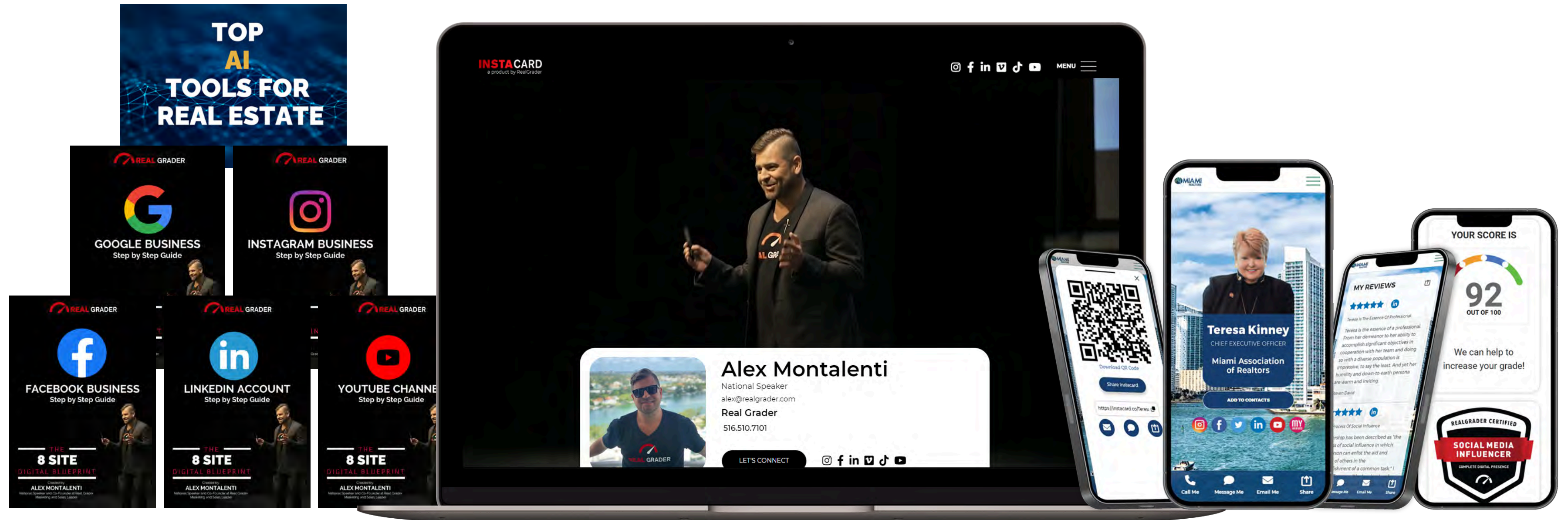
Your Digital Business Card

Connect. Share. Influence.

Create Your Instacard



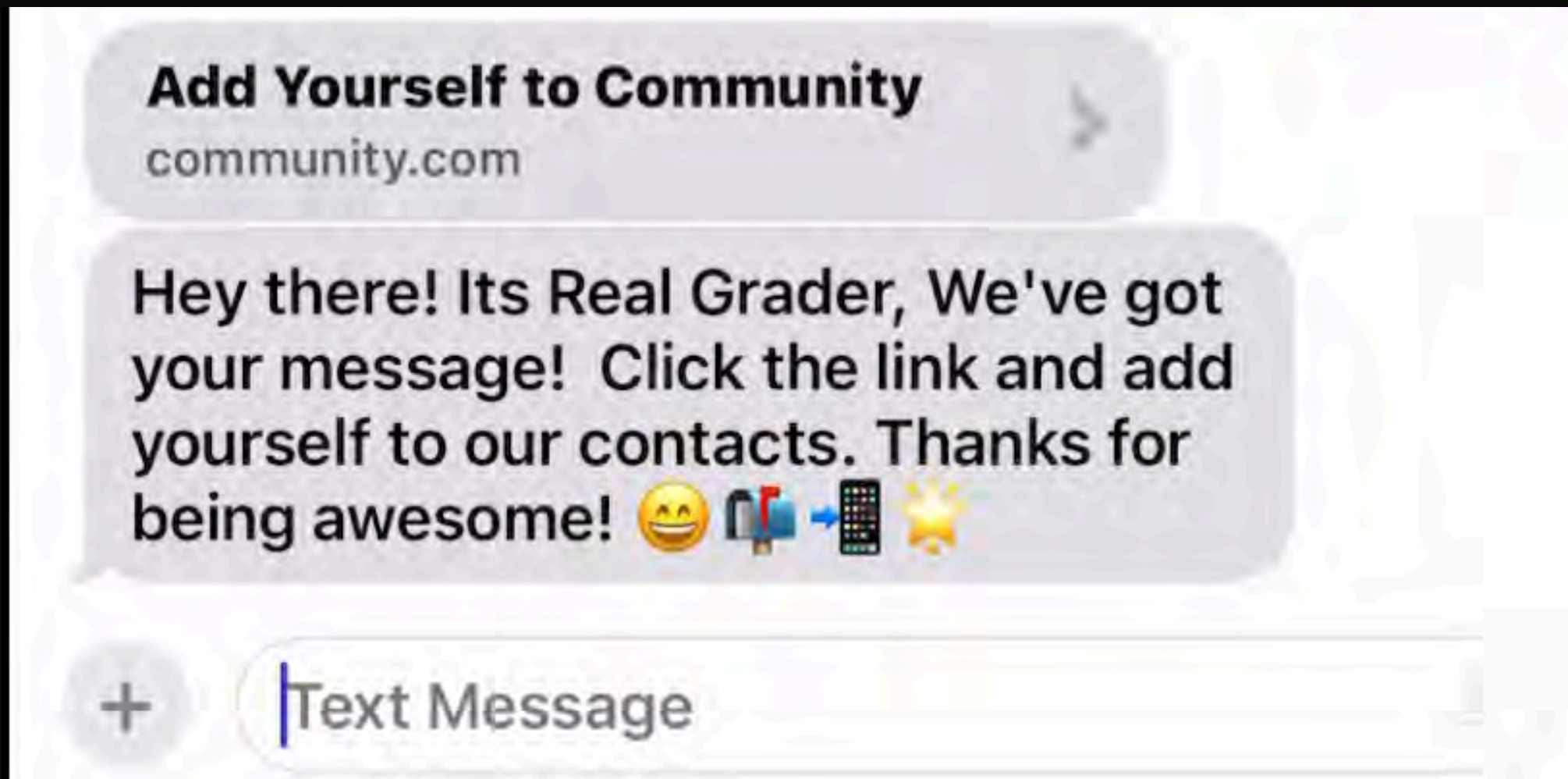
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TEXT “FREE” TO 516-400-4161



Alex Montalenti

Add your contact

(...) 5945

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Last Name

Gender Identity

Birthday

MM	DD	YYYY
Month	Day	Year

City

Email

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The background is a dark blue gradient with a pattern of glowing binary code (0s and 1s) and faint circuit-like lines. The text is centered and reads:

DABBLE

VS

ALLIN

DABBLE

ALL IN



DABBLE - BEFORE OPTIMIZATION

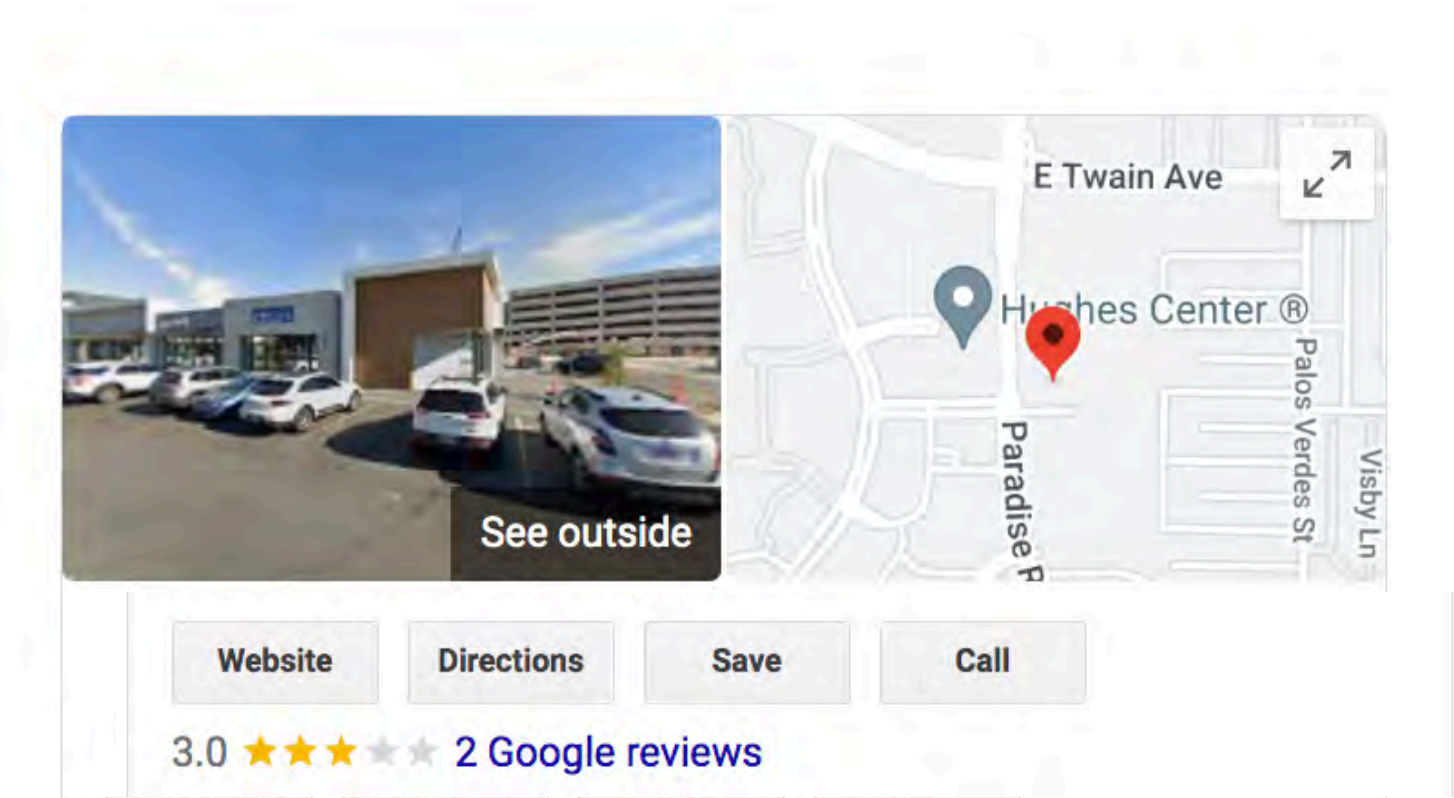
realtor.com®



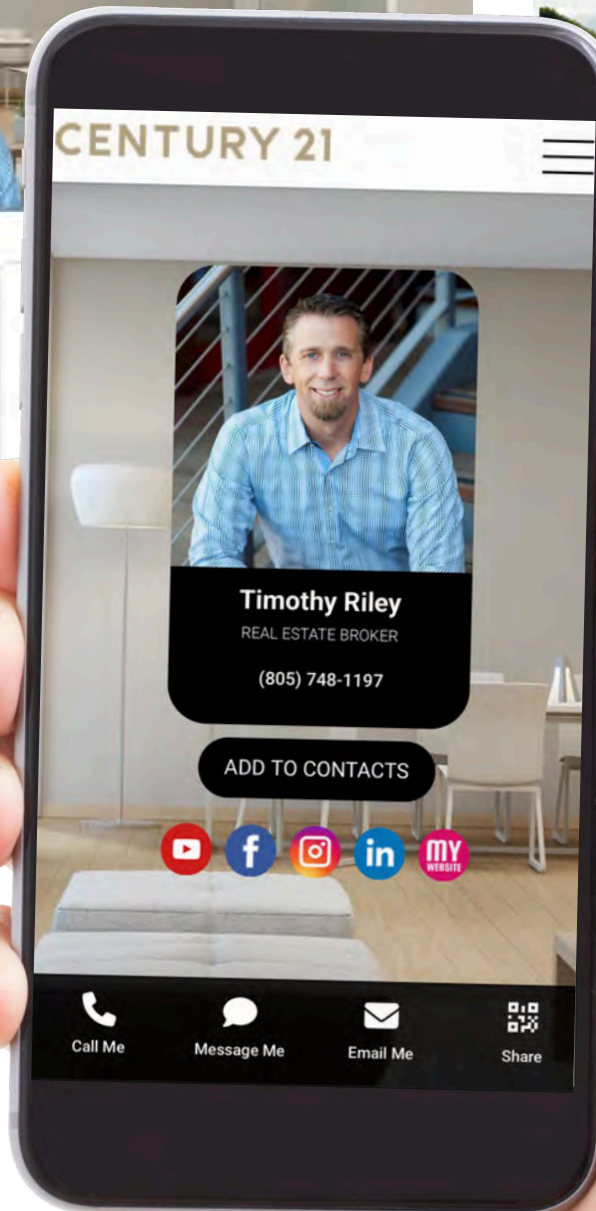
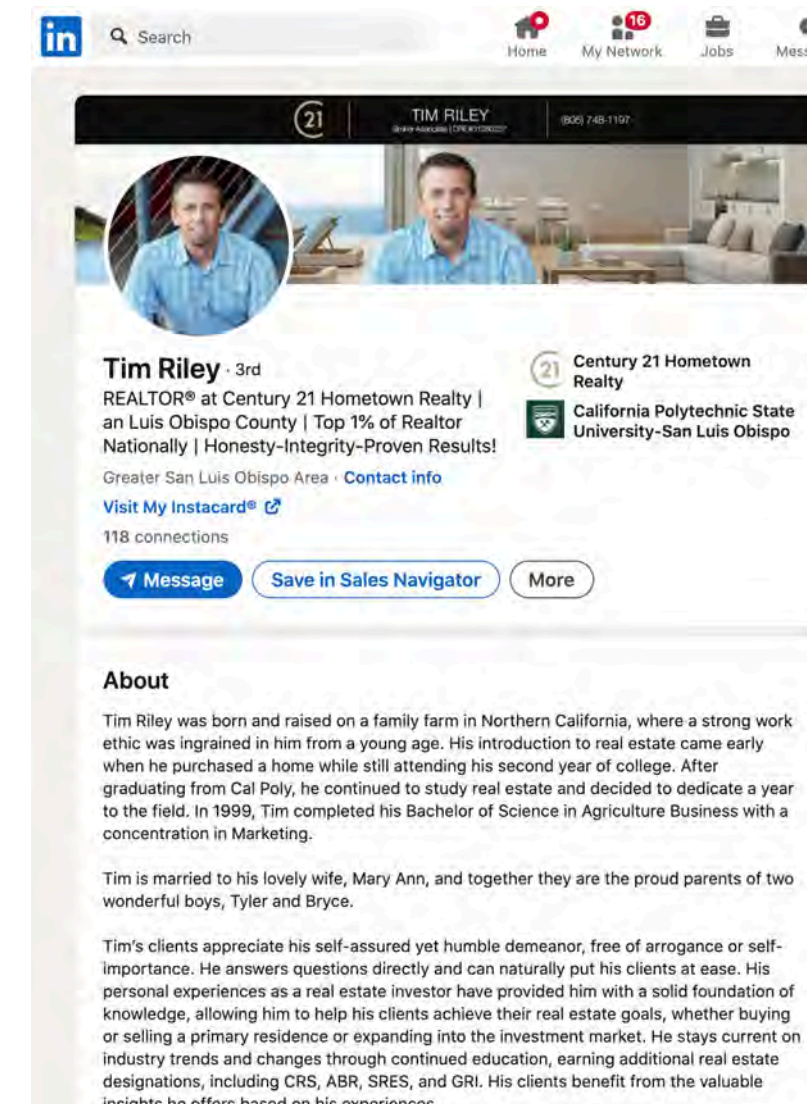
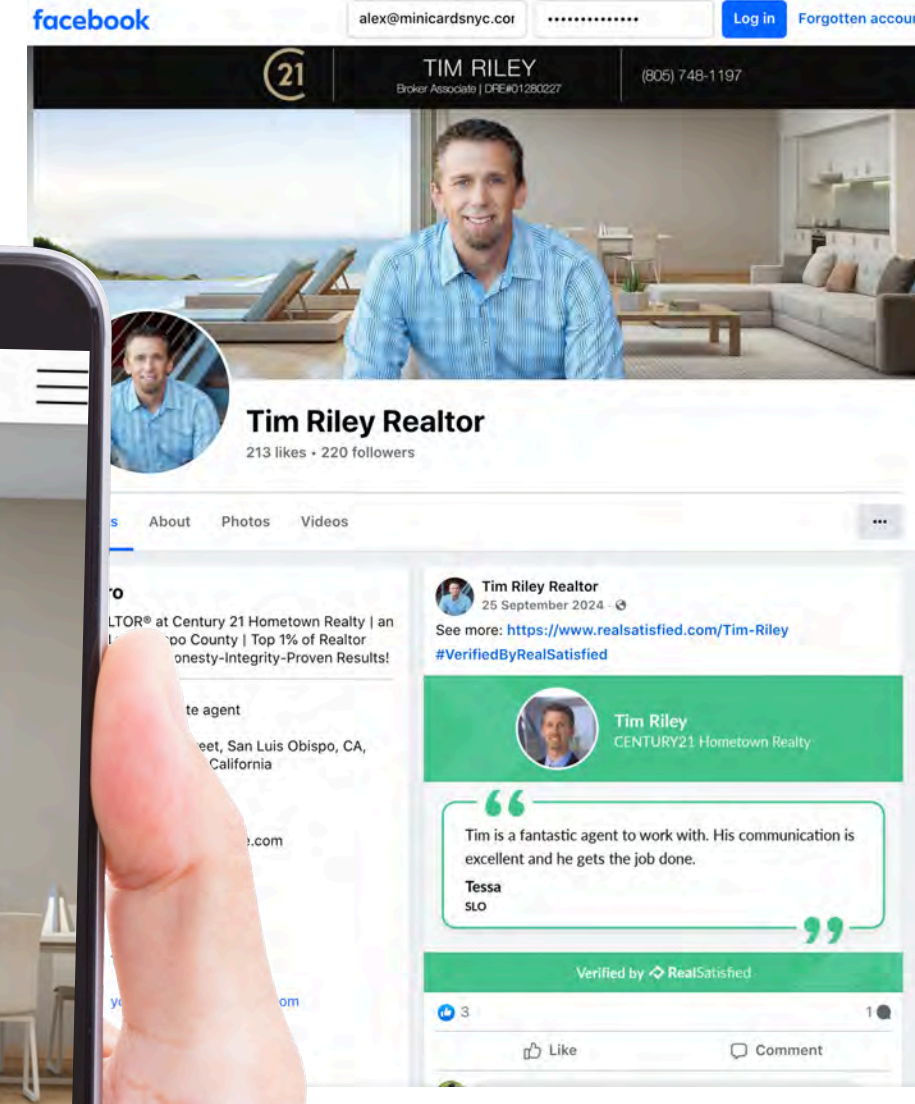
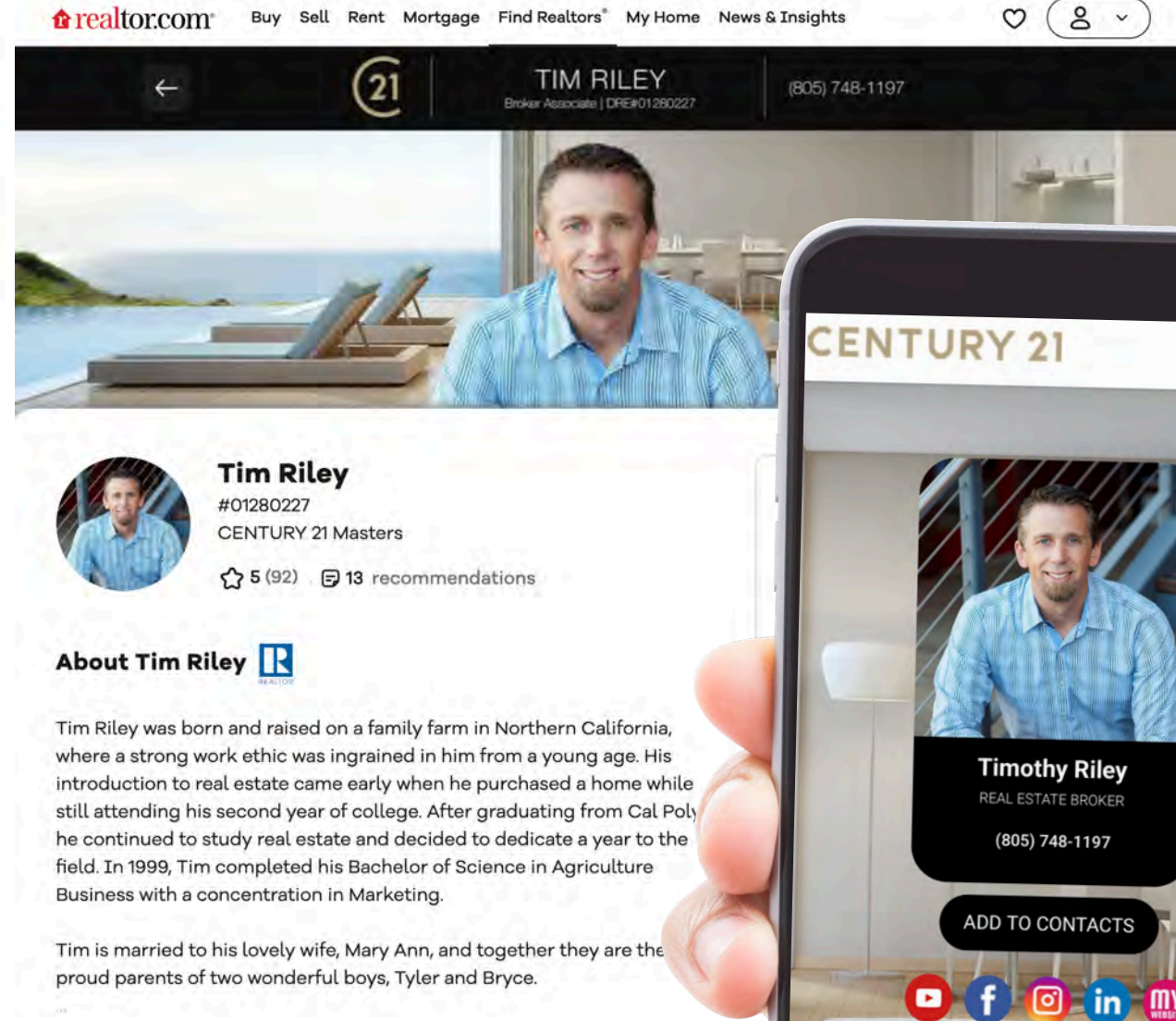
LinkedIn



Google



ALL IN - POST OPTIMIZATION



SECRETS

Learn to build your digital presence
Without losing your valuable time trying to be a techie



**Who wants to
jump in the
hot seat?**



**WHAT'S YOUR
BIGGEST
TAKEAWAY?**





Get Your COMPLIMENTARY Google Audit



facebook

Linked in

Instagram

realtor.com®

Google

Homes.com®

YouTube

Zillow®

