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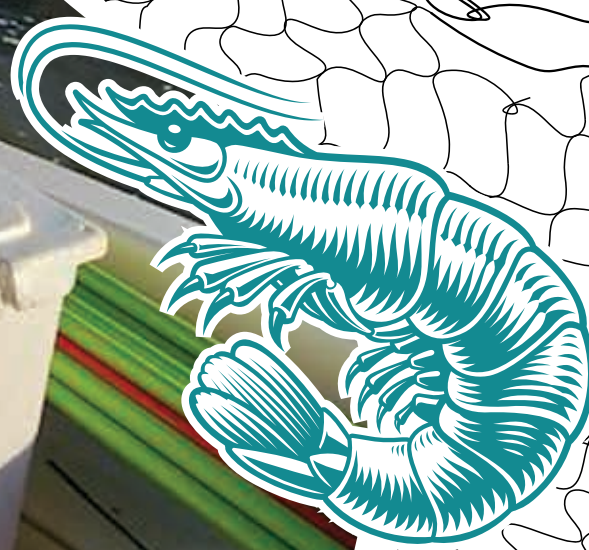
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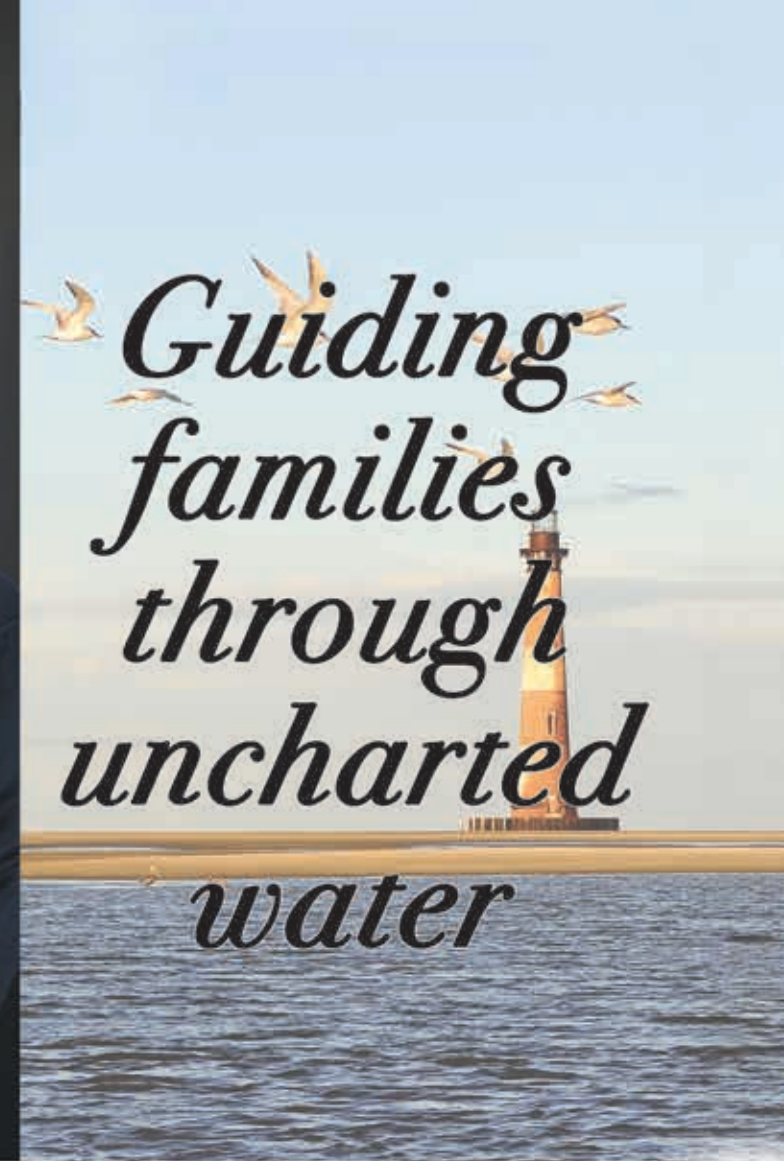


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▶▶ publisher's note

# Winds of Change

Colder weather and shorter days are upon us! Writing this to you from a crisp morning on my back porch, I am thrilled about this! While our family had an amazing summer here in Charleston, we are super excited about this new season of fall. Seasons are a beautiful thing. At the end of every single one, I am excited and filled with anticipation for the shift. From bright, hot, sunshiny beach days and green grass into crisp, cloudy skies and falling leaves. And then even deeper into the gray haze and frosty mornings, dark thunderstorms and bare tree branches. Isn't it the very fact that everything is in a constant state of change that makes us appreciate the particular thing we have in front of us or look with anticipation for what is just around the corner?

I think in life and business, the same analogy rings true. If you always stay the same, never encountering challenges, the successes would not be as blissful and sweet. We build confidence and pride through adversity and challenge. We develop and own who we are becoming through consistent change because it requires us to put in the work.

I have a 12-year-old daughter who, if she wanted to fully move into the new season of independence that comes with being a pre-teen, had to buy her own iPhone.

Some of her friends were given their brand phones for their birthdays, and I heard more than once how unfair that felt to her as she worked hard to earn hers. But I can tell you there was so much pride in her eyes when

she went to buy her own iPhone with her own hard-earned money. When she got to show it off to her friends, she was so proud. She was emotionally and financially invested.

Our successes, as well as "things" in this life that are just handed to us, are not nearly as impactful and fail to develop our character in necessary ways for proper growth and contentment when we do not work for them. Yes, change can be hard and extremely uncomfortable. It can bring with it numerous anxieties and challenges, but in the end, it is the thing that transforms us, that moves us from who we were to who we are becoming.

In real estate, there are a few non-negotiable "rules of engagement" that exist: don't count on the commission

check until the deal is closed and funded, you will get busier than ever right before a vacation, and change. Market changes, changes in the way we communicate, changes in social media approach, changes in brokerage. Lots and lots of change.

As we enter a new season full of change, don't let that hold you back! You may need to make a change. This could mean a change in the way you approach your business, family life, calendar, mental and physical health ... you name it! As always, I am cheering you on and would like to remind you that YOU are helping to change this very community for good by the way you work with and alongside each other and all the

homeowners moving in and out of our region.

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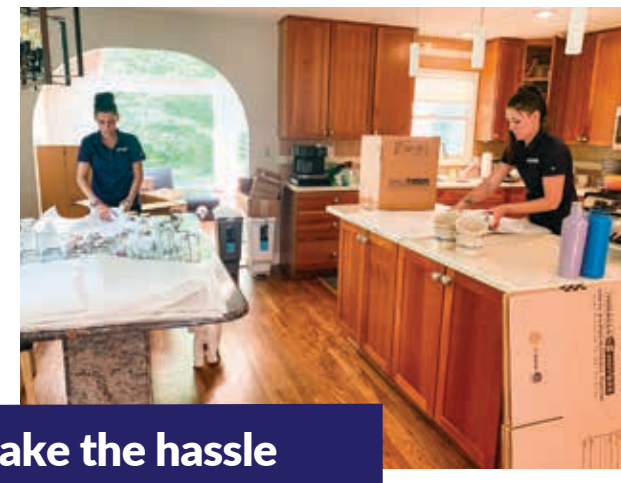
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*Lauren*  
**ZURILLA**



Lauren Zurilla, REALTOR® at The Boulevard Company, has spent nearly two decades in real estate, and while she has only spent the last six years in the Charleston market, she has used her knowledge and love of all things real estate and Charleston to serve her clients remarkably. Throughout her life, nothing has been handed to or been easy for Lauren, making her success in real estate that much sweeter. A lifetime of hard work and dedication to learning and growing both personally and professionally has made her the superstar top producer she is today.



“I graduated from high school at 17 years old, and from that moment on, I nearly supported myself. I unexpectedly had to pay for college due to my parents’ divorce and really struggled with that, but I knew I wanted to get a degree. So I kept at it and finished in five years while working full time as a server to pay for it. It was extremely hard, yet it’s one of the things I’m most proud of in my life. I also had to overcome a lot of negativity from my childhood and beliefs that I would never achieve any kind of success. At some point, I just got tired of believing I couldn’t and decided I not only could but I would!”

It wasn’t until 11 years after graduating with a Bachelor of

Arts in psychology that Lauren finally got into real estate. She was always interested in the career and had it in the back of her head as an option but never pulled the trigger. Then, after purchasing two homes with her husband, she realized she could serve people much better than they were served and that there was a strong need for really good agents! The rest is history.

Being a top producer didn’t just happen; it took years of persistence and hard work. Then, she moved out of state and started over in a new market, Charleston (which she said she’d never do again as it was entirely too challenging!). Becoming a top producer involves constant

learning and having the understanding that you can always improve. In addition, real estate is as psychologically-driven as it is sales-driven, and her knowledge and compassion for her clients are unmatched. It’s no surprise that she continues to grow through continuing education to keep up with trends in the ever-evolving world of real estate.

“I think it’s important to have constant training and education so that you CAN do/be the best for your clients; therefore, I’m in coaching and have been for years. I also listen to podcasts, go to out-of-state seminars and watch weekly interviews/webinars with other top producers across the country. Ultimately,

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my goal isn't to sell the most real estate I can. It's simply to do a really great job for my clients, and I think that shows. I always treat my clients the way I would want to be treated if I was selling or buying a home. I mean, it's a big deal! They are spending a lot of money, regardless of their price point. They deserve great representation, patience, time and market insight to help them make the best decisions. What you see is what you get with me. I'm honest and caring, and I know my stuff. I genuinely feel honored to serve my clients in this part of their lives."

Having originally started her career in Maryland, Lauren's knowledge of multiple markets only increases her presence in Charleston. Since moving here without knowing a single soul, she has built a business that rivals those who have been in this market their whole careers and proves that once she puts her mind to something, it's a done deal. She understands real estate, numbers, the feely/touchy side of the job and what makes people tick. All of this helps her clients make good decisions while having a seamless transaction with her at the helm. And hopefully, they have fun along the way!

"I learned how to use my psychology degree to help people through the tough situations that arise in a transaction. Usually, people are moving for either really good or really bad reasons, and even if they are moving for a positive reason, it's still stressful. Being a REALTOR® for 10 years in the Maryland market and then picking up and moving our family to Charleston, it really solidified for me what people need. I had just gone through it myself, and it was humbling to be reminded firsthand of how difficult it is to move! And I know what's going on in the transaction! So imagine how they feel when they only move a few times in their lives! Then, to add to it, it's usually people's largest financial transaction, which is incredibly stressful for them. It's just a lot for the client."

Lauren's empathetic nature is one of the reasons she became so successful in Charleston; however, it was obvious to her that she could not give the high-level service she wanted to as a single agent. Building a team became one of her immediate goals in order to continue to provide the high level of concierge service that she does. Thankfully, she found some great people to partner with, who



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include Nicole Garwood and Glenn Cappe, who help ensure her clients get the best possible service. Over the last few months, she brought another REALTOR® on board, Elena MacCartee. Lauren says that this group works so well together because “we share each other’s success and failures in life and in real estate. They all have helped make this job fun, and we grow from each other’s strengths and weaknesses.” Lauren knows she couldn’t do what she does without them by her side.

Aside from her work family, Lauren’s actual family has supported her in everything she does. Her husband of 23 years, Justin, and two boys, Jake, 19, and Drew, 16, and cockapoo, Sawyer, serve as her escape and emotional support in her everyday life. They keep her grounded and remind her of what’s really important in life. There’s nothing that’s more important to her than them.

Taking a leap of faith and moving to Charleston would prove to be the right move for Lauren and her family, and our market is better for having such an empathetic, thoughtful and resilient agent in it. Learning to lean into her faith and passion for real estate and embrace what her clients need most is among the many reasons why Lauren is, and will continue to be, a top producer.



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I want to thank everyone for supporting the Brain Treatment Foundation by attending our recent event with Captain Chad Fleming.

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# Winnie RODGERES

To say Winnie Rodgers and her team at Winnie & Company fit into any typical mold is far from the truth! With her crew of badass women, Hannah Ewing and Nicole DeMarco, they have a bold and dynamic approach to real estate that focuses on authenticity, candor, a lot of fun, and maybe a cuss word or a cocktail.

**W**innie and Company are building a team of strong, like-minded ladies who are fueled by their unique voice, love of people, and this amazing city - always seeking a deeper connection to each. Winnie believes, "The team doesn't have to have female energy, but I understand the power that females have." The power these ladies exude together is really an unstoppable force in the Charleston market.

Her family's legacy fuels the way Winnie builds her business, and as her ancestors did before her, Winnie plans to carry on that legacy by being a lifelong entrepreneur and thoughtful steward in Charleston. Winnie's great-great grandfather, Francis Silas Rodgers, built the renowned Rodgers Mansion, known today as the Wentworth Mansion. To say she has big shoes to fill is an understatement, but one she is poised to take on. "My parents helped develop my deep connection to my past, my family's legacy, and my city. They built a desire in me to be a steward of Charleston and to the entrepreneurial legacy that has allowed us to build something impactful to many more than just those on our team."

Building her life and career in Charleston is a dream come true for Winnie; however, the steps she took to get here began in Baltimore. While attending an all-women's college there, her calling began to take

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shape. Winnie discovered how to rally and drive women towards powerful goals and build belief in them beyond their imaginations.

Right after college, she discovered a group of women that would ultimately change her life and her path. "These rad as hell women had founded a roller derby league in Baltimore and I knew I wanted to surround myself with such powerhouse females. They were entrepreneurs, advocates, and artists, who were mentally and physically strong and unapologetically themselves. I went from never having even roller skated to head coach for a league during my 6-year tenure - shoutout Lowcountry High Rollers! My favorite thing was to teach the new gals we affectionately called "Fresh Meat" how to skate. Because I never skated prior to roller derby, I wanted them to know it was possible to be a top skater if they put in the time and borrowed my belief in them. This path has exposed me to countless conversations surrounding the strength and the struggles women face in business and life. From an all-women's college, to roller derby, to mostly female-fronted careers - I've seen first-hand how women thrive as entrepreneurs when we work together."

Winnie's unconventional road to success could not be accomplished without her team of fierce, like-minded women that emulate her desire to connect and pay it forward. Her Operations Manager, Hannah Ewing, loves all things Lord of the Rings and CrossFit. As a former English teacher, Hannah keeps Winnie and Company striving towards their goals. Also joining them is transaction coordinator, Nicole DeMarco, who loves all things tattoos and sustainable living, even maintaining her own homestead (cows included). As a team, they share a love and passion for Charleston and for people, striving to serve their clients with authenticity and value in all they do.

Winnie wants to inspire others in the industry to thrive using their authentic voice and values. She trains agents locally and nationally covering everything from mindset, real estate, and wealth-building strategies. She serves on the national Board of Advisors for Keller Williams Young Professionals,

...



**"My parents helped develop my deep connection to my past, my family's legacy, and my city. They built a desire in me to be a steward of Charleston and to the entrepreneurial legacy that has allowed us to build something impactful to many more than just those on our team."**



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whose mission is to “Develop the Next Generation of Leaders” and travels across the country creating connections and learning from other agents.

“I want to help others benefit from this industry in the same way I have. It has changed my life and allowed me to find my voice and my calling... I want to be able to pay it forward.” Changing lives through real estate is Winnie & Company’s calling card, and her lifelong pursuit of leaving a legacy of growth and change has only just begun!

Charleston has Winnie’s whole heart, and she puts that heart into every transaction she does. Not just for her clients, but for the area’s fellow realtors whom she admires so much. “One of my biggest honors was receiving the award for Female Agent that Goes Above and Beyond for Other Agents (yes, it’s a mouthful!). I want to be the agent other realtors come to for a respectful and super fun transaction.”

It’s amazing what can be done when women support other women, and Winnie and her team are proof of that fact. She is as authentic a person that

you will find, and a hell of a lot of fun to work with! Just give her a call to hang out, meet her for a vintage cocktail (or coffee), and within minutes it will be obvious that you will want her fun and fiery energy on the other side of the deal!

**“I WANT TO HELP OTHERS BENEFIT FROM THIS INDUSTRY IN THE SAME WAY I HAVE. IT HAS CHANGED MY LIFE AND ALLOWED ME TO FIND MY VOICE AND MY CALLING... I WANT TO BE ABLE TO PAY IT FORWARD.”**



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# the SMITH- STAUDER team



power team

By Jennifer Guerra  
Photos by Charleston  
Real Estate Media

Partners in both business and in life, Lori and Victoria Smith-Stauder have built the Smith-Stauder Team at Carolina One into a force to be reckoned with in the Charleston market. In just under five years, these two have sold over \$30 million in real estate, helping over 100 families find their dream homes. Luckily for Charleston, these two left their prior lives in education to form an unstoppable team that is crushing the real estate market here, and with them always having each other's backs, there is nowhere to go but up from here.

“Prior to getting into real estate, we met teaching together at James Island Middle School. I taught reading intervention, while Victoria taught special education resource classes. One day, to save time, our principal combined our data review meetings since we each taught smaller groups. It was in that meeting we realized how well we worked together and that together we’re unstoppable.

We teamed up to plan when teaching often, and when we decided it was time for a career change, there was never a question that we’d be working as a team to help people in some way. We found real estate and realized we could use our education backgrounds to help people through one of the most emotional and overwhelming purchases or sales experiences of their lives. We work together as a team to make sure you’re well taken care of every step of the way. Now, we’re top producers, and our favorite part is helping families make their dreams come true. We’re here every step of the way to help break it down for them and let them know what’s coming next,” says Lori.

Going from educating kids to educating adults seemed like a seamless transition for Lori and Victoria. While many agents say hard work is the reason for their success, Lori and Victoria credit their success with them working hard together. Having two people to serve their clients instead of one is just one of the reasons this team’s climb to the top has been so smooth. Using their education backgrounds to teach their clients about each step of the home buying and selling process will prove to be the reason people will return to The Smith-Stauder Team again and again.

Victoria says, “Getting started in real estate takes time, patience, hard work and determination. We left our teaching jobs to make this transition and had to work full-time food and beverage (bartending) jobs to supplement our income while we tried to build our business. Restaurant hours were flexible, and

*We believe the biggest reason for our success is our consistency, hard work, education and communication, not only with our clients but with our fellow agents as well.*

the income was enough to get us through, so we could still make real estate our FOCUS. Lots of nights with barely any sleep and months without a day off, but we knew it would be worth it down the road. We continued to put in every bit of effort we could and ultimately have been able to help over 100 families in the last four and a half years, which is maybe more than we thought when first starting.”

It’s no surprise these two took to real estate as quickly as they did. Victoria was basically born into a real estate family, as both of her parents are agents in her hometown on Cape Cod, MA. Whereas Lori, with her Master of Science in education, has fallen in love with the data analysis and numbers aspects of real estate and loves





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listing homes using her analytical brain and love of helping others achieve their goals.

While these two form the perfect team, they also credit their success in this market with their fellow teammate, Amanda Susco, who fits in with them perfectly. Amanda is relationship-focused and is taking the time to learn the business inside and out. The Smith-Stauder Team is growing organically, and Lori and Victoria wouldn't have it any other way.

"We believe the biggest reason for our success is our consistency, hard work, education and communication, not only with our clients but with our fellow agents as well. With our background

in education, we truly believe that you never stop learning. Learning and growth opportunities are all around us, and we try to take advantage of every opportunity that we can. We have a 'let's grow together' mentality and are always trying to be positive and helpful in every situation. We are always ready to tackle a new challenge!"

When Lori and Victoria aren't selling homes, you can find them with their three rescued furbabies. Ada is the spoiled, rescued Chihuahua pup from the side of the interstate. Kit is the diabetic cat they rescued during Hurricane Matthew. Their newest member, Clover, is the lost bunny who showed up in their driveway. A few of their favorite things to do in Charleston include day trips to any of

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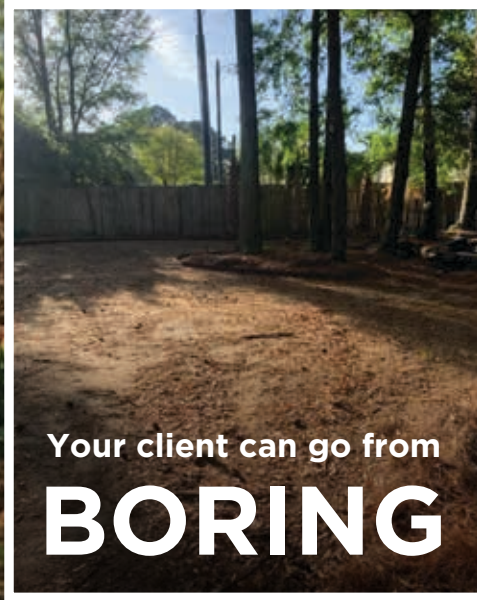


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the beaches, playing tourist in and around town, and popping in to visit the newest restaurants in Charleston. They are also members of The Point Is, which is a women's nonprofit organization that focuses on raising funds for local women in need right here in the Lowcountry! Helping others is what Lori and Victoria really enjoy most!

Providing exceptional service to their clients will always be The Smith-Stauder Team's No. 1 priority, and with their experience in education and love of teaching, their clients are blessed to have two REALTORS® for the price of one who will stop at nothing to ensure a positive experience on all sides of any transaction. This power couple will no doubt make their mark on the Charleston market, and doing it together makes the rewards of their hard work that much sweeter.

*This power couple will no doubt make their mark on the Charleston market, and doing it together makes the rewards of their hard work that much sweeter.*



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“ I have worked with Nicole and her team for about the last two years and they are over the top professional, informative, and responsive to not only me and my team, but to all of the parties involved in getting a loan closed. We have also partnered to provide education to our real estate partners and I remember after the last one we did an agent said that her information was “career changing”. I would highly recommend Nicole and her amazing team.

BJ GUIDO, AAMS- MANAGING PARTNER  
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“ Nicole, and her team have been absolutely wonderful to work with - especially when it comes to first-time home buyers. Their communication skills are top-notch, and as a realtor, that's something that is really important to me. They are true professionals that really care about connecting on a personal level with not only their clients but other professionals in our industry. It's awesome to know that I can rely on Princeton Mortgage to help my clients understand the ins and outs of the financing process while making them feel comfortable at the same time.

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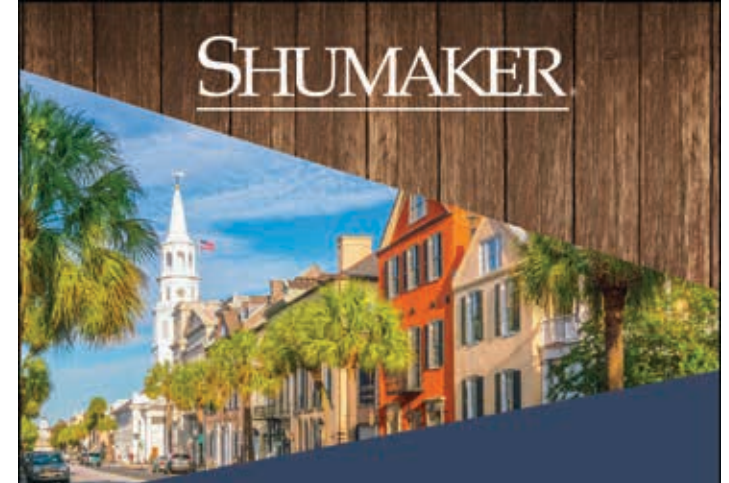
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▶▶ meet the partner

# MAPPUS INSURANCE AGENCY

By Jennifer Guerra | Photos by Charleston Real Estate Media

Partner and president of Mappus Insurance, Griffin Morrow, has built his business off personalizing insurance while educating their clients and REALTORS® in ways unlike any other insurance agencies in Charleston. Understanding that time is a valuable currency in real estate, the team at Mappus ensures quality over quantity and puts their clients' needs above all else.

“Historically speaking, insurance was somewhat monotone with regards to how insurance coverage is provided by a carrier. An insured would call in, and the agent or account manager would refer to a ‘rate card’ that would tell them the premium to charge. In today’s world, insurance carriers have so many qualifying variables that can change the rate for a specific property. For homes, it can be the year built, the age of the updates to the home and how/if an insured has experienced prior home insurance losses. For auto insurance, an insured’s driving history, loyalty (length of time) to a prior carrier, claims and even garaging location can determine premium.”

Using new and more innovative ways to explain and teach about the importance of certain types of insurance, Mappus has become an innovator in the industry. Griffin and his partners, Andrew Muller and David Watson, take a step-by-step approach to ensure each and every clients’ needs are met while using “quote videos” to easily explain what can be a quite confusing industry.

“We take an educational approach to insurance. With so many individuals moving from out of the area (and likely from a location where wind/hail or flood insurance was not as large of an impact on their homeowners insurance), we help them understand what is driving the premium on their homeowners and/or flood insurance. Second, we have a sense of urgency. We realize that when a prospect or client reaches out, they are ready (right now) to talk about their insurance needs, and we also recognize that there are lots of options. From our experience, when we speak with them first and take the time to explain everything, that leads to a higher close ratio.”







Griffin continues, “We also incorporate lots of back-end software that enables us to enter data into one system, which then is able to communicate with other systems to send our quote requests out to carriers. This process allows us to provide accurate quotes with all available credits in a short period of time. The next step is what I think may be the greatest game changer, which is that we provide quote videos to our clients. This video is anywhere from five to 15 minutes long, but it provides the best options we have available for a certain risk and then breaks down the differences between those options. This enables a client to watch the video as many times as needed and answers most of the questions they might otherwise still have for us. This cuts down on a lot of the initial “back and forth” that otherwise might be experienced.”

“Mappus Insurance realizes that each and every opportunity that a top REALTOR® is working is equally as important to our team.”



It is this in-depth, educational approach that not only helps clients easily understand and digest their insurance needs but also helps REALTORS® who do not have the time, or possibly even the complete knowledge of the insurance industry to help their clients get the right coverage without the stress.

“Mappus Insurance realizes that each and every opportunity that a top REALTOR® is working is equally as important to our team. We realize that insurance can be a sensitive topic through the process, and our team is well-equipped with helping you and your clients to navigate the process. We have access to every market that your client will need (both home and flood), and you will feel that your clients are in great hands when you send them to Mappus. If you don’t know yet and want to hear more about who we are from our clients POV, see our 500-plus five-star reviews on Google!”





...

With his growing team of seven producers and 11 full-time account managers, there is always someone there to help at Mappus Insurance. Being a part of the saturated Charleston market, it's not always easy to stand out among the crowd. However, Griffin, Andrew, David and their team of outstanding support staff have done just that. As a REALTOR®, your partner relationships have a direct correlation to your clients' satisfaction. Having Mappus as one of those preferred partners will always be a blessing that you and your clients will no doubt be thrilled with.

Contact Griffin at [griffin@mappusinsurance.com](mailto:griffin@mappusinsurance.com) or give him a call today at 843-345-4743 for more information.



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REALTOR®, Compass



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Josh McConnell  
Owner/COO, McConnell Real Estate Partners



"Keen Eye Marketing shows up and consistently delivers quality content. I never have to worry about how my photos will turn out and can trust the team knows exactly what to do. The photos/video elevate my listings and set a standard for excellence amongst the Realtor® community. Keen Eye is top notch!"

Cambron Elsey  
REALTOR®, The Boulevard Company



"Keen Eye stands out from the competition without question. Their top notch service and quality of media is unmatched in our industry. An excellent team that offers professional and prompt service!"

Brian Kline  
REALTOR®, Carolina One



"Finley and Keylan at Keen Eye Marketing are true professionals! They were always on time, prepared, and had great creative ideas. Their work is high quality and they go above and beyond for their clients. I highly recommend their services!"

Kim Molloy  
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▶ agent spotlight

By Jennifer Guerra  
Photos by Charleston Real Estate Media

# THOMAS DAVIS

Thomas Davis, broker of Abode Real Estate Group, has never met a stranger. Having moved over 30 times during his life, he can talk to anyone and wants to help everyone. His fearless attitude toward all of life's changes has made him a force in the Charleston market, and he is leading his team straight to the top.

...



•••

“I don’t give up. Yes, I have days where I feel like the world is crashing down around me. But I get up the next day and try to always be the same person to each and every one of my clients. Whether they are buying a small condo or a \$5 million oceanfront lot ... they get treated exactly the same. My goal is to be a boutique brokerage known for their ethics and high-quality communication and marketing. We want to grow to around 10 agents in total and keep the culture of a tight-knit team that is there to help each other not just because it’s our job but because we are good human beings. Don’t just be a human doing ... be a human being.”

Moving as much as he has, Thomas has a unique perspective on the buying and selling process. His empathy for his clients exudes through every aspect of the transaction, as no one knows how hard the process can be quite like he does. Not only is he completely hands-on during every step of the process, he is hands-on in ways most other people will never get to experience.

“I’ve earned my empathy for the buying/selling/moving process by doing it myself countless times. I’ve yet to meet anyone who has moved as many



MAKING THAT EFFORT TO MEET WITH PEOPLE HAS GREATLY GROWN MY BUSINESS, AND IT’S VERY IMPORTANT TO HAVE GREAT RELATIONSHIPS WITH REALTORS® AS IT ONLY HELPS OUR CLIENTS.



times as me. Also, I’ve built a log cabin by hand. Pioneer style by hand, not like a kit you buy and stack together. I’d bet my house that no other REALTOR® in Charleston has actually built a home by hand themselves out of trees they have on their property. That’s hard work. That’s showing up every day, knowing that the end result will be something barely anyone sees and that I would rarely use, but the lessons learned from it are countless. AND ... my father (we built it together) and I still have all our fingers and toes after breaking something like 40 axes during the construction.”

If building a home by hand isn’t proof enough of his dedication and ability to work hard at just about anything, building his team is all the proof

needed to know just how strong and hardworking a man he is. Working at a team led by such a powerhouse is a blessing for not just those on his team but the Charleston market as a whole.

However, building a team of individuals who share his work ethic and empathy may be his biggest undertaking to date. Thomas’ ability to find the right people for the job will be the reason Abode Real Estate will be a juggernaut in the Charleston market. He is looking for “people who are willing to be a teammate and are open to share while always being on each other’s side. I want people who I can bounce ideas off of, but that come from different perspectives, different backgrounds and ways of thinking about things. I am excited to start something from the ground up, and personality fit is just as big as being a good agent. I do not want to grow it more than necessary; ideally, I would like small teams of four to five people

•••



•••

with a team leader, and I want the leader to be just as invested in the growth of people below them as they are growing themselves. Having face-to-face conversations is the key. Making that effort to meet with people has greatly grown my business, and it's very important to have great relationships with REALTORS® as it only helps our clients."

Building this dream team has already started with some of the best and brightest our area has to offer. Agent Jacquelyn Gatti has joined Thomas in his quest for greatness, and her work in hospitality is such an asset to Abode. Chief marketing officer and chief at home, Thomas' wife, Melissa Barker, rounds out the team with her experience working for huge companies like Coca-Cola and the Olympics.

You would be hard-pressed to find a better group of people to work with than the team at Abode Real Estate, as each team member brings something to the table often unseen in this market. Their knowledge of the industry and hearts to serve their clients and fellow REALTORS® will be the reason Thomas succeeds yet again, and if you're looking for somewhere to hang your hat where you're appreciated and able to learn from some of the best and brightest, Abode Real Estate is just the brokerage for you.



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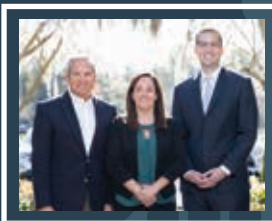
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# 5 REAL ESTATE MARKETING MISTAKES

By **Andy Lassiter** Owner/Creative Director of Keen Eye Marketing

*Don't miss out on these easy opportunities to elevate your brand and drive more business to your brand*

## SLEEPING ON SOCIAL MEDIA

Real estate is all about numbers, and the statistics on social media are telling. Mobile devices, and specifically social media apps like Facebook and Instagram, have our attention. With over 90% of the adult population active on social media and spending an average of 95 minutes per day scrolling, if you are not creating great content and ads, you are missing out. Consistency is key, so set the bar high and create content that reflects your brand, values and attitude.

## NEGLECTING VIDEO CONTENT

The statistics are in, and video is dominating social media. From Facebook to Instagram to Youtube, video will get your brand more views and better engagement than photos and text alone. You don't need to create your own reality show, but simple videos showcasing hot listings or sharing tips for homebuyers are a great way to build your digital presence and connect with your audience. Not feeling creative? Work with a team that can help brainstorm ideas, scripts and locations to make the process fun and easy.

## MARKETING INCONSISTENTLY AND EXPECTING RESULTS

Developing a marketing strategy is essential to building a real estate business that's bigger than your immediate sphere of influence. Many agents spend thousands of dollars on a single video or print campaign, only to stop marketing for several months after. To build rapport with your audience and ultimately generate leads, you must be methodical and consistent with your messaging, understanding that the sales cycle is extremely long and your marketing efforts today are what will drive business in the next six to 12 months.

## NOT HAVING A WEBSITE

In today's market, buyers and sellers are doing their due diligence before hiring a REALTOR®, and this means searching the web for information on your business. Do you have a beautiful website full of compelling copywriting, brand videos and stunning images, or just a generic brokerage page with your photo and phone number? Don't be "that agent!" Websites are a cost-effective way to showcase your expertise and lure those curious buyers and sellers into calling you (instead of the competition).

## LOW-QUALITY CONTENT

The lighting and general quality of "do-it-yourself" marketing content will always be inferior to that of a professional. Rushing a listing with cell phone photos or posting a low-quality video on social media can be highly detrimental to the marketing process and your reputation. Don't send mixed signals to your past and future clients. If building your business is a priority, be sure that your posting professional-caliber content every time. If you need help, just ask!



Andy Lassiter is the owner and creative director of Keen Eye Marketing. To learn more about their services, visit [www.keeneyemarketing.com](http://www.keeneyemarketing.com), or find them on social media.

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“Captain Chad Fleming, United States Army Special Operations Command 75 th Ranger Regiment”.

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