



The Ultimate Prospecting & Lead Gen Technique

Transforming the way real estate
professionals do branding.



“Game-changing and the way to recession-proof your business.”



REALTYONEGROUP



COLDWELL BANKER

RE/MAX®

COMPASS

CENTURY 21

Sotheby's



Realtors Are **Creative**

- Cold calling
- Door knocking
- Canvassing/Farming
- Newsletters
- Advertising

***Real estate agents
have been relying on
the same marketing
methods for the last
50 years!***











SAVE MONEY
on your home purchase
or refinancing.

**COMPARE OUR RATES AND
GET A FREE QUOTE TODAY!**

Scan to Schedule Your
Free Consultation!

Two mortgage rates, two different rates. Compare our rates to the rates you are currently paying. If you are currently paying a rate of 4.5%, we can offer you a rate as low as 2.25%.

2.25%

TO SCHEDULE YOUR
**FREE
CONSULTATION
TODAY**

VISIT:
[abcmortgage.com/
getstarted](http://abcmortgage.com/getstarted)

ABC MORTGAGE • CALL OR TEXT (888) 555-5555

COMPANY NAME
ADDRESS
CITY, ST ZIP

OPEN IMMEDIATELY - DO NOT DELAY

COMPANY NAME
ADDRESS
CITY, ST ZIP

OPEN IMMEDIATELY - DO NOT DELAY

your logo

Important Information: For Your Use Only

Dear Mr./Mrs./Ms./Mr. [Name]:

You may be able to lower your rate and improve on your existing VA loan. We are offering a reduced interest rate of 2.25% (5.00% APR) on your VA loan. This is a special offer and is subject to credit review and approval.

The VA Interest Rate Reduction Refinance Loan (IRRRL) is a refinance program approved by Department of Veterans Affairs which could help you refinance to a lower rate on your VA mortgage without an extensive qualification process and without an appraisal.

The Benefits of Refinancing with ABC Mortgage:

- A lower fixed rate and payment, regardless of the value of your home
- A lower interest rate
- Lower credit requirements
- Lower closing costs with our industry-leading services

Remember, you may qualify for a lower mortgage rate. Call 888-555-5555 for more information. We can help you!

Sincerely,
[Signature]
President, Manager/Booker

Call Today: 888-555-5555

COMPANY NAME
ADDRESS
CITY, ST ZIP

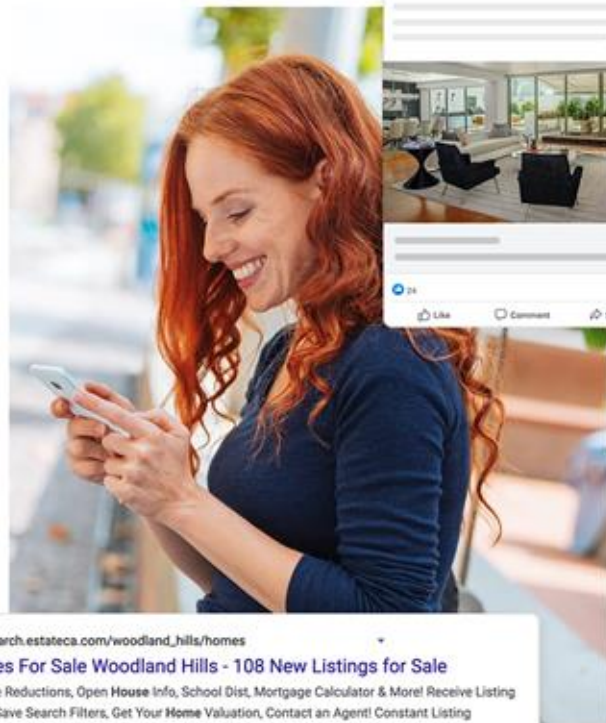
OPEN IMMEDIATELY - DO NOT DELAY



<1% cold calls convert



Who opens their doors?



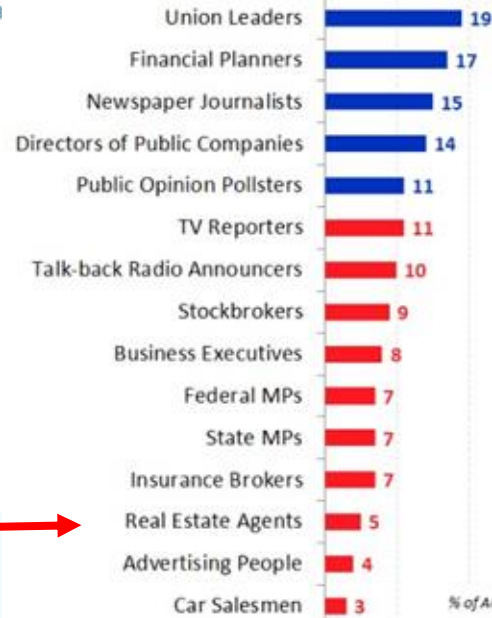
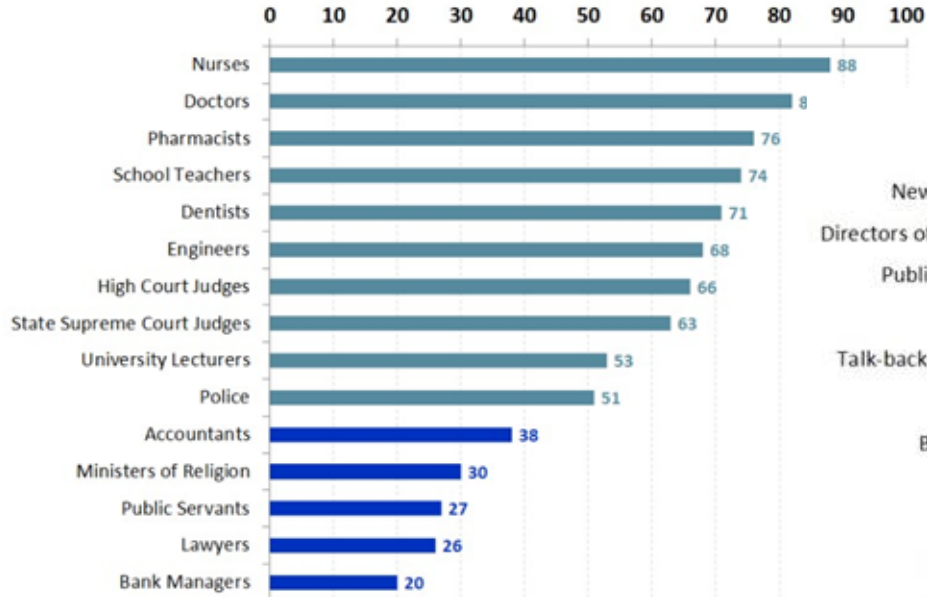
Ad · search.estateca.com/woodland_hills/homes

Homes For Sale Woodland Hills - 108 New Listings for Sale

40 Price Reductions, Open House Info, School Dist, Mortgage Calculator & More! Receive Listing Alerts, Save Search Filters, Get Your Home Valuation, Contact an Agent! Constant Listing Updates. Top-Rated Agents. Largest Listing Database. Home Financing Programs.



It doesn't have to be this way!



% of Australians aged 14+ rating the profession as 'very high' or 'high' for ethics and honesty

Digital Content & Social Media

A walking billboard to build a personal or professional brand.

- Cheap
- Effective
- Sustainable



1. Awareness > 2. Engagement > 3. Conversion



Video Is Essential to Differentiate...and Compete

51%

**Buyers willing to hire
agents who are active
on social media**

73%

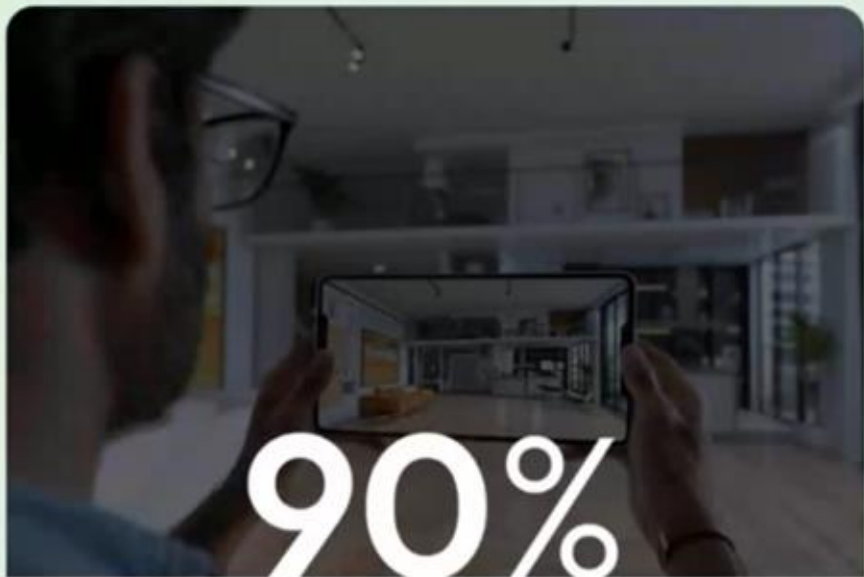
**Sellers more likely to
list their home with an
agent who uses video**

79%

**Clients say that agents
who use video on social
generate better impact
than those who don't**

>60%

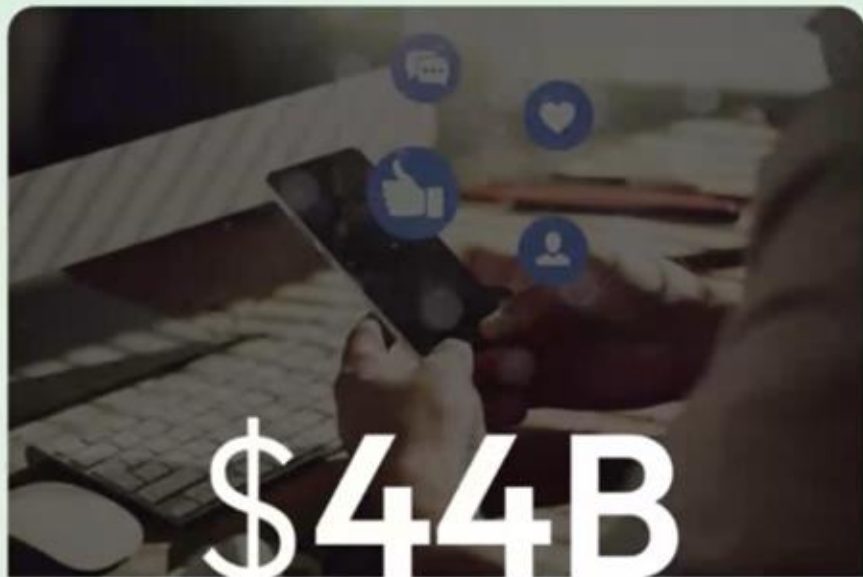
**Believe that having a social media marketing strategy is
more important than having a website.**



90%

Home buyers & sellers
begin their home
search online

Source: National Association of Realtors 2024 Tech Survey



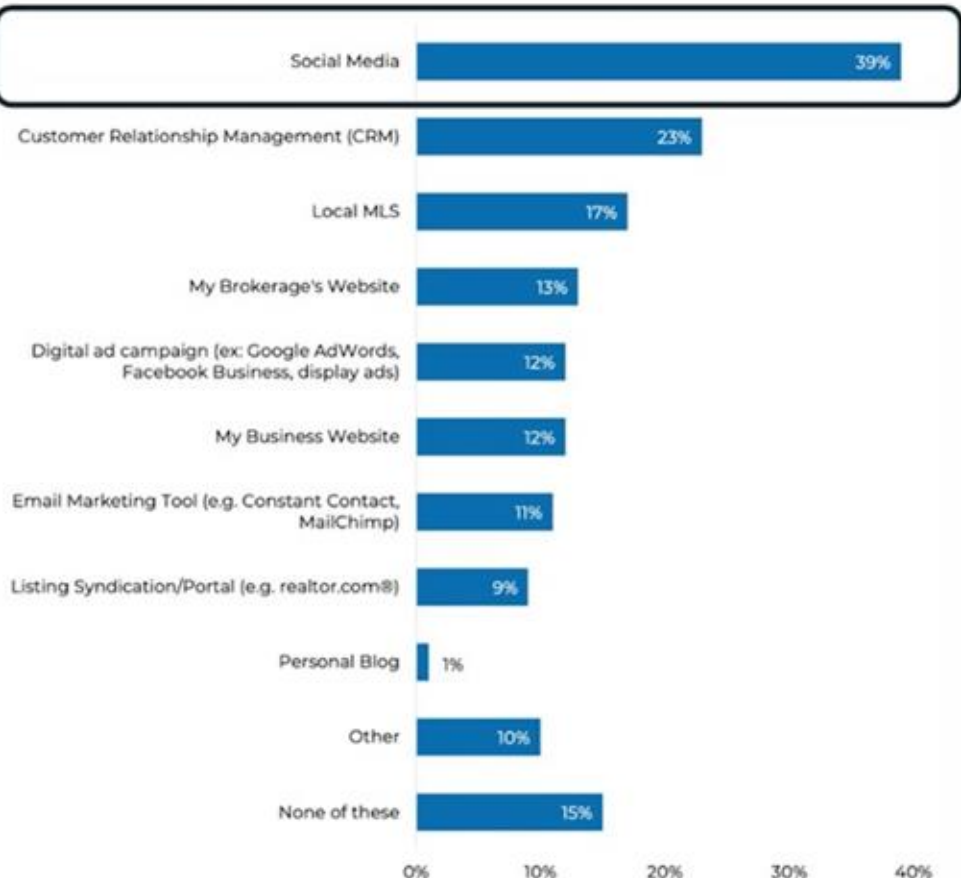
\$44B

Real estate
transactions driven
via social media

Source: National Association of Realtors 2024 Tech Survey, Company Estimates

2025 REALTORS® TECHNOLOGY SURVEY

Top Tools for Quality Leads





1. Building Awareness

Establishing yourself as a domain expert.

- **“Content is King” – Make it count**
- **Create and post short content**
 - 2-5 daily
- **The 4:1 Ratio for Social Posting**
 - Personal vs Business content

Short form content – Branding

**The algorithms are a changin' !
Take advantage of this moment.**

- **Rewarding for UGC**
- **Focus on Short form videos**
 - **TikToks**
 - FB & IG **Reels**
 - YouTube **Shorts**
 - Snapchat **Stories**





2. Rules of Engagement

- Interacting with with your followers' posts and stories
- Send direct messages that offer value
 - Send 50 of these Facebook direct messages per day. Add responses to your SOI.

10-10-5 Rule



Rules of Engagement

10-10-5 Rule

- 10 likes or emoji reactions on posts and stories
- 10 comments on posts (make these quick: "Awesome!" "So cute!" "Congrats!")
- 5 shares or personal messages

Your goal is Mindshare



What's Trending

#

realestate

22.4B views

#

realestateagent

2.2B views

#

realestatetiktok

774.6M views

#

homes

836.5M views

#

realestatehacks

635.5M views

#

realestatetips

552.9M views

#

homestyling

700.7M views

#

properties

147.3M views

#

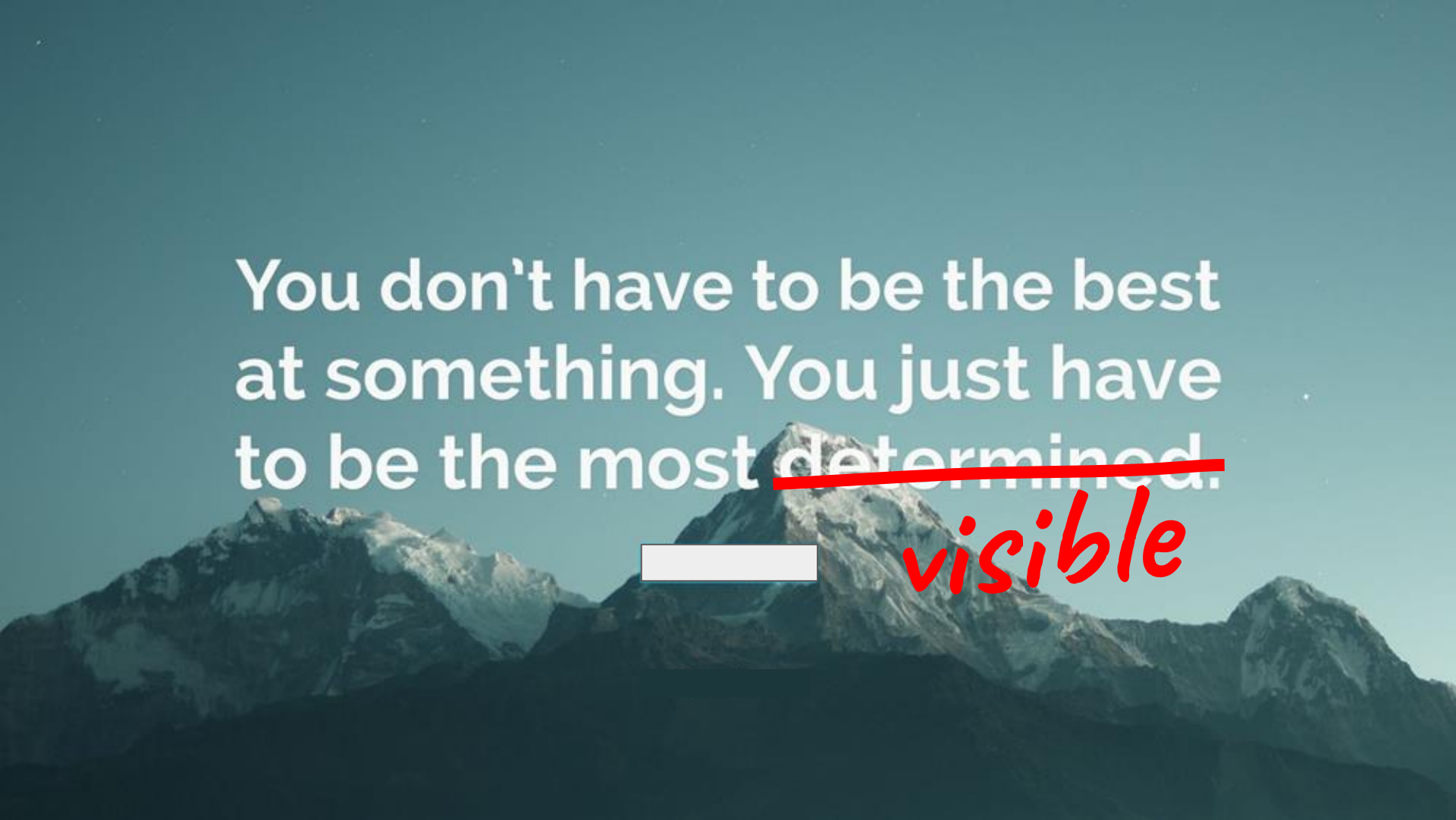
luxuryproperty

103.1M views

#

luxuryproperties

19.8M views



You don't have to be the best
at something. You just have
to be the most ~~determined.~~

visible

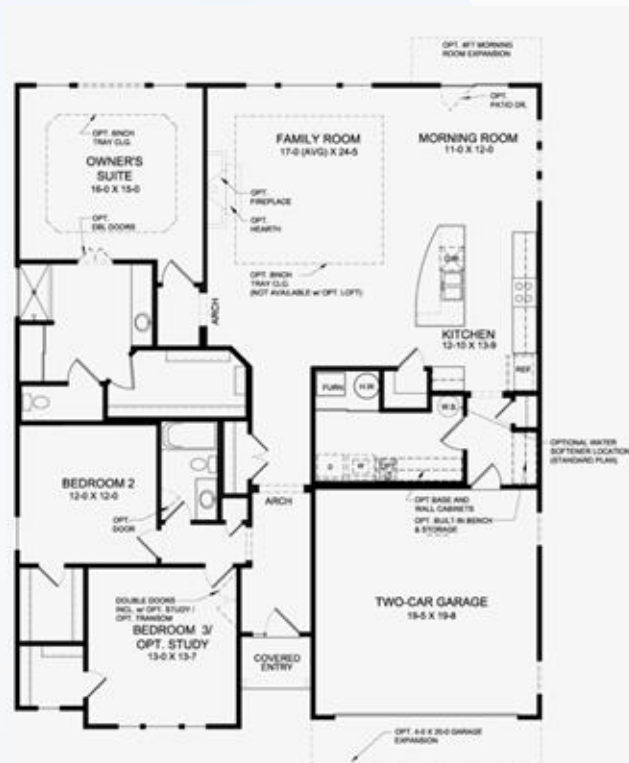
People see you for the **First Time**
when they see you the **11th Time.**

It takes **5-10 hours** of information to
influence someone to act!





FREE 3D Property Virtual Tours & Floorplans



Jay Tsao
310-528-4777
Jay@PivoRealEstate.com



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PivoRealEstate.com

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*Includes: Pod Black - Business Edition
Tripod (A must have for virtual tour creation)
Smart Mount
Remote Control*