

Sell Yourself Before You **Sell a House**

Build a personal brand people can understand,
remember, and recommend.

50

GROWTH TACTICS

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BRAND BUILDING
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WEEKLY METRICS
TO TRACK



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A quick map of all 50 tactics so you can jump straight to what you need.

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Track activity that can lead to real relationships, not just likes and impressions.

HOW TO USE THIS GUIDE

1 Read one section at a time — each stands on its own.

2 Pick 2-3 tactics that fit your business now.

3 Track your progress weekly with the scorecard.



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Section 1 of 5

Sell Yourself Before You Sell a House

Build a personal brand people can understand, remember, and recommend.

01 Create a one-sentence value proposition

⚡ WHY IT WORKS

People should understand what makes you useful in a few seconds.

✓ GAME PLAN

Use this formula: 'I help [type of client] accomplish [goal] with [your advantage].' Put it in your bio, introductions, email signature, and presentations.

02 Choose three words you want clients to associate with you

⚡ WHY IT WORKS

A clear reputation is easier to remember than a long list of services.

✓ GAME PLAN

Pick three traits such as responsive, calm, analytical, energetic, patient, local, or resourceful. Make your content and client experience consistently prove those words.

03 Pick a recognizable client specialty

⚡ WHY IT WORKS

Specificity makes referrals easier because people know who to send to you.

✓ GAME PLAN

Choose an audience you understand: first-time buyers, seniors, investors, relocations, healthcare professionals, downsizers, condos, or a neighborhood. You can still serve everyone else.

04 Upgrade your professional photo and profile presentation

⚡ WHY IT WORKS

Before people call you, they often judge whether you look approachable and credible online.

✓ GAME PLAN

Use a current, friendly photo with natural lighting. Keep the same headshot, name format, contact details, and branding across your major profiles.

05 Write a client-focused bio

⚡ WHY IT WORKS

Your biography should answer 'Why should I talk to you?' rather than simply list credentials.

✓ GAME PLAN

Lead with who you help, how you work, and what clients can expect. Put awards and credentials after the value you provide.



SECTION 1 Sell Yourself Before You Sell a House — *continued***06 Turn your background into a brand advantage**⚡ **WHY IT WORKS**

Previous careers, industries, languages, hobbies, and communities can make you memorable.

✓ **GAME PLAN**

Identify transferable strengths from your background, such as negotiation, healthcare, finance, construction, teaching, design, or customer service, and connect them to real estate.

07 Create a simple service promise⚡ **WHY IT WORKS**

A concrete promise is more persuasive than saying you provide 'great service.'

✓ **GAME PLAN**

Choose standards you can control: return calls within a set window, explain every step, provide weekly updates, or send written next steps after meetings. Then consistently deliver.

08 Show proof instead of calling yourself the best⚡ **WHY IT WORKS**

Specific evidence feels more credible than self-praise.

✓ **GAME PLAN**

Use client reviews, before-and-after marketing examples, neighborhood knowledge, response-time standards, case studies, and useful explanations. Let the evidence sell you.

09 Prepare a 20-second introduction⚡ **WHY IT WORKS**

Networking opportunities disappear when your explanation is confusing or too long.

✓ **GAME PLAN**

Practice a natural introduction: your name, area, the clients you especially enjoy helping, and one easy conversation starter. End by asking about the other person.

10 Become known for one useful thing⚡ **WHY IT WORKS**

Repeated expertise creates mental association.

✓ **GAME PLAN**

Own a recurring topic such as senior moves, neighborhood updates, first-time buyer education, relocation, investment basics, or agent referrals. Talk about it often enough that people associate it with you.



Section 2 of 5

Get Seen Online

Turn social media, search, video, and email into conversations and inbound leads.

11 Make every social profile instantly understandable

⚡ WHY IT WORKS

Visitors should not have to hunt for your location, role, or how to contact you.

✓ GAME PLAN

Include your market, specialty, brokerage as required, and a clear CTA such as 'Questions about moving? Message me.' Add one primary link rather than a confusing collection.

12 Pin three posts that sell your value

⚡ WHY IT WORKS

New visitors often decide whether to follow or contact you from the first few things they see.

✓ GAME PLAN

Pin: who you help, one strong educational post, and one proof-of-service post such as a testimonial, case study, or client success story.

13 Answer one real estate question on video every week

⚡ WHY IT WORKS

Questions people already ask make better content than generic promotional posts.

✓ GAME PLAN

Keep videos short. Start with the question, answer it clearly, add one local example, then finish with: 'If this is something you're dealing with, feel free to ask me.'

14 Create local content that non-realtors actually care about

⚡ WHY IT WORKS

People share useful local information more often than listing advertisements.

✓ GAME PLAN

Cover new businesses, neighborhood changes, parks, senior resources, commuting, local events, taxes, housing styles, and 'what it is like to live here' topics.

15 Comment more than you post

⚡ WHY IT WORKS

Visibility grows when people repeatedly see you participating in their conversations.

✓ GAME PLAN

Spend 15 minutes a day leaving thoughtful comments on local businesses, community pages, past clients, professional contacts, and potential referral partners. Avoid canned comments.



SECTION 2 Get Seen Online — *continued***16 Use direct messages as relationship builders**⚡ **WHY IT WORKS**

A relevant private conversation can be more valuable than hundreds of passive impressions.

✓ **GAME PLAN**

Message people for a real reason: congratulate them, respond to a post, share a resource they asked about, or reconnect. Do not open with a sales pitch.

17 Build a simple lead magnet⚡ **WHY IT WORKS**

A useful free resource gives people a reason to visit your site and identify themselves.

✓ **GAME PLAN**

Create one practical download such as a moving checklist, senior home-safety guide, first-time buyer checklist, seller prep guide, or relocation planner. Keep the form short.

18 Send one useful email every month⚡ **WHY IT WORKS**

Email keeps you visible to people who may not need an agent today but could later.

✓ **GAME PLAN**

Use a simple format: one market insight, one useful homeowner or buyer tip, one local item, and one soft invitation to reply with questions.

19 Build pages around searchable client questions⚡ **WHY IT WORKS**

Search traffic comes from answering what people are already typing into Google.

✓ **GAME PLAN**

Create useful pages or blog posts around questions such as 'How do I find a realtor in another state?' or 'Should I sell before I buy?' Include your local expertise and a clear contact path.

20 Use one clear call to action repeatedly⚡ **WHY IT WORKS**

Too many different CTAs make people do nothing.

✓ **GAME PLAN**

Choose a primary next step such as 'Ask me a question,' 'Schedule a 15-minute call,' or 'Get the free guide.' Repeat it on your website, videos, emails, and social profiles.



Section 3 of 5

Get Seen in Real Life

Use events, community involvement, and face-to-face visibility to become the familiar local agent.

21 Join your local Chamber of Commerce

⚡ WHY IT WORKS

Business owners are connected to employees, customers, landlords, investors, and people relocating.

✓ GAME PLAN

Attend consistently instead of joining only for the directory listing. Introduce yourself to three new people per event and follow up within 48 hours.

22 Attend community events even when they are not about real estate

⚡ WHY IT WORKS

People remember agents they know as people, not only agents who appear when someone is moving.

✓ GAME PLAN

Choose festivals, neighborhood fairs, cultural events, senior events, school fundraisers, art walks, and local celebrations. Focus on conversations rather than handing everyone a card.

23 Volunteer for a cause you genuinely care about

⚡ WHY IT WORKS

Repeated service builds real relationships and community credibility.

✓ GAME PLAN

Choose one organization you can support consistently. Participate as a volunteer first. Let people learn what you do naturally instead of turning volunteering into a sales event.

24 Join professional and affinity groups

⚡ WHY IT WORKS

Shared professions or interests create warmer introductions and stronger referral relationships.

✓ GAME PLAN

Consider alumni groups, healthcare networks, young professional groups, senior-service networks, investor groups, cultural organizations, or industry associations that genuinely fit you.

25 Host a small educational workshop

⚡ WHY IT WORKS

Teaching demonstrates competence without requiring a hard sales pitch.

✓ GAME PLAN

Run a free session on first-time buying, downsizing, preparing a home for sale, relocating, or understanding the transaction process. Invite questions and offer an optional follow-up consultation.



SECTION 3 Get Seen in Real Life — *continued***26 Co-host events with complementary professionals****⚡ WHY IT WORKS**

Partners expand your audience and make the event more useful.

✓ GAME PLAN

Collaborate with lenders, attorneys, inspectors, contractors, organizers, senior-service professionals, financial professionals, or designers where appropriate. Each partner promotes to their network.

27 Turn open houses into relationship events**⚡ WHY IT WORKS**

An open house can create buyer, seller, neighbor, and referral conversations at the same time.

✓ GAME PLAN

Personally invite neighbors, prepare a neighborhood information sheet, ask visitors what brought them in, and follow up with relevant information rather than a generic sales message.

28 Build relationships with local businesses**⚡ WHY IT WORKS**

Local businesses talk to hundreds of residents and newcomers every month.

✓ GAME PLAN

Visit owners, learn their story, feature them in local content, refer customers when appropriate, and stay in touch. Do not begin by asking them to advertise you.

29 Create a neighborhood coffee or Q&A hour**⚡ WHY IT WORKS**

Low-pressure gatherings make it easy for people to talk about housing questions before they are ready to hire anyone.

✓ GAME PLAN

Partner with a cafe, library, community room, or local business. Brand it as an informal 'Ask a Realtor' or neighborhood housing Q&A rather than a sales presentation.

30 Sponsor something people actually attend**⚡ WHY IT WORKS**

A small local sponsorship can create repeated exposure to a concentrated audience.

✓ GAME PLAN

Consider a community cleanup, youth team, charity event, neighborhood newsletter, senior activity, arts event, or local race. Whenever possible, participate in person rather than only placing a logo.



Section 4 of 5

Build a Referral Ecosystem

Create a network of people who remember you when someone says, 'I need an agent.'

31

Build agent-to-agent relationships outside your market

⚡ WHY IT WORKS

People move across cities and states, creating referral opportunities in both directions.

✓ GAME PLAN

Connect with reliable agents in markets your contacts commonly move to. Learn their specialties, keep notes, and stay visible through genuine professional interaction.

32

Create a trusted vendor network

⚡ WHY IT WORKS

Homeowners frequently need help long before they need to buy or sell.

✓ GAME PLAN

Develop relationships with reputable inspectors, contractors, cleaners, movers, organizers, photographers, and other vendors. Follow legal and brokerage rules regarding referrals and disclosures.

33

Know professionals who hear about life transitions first

⚡ WHY IT WORKS

Moves are often triggered by marriage, divorce, inheritance, retirement, job changes, caregiving, or financial planning.

✓ GAME PLAN

Build professional relationships with attorneys, accountants, senior-service providers, relocation professionals, and other appropriate advisors. Lead with mutual usefulness, not referral demands.

34

Create a past-client aftercare system

⚡ WHY IT WORKS

The relationship should not disappear when the transaction closes.

✓ GAME PLAN

Schedule check-ins at 30 days, six months, and annually. Share vendor help, home-maintenance reminders, market information, and useful resources based on the client's situation.

35

Celebrate home anniversaries

⚡ WHY IT WORKS

A personal reason to reconnect feels warmer than 'Do you know anyone buying or selling?'

✓ GAME PLAN

Keep closing dates in your CRM. Send a short personal message each year and ask how the home is treating them. Let referral conversations happen naturally.



SECTION 4 Build a Referral Ecosystem — *continued*

36 Ask for introductions after delivering value

⚡ WHY IT WORKS

Referral requests work better when the person has just experienced something helpful from you.

✓ GAME PLAN

After solving a problem or completing a successful transaction, say: 'If someone you care about ever needs real estate help, I'm always happy to be a resource.'

37 Host a client appreciation event

⚡ WHY IT WORKS

Bringing clients and contacts together creates goodwill and repeat visibility.

✓ GAME PLAN

Keep it simple: coffee, picnic, seasonal photo day, local business tasting, shred day, or community service activity. Encourage guests to bring a friend without making the event feel like a pitch.

38 Segment your database

⚡ WHY IT WORKS

Different people need different messages.

✓ GAME PLAN

Tag contacts as past clients, buyers, sellers, future movers, investors, agents, vendors, local professionals, or long-term nurture. Send information that fits their likely needs.

39 Create a referral partner check-in routine

⚡ WHY IT WORKS

Strong referral relationships fade when contact is random.

✓ GAME PLAN

Each week contact five professional or agent partners. Share something useful, ask what they are working on, make an introduction, or simply reconnect. Track the last contact date.

40 Become a connector

⚡ WHY IT WORKS

People remember the person who introduces them to useful people and resources.

✓ GAME PLAN

When appropriate, connect clients and contacts to trusted professionals, community resources, events, and each other. Make useful introductions without expecting an immediate return.



Section 5 of 5

Create More Traffic and Attraction

Build repeatable ways for people to discover you before they are ready to hire an agent.

41 Write content around high-intent questions

⚡ WHY IT WORKS

People searching specific real estate questions are often closer to taking action than casual social followers.

✓ GAME PLAN

Make articles and videos that answer detailed problems: moving between cities, choosing an agent remotely, downsizing, selling an inherited home, preparing for a purchase, or comparing neighborhoods.

42 Use YouTube as a searchable library

⚡ WHY IT WORKS

A useful video can continue attracting viewers long after a social post disappears.

✓ GAME PLAN

Create clear titles based on what people search. Build playlists by topic and location. In every video, give a helpful answer first and place your contact invitation near the end.

43 Pitch useful local stories to community media

⚡ WHY IT WORKS

Local newsletters and publications constantly need relevant expertise and neighborhood information.

✓ GAME PLAN

Offer practical story ideas rather than self-promotional press releases: moving trends, homeowner questions, neighborhood changes, senior housing considerations, or seasonal preparation.

44 Be a guest on podcasts, webinars, and community programs

⚡ WHY IT WORKS

Borrowed audiences introduce you to people who would not otherwise find you.

✓ GAME PLAN

Pitch a useful topic matched to the host's audience. Teach something specific, mention your experience naturally, and provide one simple place where listeners can find you.

45 Collect and display reviews consistently

⚡ WHY IT WORKS

Prospects frequently look for social proof before contacting an agent.

✓ GAME PLAN

After positive experiences, ask clients for an honest review where permitted. Make it easy with a direct link. Feature selected reviews on your website and marketing without altering their meaning.



SECTION 5 Create More Traffic and Attraction — *continued***46 Use QR codes to connect print to digital**⚡ **WHY IT WORKS**

Printed materials work better when interested people can immediately take the next step.

✓ **GAME PLAN**

Link QR codes to a useful guide, neighborhood page, event registration, property page, or contact form. Label the benefit clearly instead of printing a mystery code.

47 Create a recurring local series⚡ **WHY IT WORKS**

Consistency gives people a reason to recognize and return to your content.

✓ **GAME PLAN**

Examples: '60-Second Market Monday,' 'Moving Tip Friday,' 'Neighborhood of the Week,' 'Ask a Realtor,' or 'What Sold This Week.' Keep the format recognizable.

48 Repurpose every strong idea⚡ **WHY IT WORKS**

You do not need a new idea for every platform.

✓ **GAME PLAN**

Turn one useful topic into a short video, blog post, email, carousel, LinkedIn post, Facebook post, and talking point for networking. Adapt the format instead of copying blindly.

49 Track which marketing creates conversations⚡ **WHY IT WORKS**

Traffic and likes matter less than whether marketing creates real opportunities.

✓ **GAME PLAN**

For every lead, record where they found you. Review monthly: website, Google, social, event, open house, referral, video, email, or partner. Invest more time in sources creating conversations.

50 Run a weekly visibility system⚡ **WHY IT WORKS**

Marketing becomes reliable when it is scheduled rather than done only when business is slow.

✓ **GAME PLAN**

Each week: publish 3 useful posts, record 1 video, contact 10 database people, attend or plan 1 real-world activity, nurture 5 referral partners, and review your traffic and leads.



Weekly Scorecard

Did Your Marketing Create Conversations?

Track activity that can lead to real relationships, not just likes and impressions.

Meaningful conversations**/ 50****Personal follow-ups****/ 25****Useful social posts****/ 3****Short videos published****/ 1****Local / professional event
attended****/ 1****New people met****/ 5****Referral partners contacted****/ 5****Past clients / sphere
contacted****/ 10****New reviews requested****/ 2****New leads generated****Appointments set****Referrals received or sent****READY TO PUT THIS PLAN TO WORK?**

Let's build your visibility system and grow your real estate business together.

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