

# The General

Luxury Agent Archetype Profile





Thank you for allowing me the opportunity to share a little of my 25+ years of luxury real estate experience with you.

Our team developed our Luxury Agent Archetypes through years of research and analyzing the best luxury agents and teams in the country. Although there are nuances for each person, we have found eight successful archetypes which are based on elements of a combination of personality, work style, how you think about information and world view.

Our team sincerely hopes this report will give you a great launch point on how to best position yourself in your market.

Feel free to reach out. We'd love to see you and your team excel and have the business and life you dream of.

CHRIS



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How we define a “great” real estate  
business.



# Successful - Stable - Salable

Regardless of where you and your business are in the world, there are three factors we use to measure how solid it is.

**Is it successful?** We measure this by asking if your business is generating enough money on an annual basis to make your world comfortably spin.

**Is it stable?** We measure this by asking if you took three months off, without your cell phone, and came back to a thriving business.

**Is it salable?** We measure this by the potential for you sell your business and continue to earn residual income for years after you decide to exercise your exit strategy.



# The Business Compass

**If you use this as your guide, you will stay on the right path.**

1. From the client's perspective, did we treat them with the utmost respect?
2. From the client's perspective, did we exceed expectations?
3. From the company's perspective, is this in the best long term interest of the company?



# Values - Strengths - Archetype

A GPS takes three points from satellites to pinpoint your exact location. We similarly use three points to help define the real you.

**First, your core values point us to who you should be working with.** Each market has layers of different groups of potential clients. You want to find those who you have the greatest opportunity to develop loyalty with.

**Second, your inherent strengths point us to how you work with people.** We have found it is far more productive to spend 80% of your time doing the things that are in your sweet spots.

**Third, your Archetype points us to the strategic and tactical implementation.** It's taken decades of research with the top agents in the world to distill and define not only what they do, but what is the best, most effective and most efficient things you can do to streamline your business for maximum success.

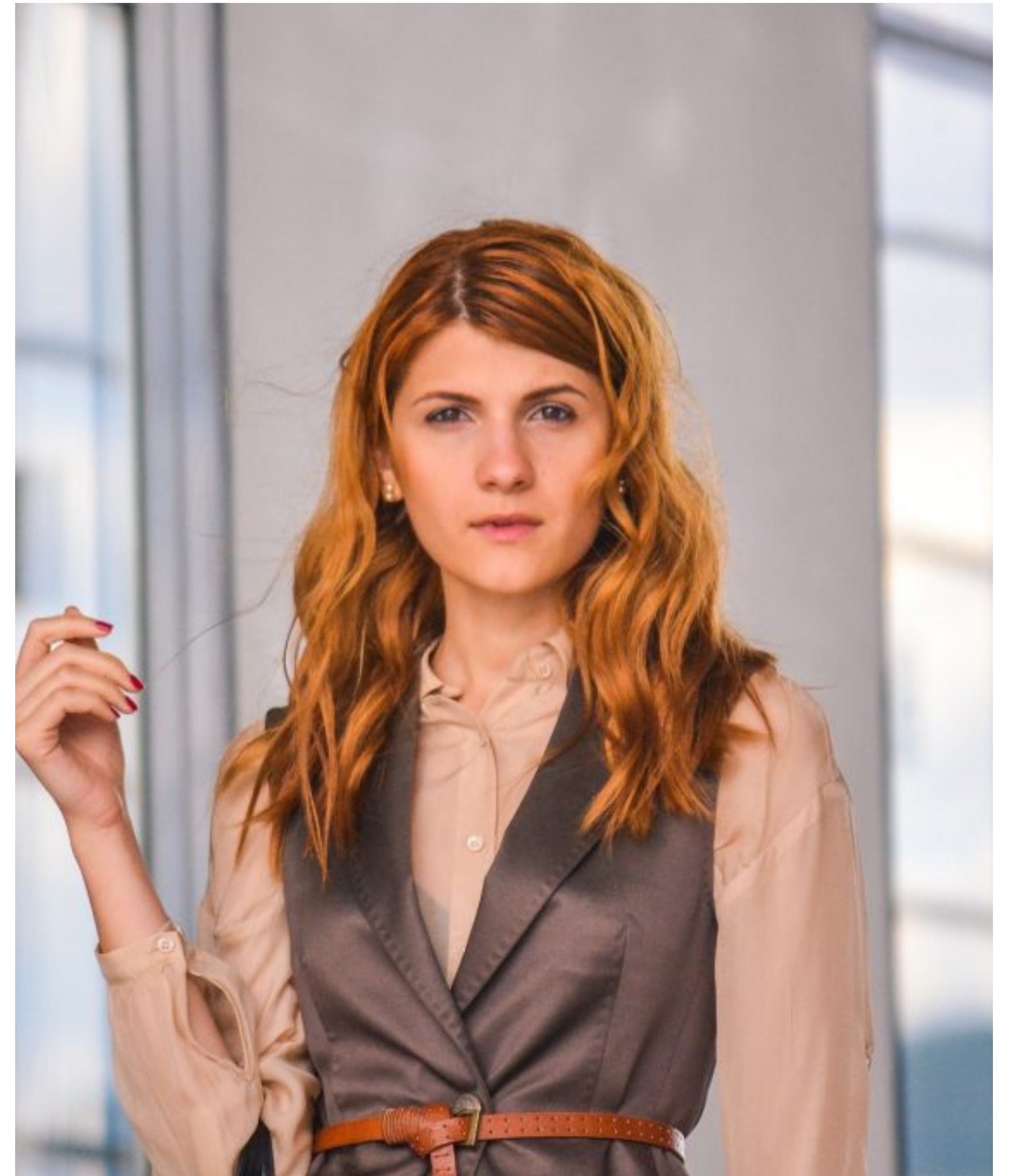


How will you set your business and  
brand apart from the rest?

# What makes you unlike anyone else?

Real estate is a competitive market place. It becomes even more cut throat in the luxury space. The commissions and the stakes can be huge. It takes savvy, strategic positioning and a healthy dose of grit.

The good news is, as an General, you are the scrappy commander who listens to the rules only if you agree they should apply to you. You are unconventional. You challenge the status quo and inherently know you can bring a new way of thinking to better serve their clients. You are quick, nimble and agile.





# What themes are associated with the General?

**Driven.** You are relentlessly compelled by the need to accomplish a goal; very hard-working and ambitious.

**Creative.** You have the ability to find new and different ways to solve old problems. When everyone else sees a mountain, you smile. Why? Because you know how to dig a tunnel.

**Luxe.** You understand a world that few can touch. You know how to navigate the space with ease. You are comfortable in it and are the bridge to those that aspire to be there too.

# Who is your audience?

**The Aspirational.** These individuals want to be in the know. They appreciate luxury and want help getting there.

**The Influencers.** These are people who always know the talk of the town. They know who's going to move, who's not and need to recognize you as the go to authority for their crew.

**The Young Execs.** These individuals want to be in the know. They appreciate luxury and want guidance on leveraging their hard work into a great lifestyle.



# What your personal brand communicates

You are a recognized luxury real estate authority. You are part artist and part math genius. You bring form and function together in a way that makes the world a beautiful place. Working with you will make the client's life not only better, but you will do it with style.





# Your brand sentences might be

**“We are the people you call when you need a new and creative way to solve old problems.”**

This brand sentence needs to speak to you. Use it as inspiration to show your perspective.



# Example of a General

Ivan Estrada

<https://ivanestradaproperties.com>



*ep*



# Example of a General

Tyler Whitman

<https://www.triplemint.com/agent/2896-tyler-whitman>



*CP*



Let's get practical.

# #1. Be unforgettable.

Visuals are processed 60,000 times faster than words, so it's essential that your brand communicates who you are, even without words.

Your brand is way more than a logo. It contributes to, or takes away from everything you do. Your brand needs tell your story, communicate your values and showcase your strengths.

You need to use colors, typography, and textures to create the vibe that your brand deserves. Once you've got that down, your brand will start doing the selling on your behalf.

## #2. Become part of people's day-to-day lives.

Once you have defined your brand, content creation is what really establishes a loyal following.

Developing a set content strategy across select social media platforms helps create added value for people. You'll be serving information that's necessary and relevant, which in turn makes them follow your every move.

Begin to think about the stories you want to share and the message you want to send to your target audience, then start to put a content plan into action.



# #3. Expand your audience.

Your passion is a unique intersection between business and real estate. Seek out opportunities to offer your insight and give your two cents. By owning your individual brand, you'll open up to a world of media opportunities.

Every morning, have an assistant scan Twitter for people using the hashtag #journorequest and immediately offer yourself as a commentator on that subject. If something requires a quick sound bite or two, take it. It'll help your SEO and give even more public credibility.

Let's talk social.

# Some Tips for all Social Platforms

**Stay on brand.** Create your profile pictures, bio, posts, etc, with your brand personality in mind. Define your brand visual standards before getting started. (Fonts, colors, design style, pattern/texture, & image style so you stay consistent.)

**Link back to your site whenever possible.** The goal of social media is to connect with new potential clients, and invite them to dive in deeper.

**Stay consistent with the frequency of your postings.** Posting like a mad (wo)man for a week and then going dark for the next 3 weeks doesn't send the message you want. Consistency creates credibility.

**Be prompt with audience questions.** If you need to, set up auto-replies to manage people's expectations (for example, for Facebook page messages). If needed, hire an assistant to check your platforms.



# Some Tips for all Social Platforms

**Show appreciation for audience engagement.** By replying to comments and shares in a positive way, you are rewarding the behavior you want to continue!

**Provide value.** Share peer articles, comment on topics that show your expertise, and share posts by your audience. Social media isn't all about you. Share your audience with your peers (and hopefully they'll return the favor some day!)

**Don't try to be on ALL of the platforms.** Start with three. Do them well.

**Pay attention to what your favorite influencers are doing on the platform.** Look at other industries and see what is working for them. Don't copy, but definitely get inspired by the themes, tactics, and tone they use.

# Facebook Tips:

**Always, always, always, set up a business profile page.** It gives you a place to promote what you're doing (while abiding by Facebook's Terms of Service) and it is necessary to run any ads on the platform.

**Post 1-4x per week.** Any more than that and research shows your engagement decreases.

**Take advantage of live video.** This is a great way to offer a more personal interaction with your audience. Live video is a more authentic and personal way to connect with people. Use it!

**Share brand stories.** Again, show your followers the real you and the heart behind your brand. Facebook's format lends itself well to long posts, so you have lots of opportunity to share content that is compelling without a character limit.





# Facebook Tips:

**Run ads.** This is a great platform to spend some money on ads for growing your list. Be strategic about it. Don't blindly boost your posts or pay for likes. Invite people to engage with you on a deeper level.

**Always include visuals with your post.** Try using your own visuals if possible. It's another great way to let your brand personality shine. Photos and videos get the best engagement on the platform.

**Use Facebook Insights.** You can gain valuable analytics like knowing when your followers are most likely to be online (so you can find optimal times to post your content.)





# Instagram Tips:

**Have templates** you use for your posts to stay visually consistent.

**Use high quality photos** or graphics for permanent posts on your main feed.

**Use Instagram stories** for posts that aren't high-quality as a quick share. You can also use stories to share timely info, like an upcoming event or the article you just posted.

**Choose a filter** that you consistently use on your posts.





# Instagram Tips:

**Experiment with frequency.** There are a lot of conflicting opinions about how often you should post on Instagram. We recommend experimenting with the amount of times you post in a week and keep track of likes/shares. Also change up the time of day you post to find the best times your followers are most active.

**Use hashtags and locations.** Research and use popular hashtags and locations for your core audience.

**Use images to share your brand's story.** Share behind the scenes peek of your workspace or a picture of your product before it's finished.





# LinkedIn Tips:

**Have a detailed, relevant and complete profile.** This takes time, but it's worth it. Not only does it help your SEO, but it gives your network a map of you. It demonstrates your strengths and proves your expertise through your background and published content.

**Write a summary.** This is part of having a complete profile, but important enough that I wanted to mention it separately. Use this as your 30 second elevator pitch for you, your brand, your expertise, and/or your story. Make it personal and make it interesting!

**Edit your LinkedIn URL from random numbers to your name.** Go to your profile, click on the link "Edit Your Public Profile" and editing your URL is on the right on the next page.





# LinkedIn Tips:

**Remember to speak like a human and tell stories.** Even though it's a professional network, you don't need to sound like a corporate robot. There are still actual humans reading your profile and posts!

**Publish authority-building content** in LinkedIn's publishing section.

**Offer opt-ins** at the bottom of any published content to invite people to engage with you further.

**Join & engage in LinkedIn Groups** that your ideal clients might be hanging out.





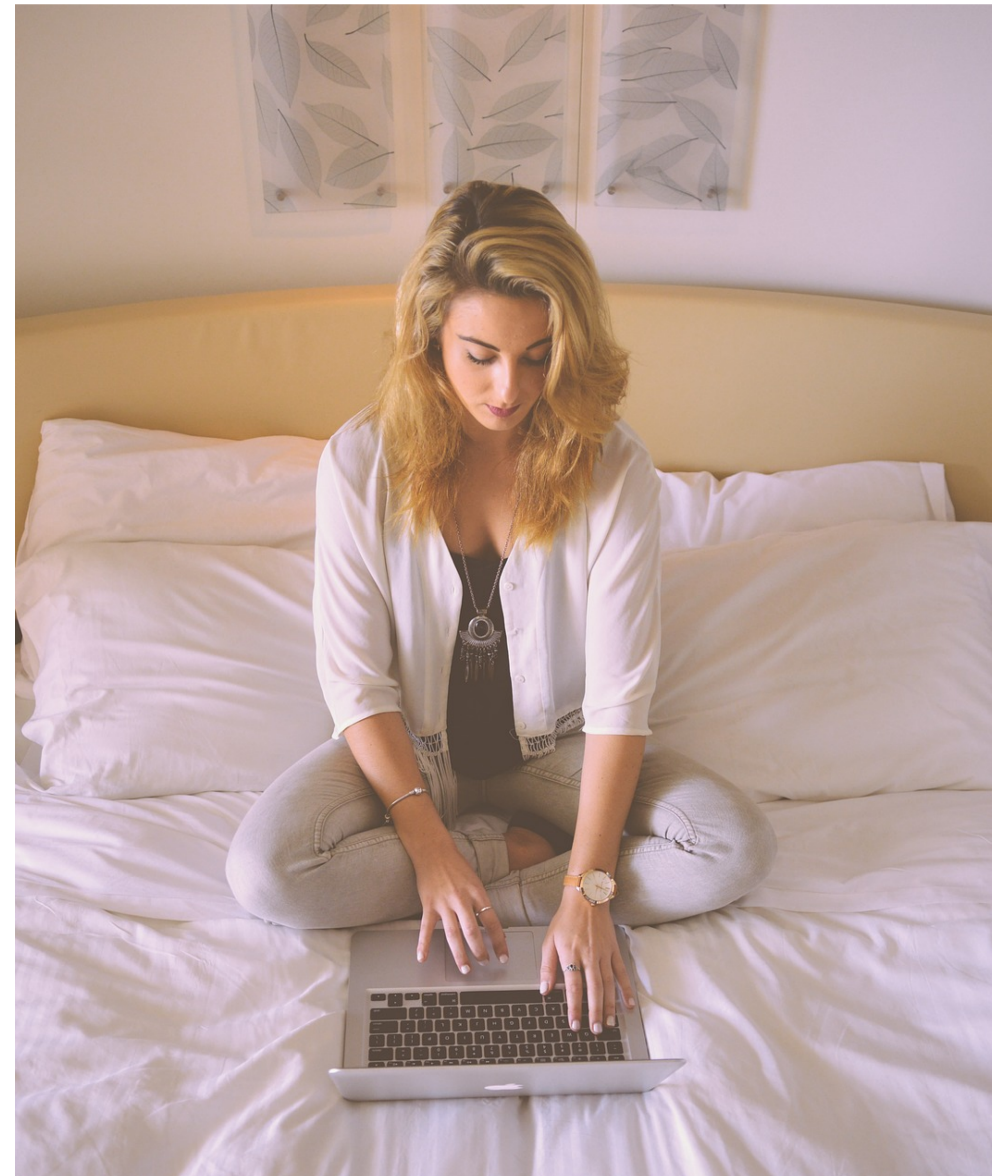
# LinkedIn Tips:

## **Give, then ask for recommendations.**

When your clients, peers, and mentors write reviews of your work, it's a powerful credibility builder.

## **Give endorsements to get endorsements.**

**Post up to once/day.** Any more than that will flood the feed with too much content.





# TikTok Tips:

**Create and Optimize your Profile.** Remember to add your other channel links to your bio. TikTok redirects viewers to the channel you provide, leading to a much higher engagement and followers.

**Use story telling to create better video.** Storytelling is a powerful tool that every content creator should have. Because stories can bring emotional responses from the audiences, you can make them take action when you make people feel something. And their action is what creators want.



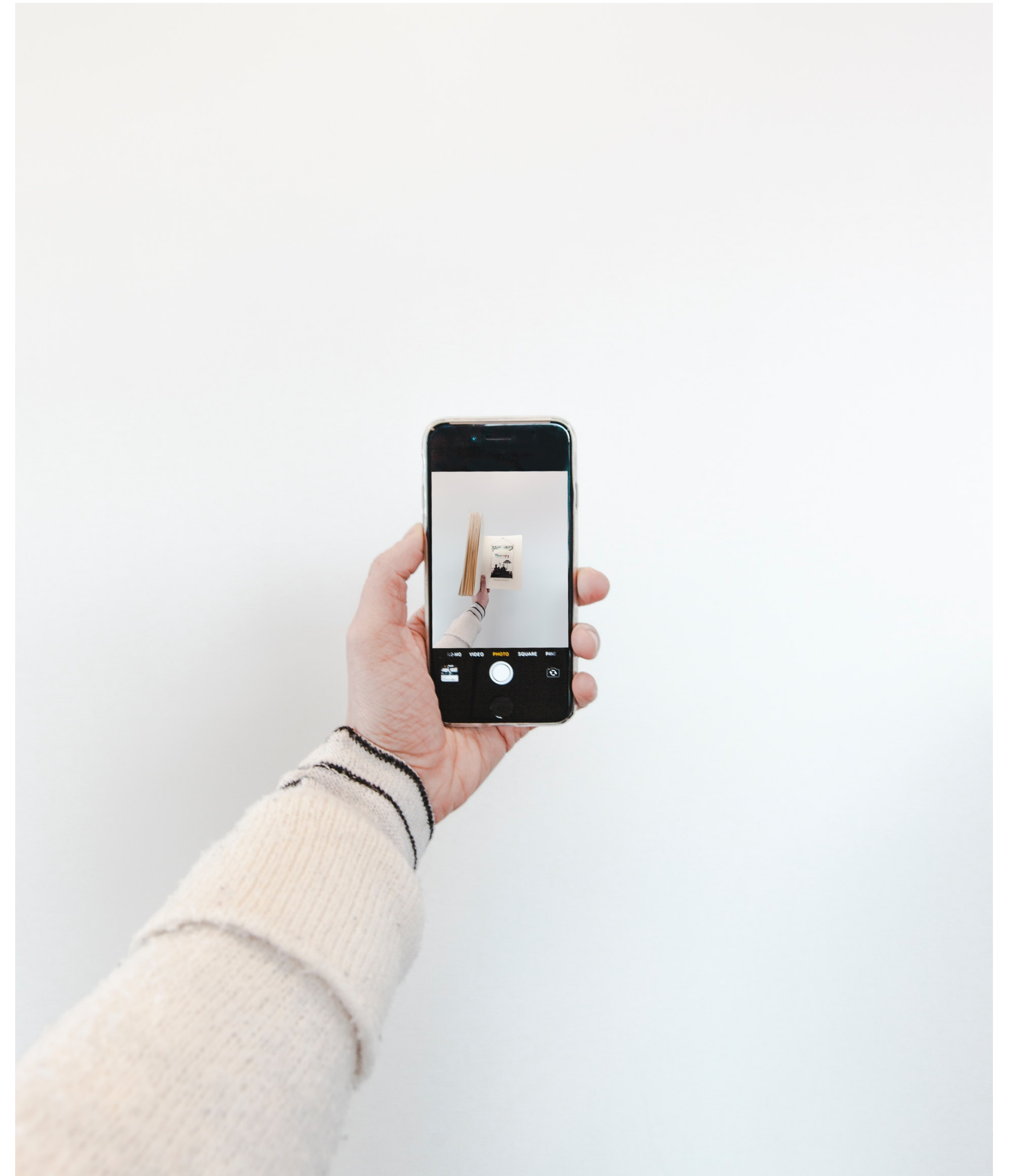


# TikTok Tips:

**Get a Pro account.** You will have a more comprehensive knowledge of your followers and how your content works.

**Comment on other's videos.** In this free-to-speak platform, you might get more followers than you expect.

**Post often.** Think 1-4x a day vs 1x a week.





# YouTube Tips:

**Figure out how your ideal clients would use YouTube.** For education, funny videos, DIY projects, etc. and create videos that mimic that format with your branded content.

**Start or end videos with branded animation or pre-roll.** You can have this custom designed or use a template.

**Always create keyword-rich titles and descriptions to your videos** so that they are easily found.

*P*





# YouTube Tips:

**Share any YouTube videos** you've created on other social media platforms. Video is a great way to display your personality and YouTube is a great platform to host it.

**Include call to action** in your videos. Whether it is to visit your website, subscribe to your channel, or shoot you a message. Always tell them what you want them to do.





# Snapchat Tips:

**Create a following.** Add contacts, but also share your username on all other social media outlets and website to get your audience to follow you.

**Share relevant content.** For example, Snap activities and things you love in your local community.

**Show your real self.** This is especially essential when you're selling yourself as your brand. Develop emotional connections with your followers by allowing them an inside look into your life.

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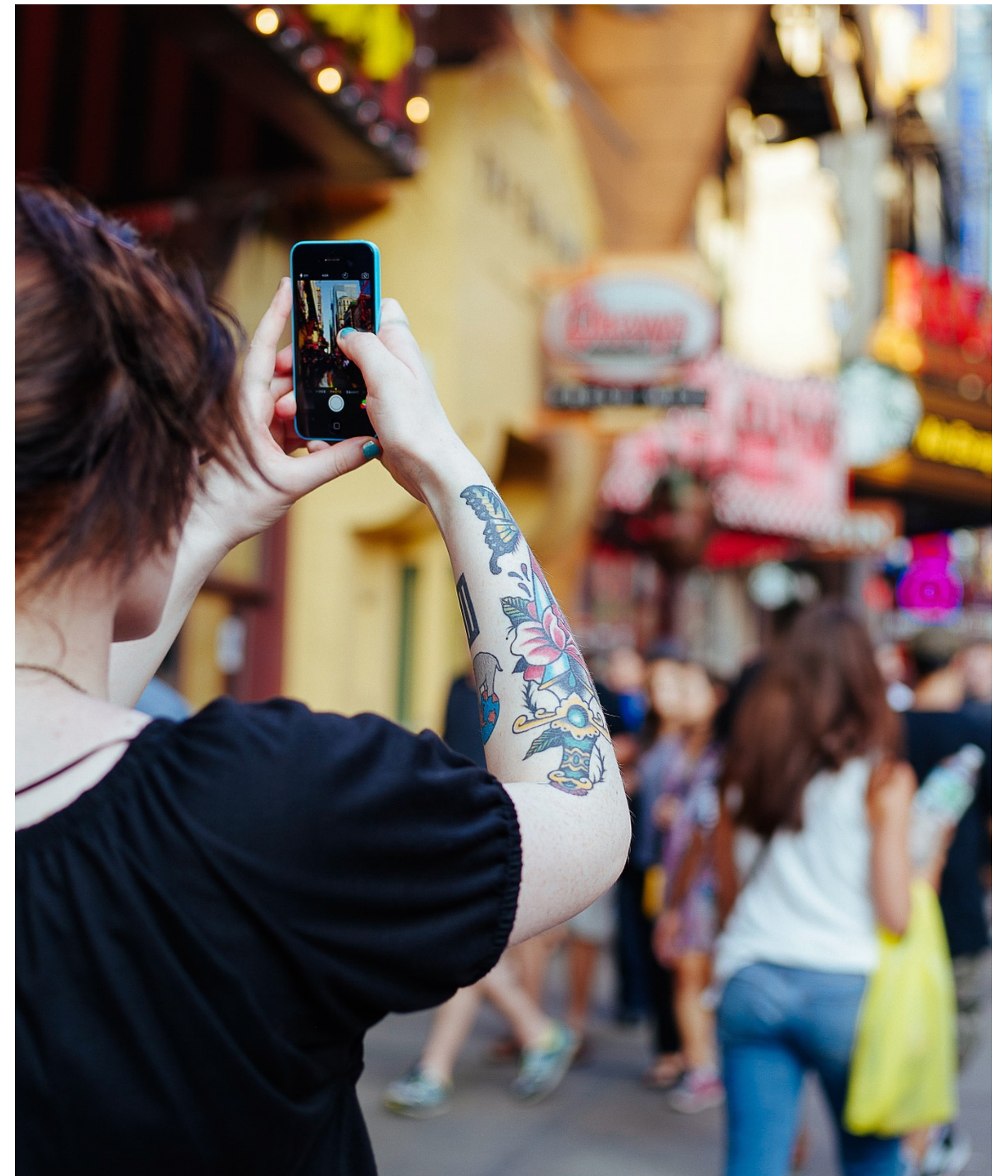




# Snapchat Tips:

**Provide value.** Your contacts in Snapchat should know they get value from following you. Provide advice or tips that are relevant to your brand.

**Get creative.** Snapchat is new for entrepreneurs. Not many have jumped on the bandwagon so there's huge potential. Get creative. Be silly. Be fun. Get noticed early on and it'll pay off down the road!





# Pinterest/Houzz Tips:

**Pin a LOT.** there's no such thing as too many pins. Be sure you spread them out over time so you aren't spamming the people who follow you.

**Make sure all your boards relate to your business.** if you have personal boards that don't relate to your brand, keep them secret.

**Join group boards in your niche.** It's a great way to reach people beyond your own audience.



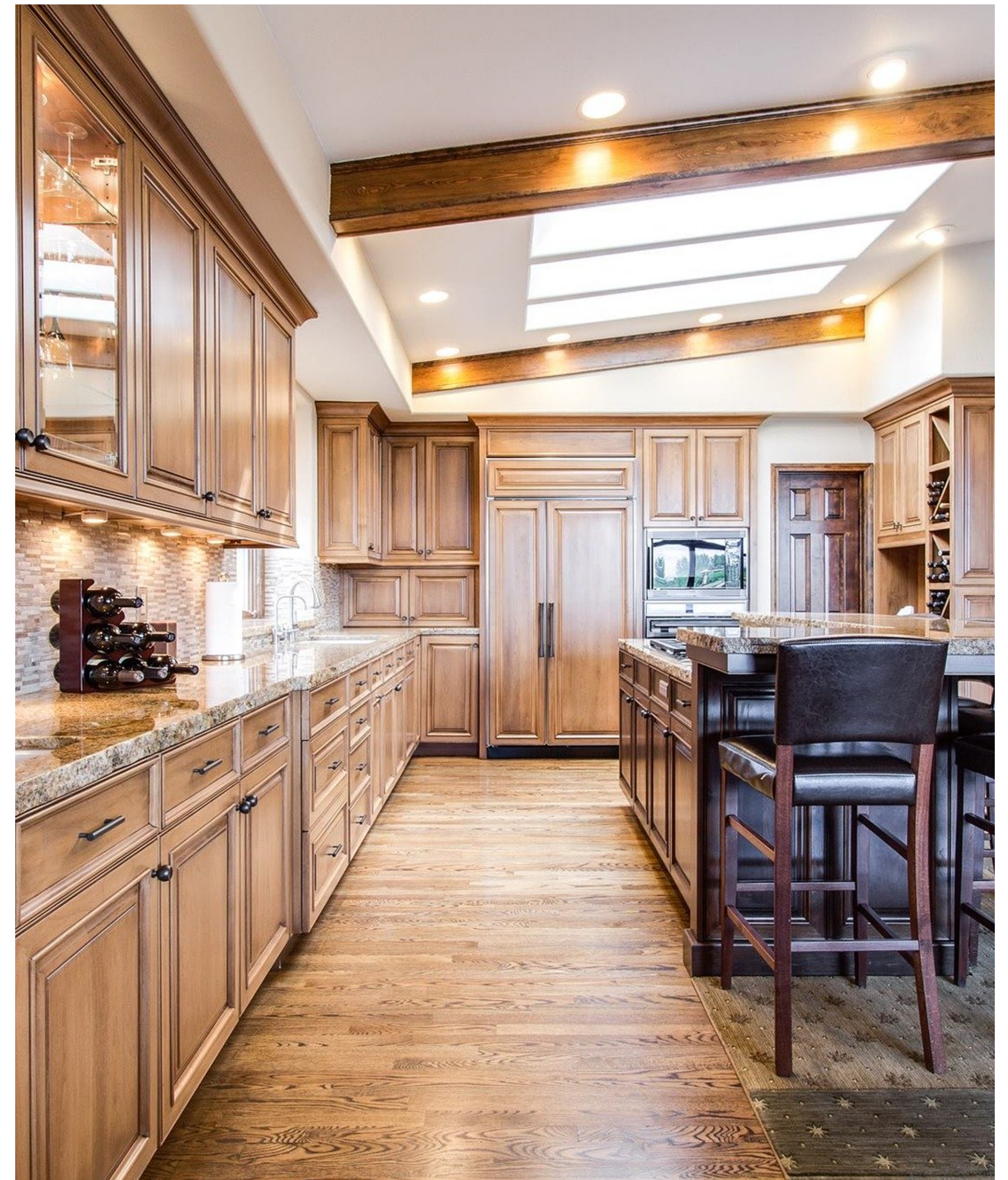


# Pinterest/Houzz Tips:

**Create pins for your content.** Each of your blog posts, podcasts, and opt-in resources should have its own pin, if not several variations. This is the primary way these sites will drive traffic back to your site.

**Create pins for every service you offer.** When repinning, make sure you maintain your brand quality. Even though you didn't create the pin, if you repin it on your board, it's a reflection on you.

**Pinterest and Houzz are search engines.** Be clear, not clever with your board names and pin descriptions so they are more likely to be found.





# Social for your Archetype

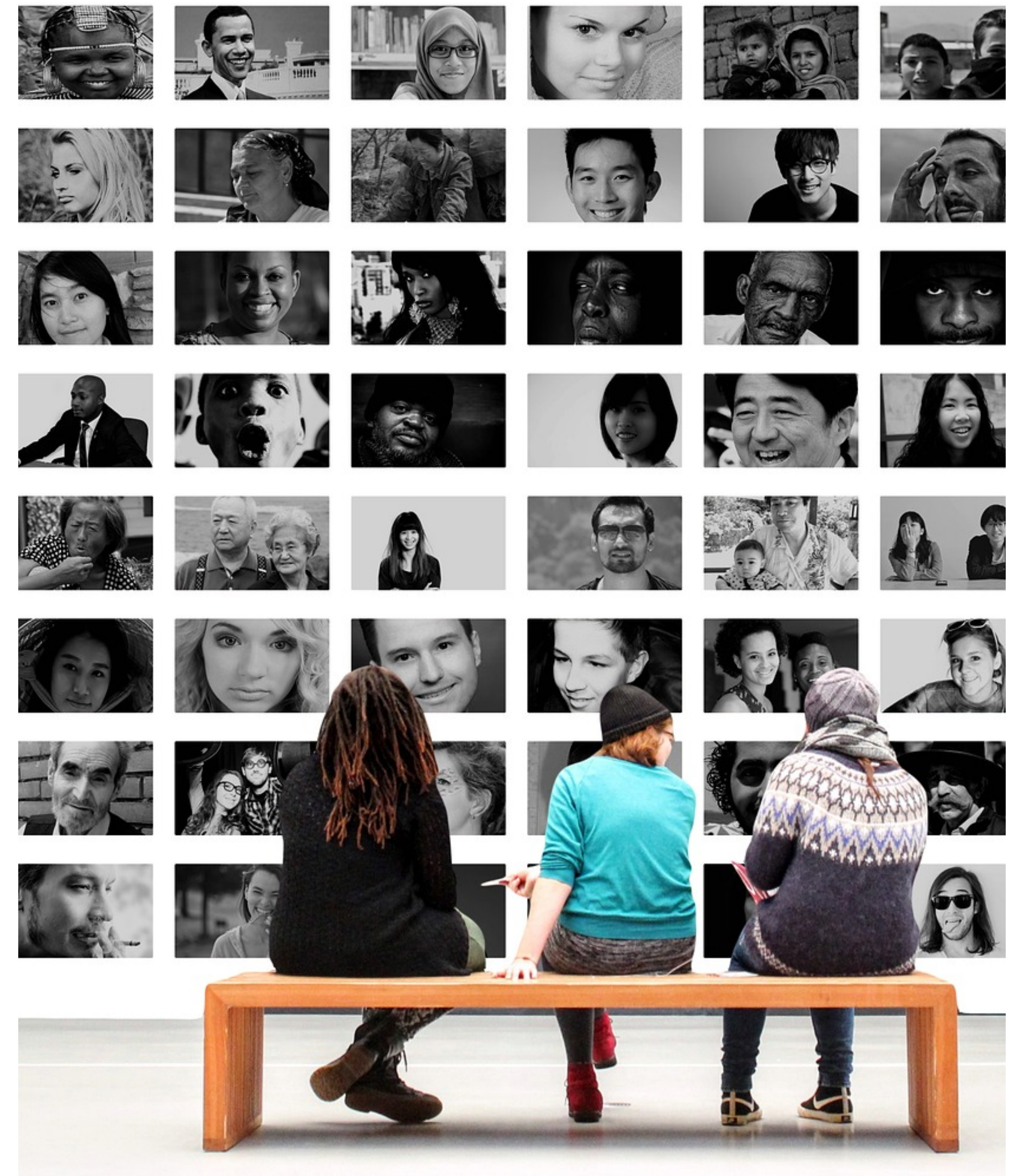


# Your Best Channels

**Instagram** - It's your platform to shine and build followers. It's also your outlet to connect with people and referral sources around the world.

**Twitter** - It's your gateway for soundbites, where the media can connect to you and it's the only platform that thinks as fast as you do.

**YouTube** - Your channel to give depth, personality and show people what working with you is going to be like.





# Use Instagram to tell a story.

#1

Real Estate Porn. Use your inventory, your company's or your networks.

#2

Quote card. A snappy quote that makes people think.

#3

Friends/family. A sneak peek into the things that inspire you in life.

#4

Real Estate Porn. Use your inventory, your company's or your networks.

#5

Quote card. Another snappy quote that makes people think.

#6

Humblebrag. A story or accomplishment you're proud of, with a lesson attached.

**It's important on Instagram to post in this order.**



# Use Twitter for Soundbites.

#1

Personal thoughts. What is irritating or making you happy right now?

#2

Insights. What are you seeing in the market.

#3

Inventory. Newsworthy new listings.

#4

Under Contract. Newsworthy homes going under contract.

#5

Sold. Newsworthy homes that just closed.

#6

Industry News. National trends affecting the local market.

**Follow these six categories to inspire your social media.**



# Use YouTube to Show your Personality.

#1

Real Estate Porn. Use your inventory, your company's or your networks.

#2

Educational Entertainment. Have fun and teach people at the same time.

#3

Rants. Things you (and your clients) hate about the industry.

#4

Real Estate Education. A episode that helps people grow.

#5

Investment Properties. Great properties that investors would drool over.

#6

Working on. A sneak peek into something you're working on right now.

**Follow these six categories to inspire your social media.**



# Next Steps



# Create a photo shoot list.

Tana: 562-787-0843  
FD Photo Studio: 213-536-5631

## CALL SHEET

CALL TIME: 9:00am

### LOCATION:

FD Photo Studio  
Art 2, 5th floor  
1048 S Santee Street  
Los Angeles, CA 90015

### PARKING:

Nearby lots ~\$10

### EQUIPMENT (TANA):

2 cameras, laptop, flash, batteries,  
chargers, memory cards, grey  
backdrop, white backdrop,

### PROPS (KATE):

wardrobe options, laptops, book,  
any travel essentials you brought  
with you!

### TIMELINE

9:00am- make up and hair begins

10:00am - photo set up

11:00am - photo shoot with Kate

1:00pm - break

1:30pm - video shoot with Kate

4:00pm - tear down

5:00pm - STUDIO WRAP

### Photo Shot List:

(1) Luxury brand post - Fashion/Walking shot of Kate for luxury brand post

(2) branding - Portrait of Kate reading

(3) social media plan - notebook/pen + cell phone with Twitter open

(4) consumer experience - friendly photo of Kate

(5) make a plan before you leap - action shot of Kate - jumping, moving, big leap

(6) next step for established business - Kate typing on her computer

(7) before hiring a web designer - Kate writing

(8) brand ambassador - Kate smiling and talking to someone

(9) look beyond your industry - maybe Kate looking out of the window of the studio?

(10) travel first class - water bottle, snacks, travel essentials

We recommend going into the photo session with a specific shot list of what's needed for your website and marketing. Here's a recent client example of that.



# Do a Marketing Audit

**Online Profiles** - Zillow, Trulia, Realtor, MLS, Company website, dating sites, etc.

**Social Media** - Facebook, Instagram, Twitter, LinkedIn, YouTube, etc.

**Website** - Is your current site in alignment with what you want to convey?

**Email** - Is your email signature in alignment? Are you still using a third party domain?

**Google** - Search on your name and see what is coming up on the first page.

**Collateral** - Business Cards, Postcards, Notecards, Flyers, Folders, Presentations, etc.



Get ready to take your brand to the  
next level.



# Luxury Inspiration

***Rich colors, airy atmosphere, and natural textures.*** We want your brand to feel truly luxurious. True luxury goes past success and into ***significance.***

Take inspiration from contemporary lines and traditional elements. Be luxurious, but not showy or ostentatious.







of



# Tools

## License Free Photography -

<https://www.pexels.com>

<https://pixabay.com>

<https://unsplash.com>

<https://stockup.sitebuilderreport.com>





# Tools

**Content Creation -**

Transcription Service

Social Scheduler

Blog Title Generator

Tag Generator

Content Editor



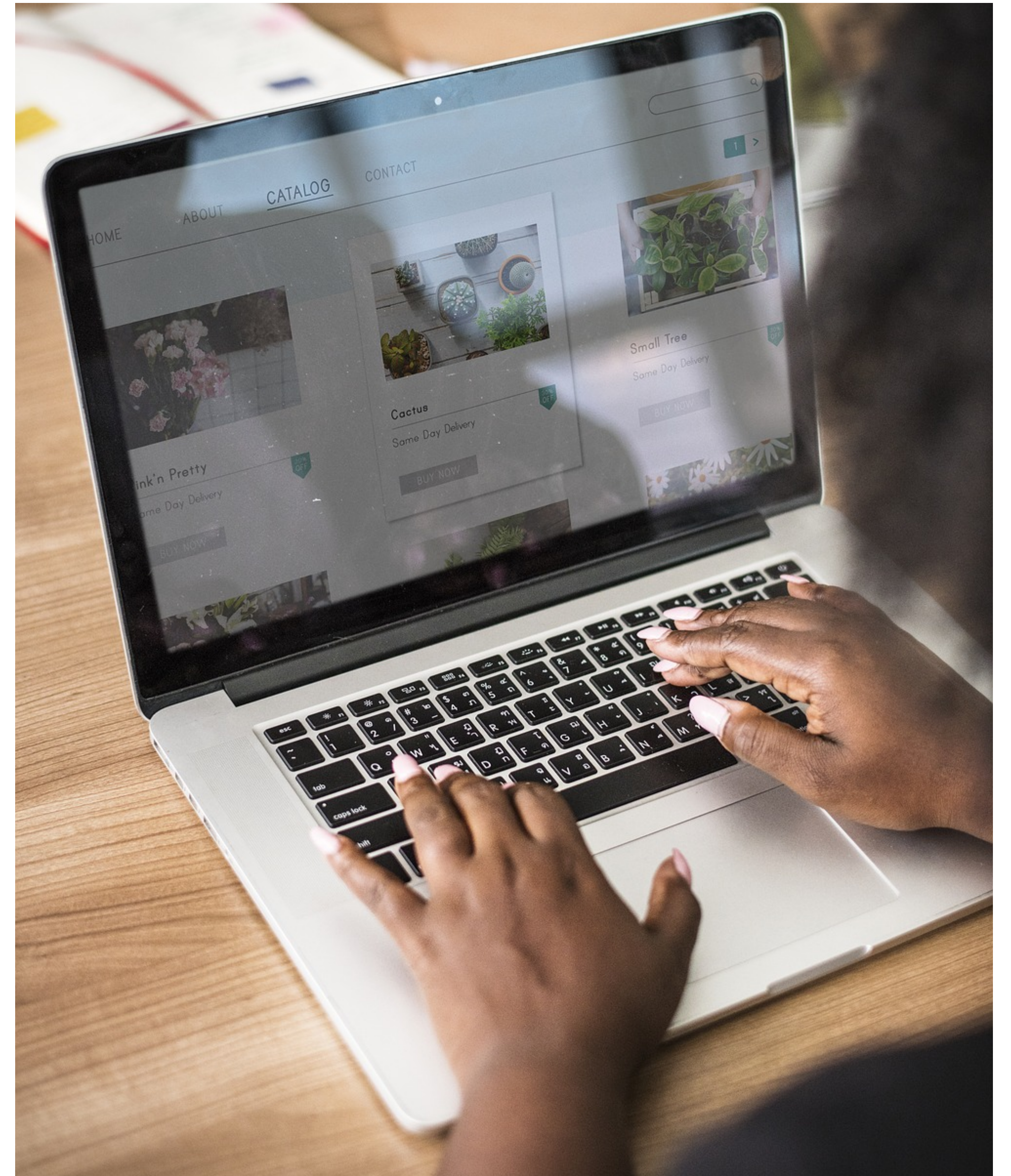
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# Digital Marketing



# Websites





HATEF

OUR PROPERTIESHOME SEARCHCONTACT(202) 550-273

EXTRAORDINARY LUXURY

MARKETING

Find your dream home. View all listings.

SEARCH ALL HOMES

GOLDWELL  
BANKER &  
RESIDENTIAL BROKERAGE

ABOUT VALERIETEAMPROPERTIESHOME SEARCHCONTACT USMENU ↓

DOWN

VALERIE FITZGERALD GROUP

Enter address or neighborhood

SEARCH

LE MAIZE  
OF REAL ESTATE

ACTIVE SOLD MLS SEARCH CONTACT DOWNLOAD OUR APP

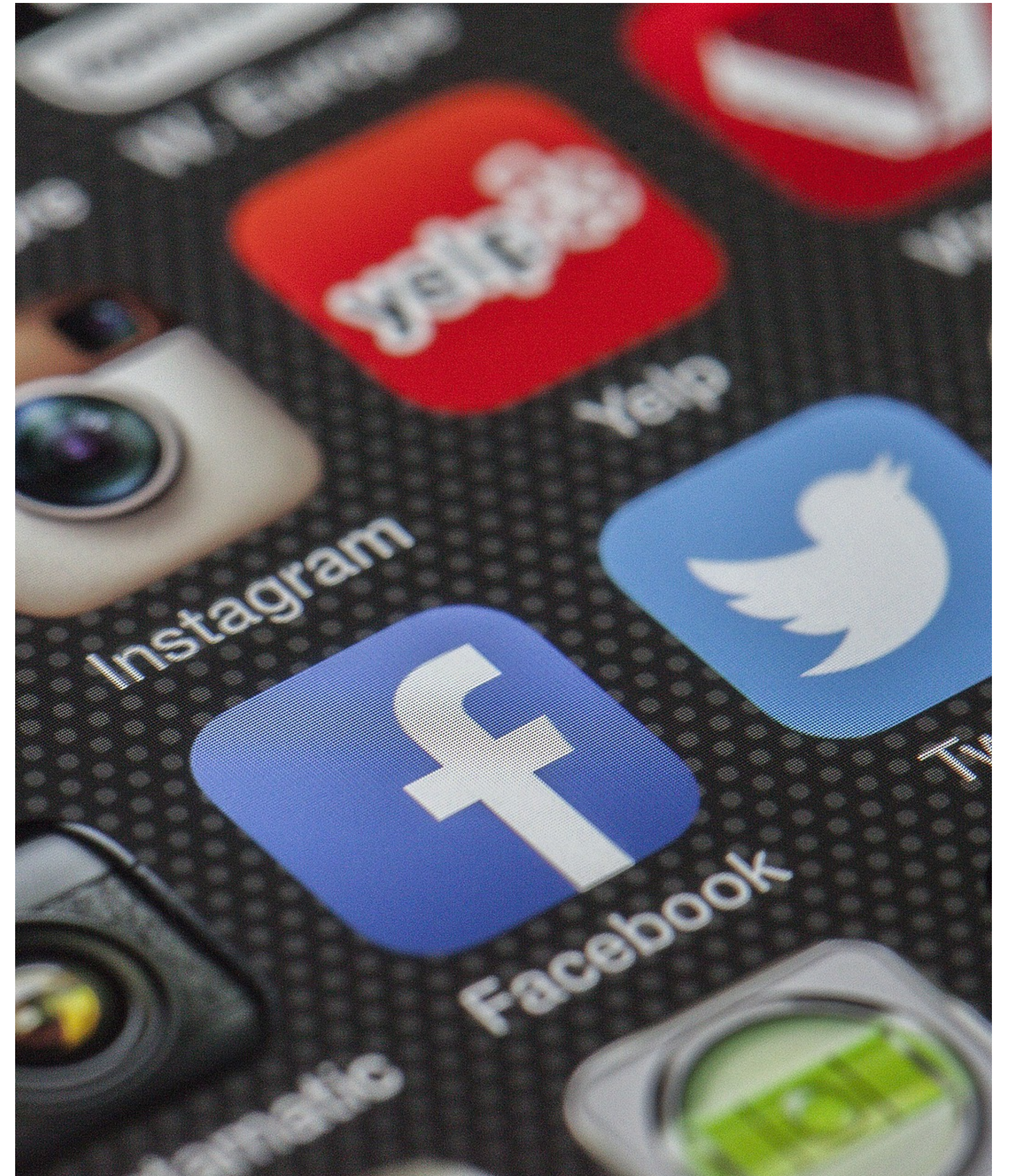
of the Art  
al Marketing

is one of the top-producing agents at Nourmand &  
specializing in the sales of exclusive multi-million dollar

HOMES



# Social Profiles



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# Elements of a Successful Social Profile

- **Display name.** Usually your name is best. However, on platforms like Twitter, where you don't have to use a real name, a pseudonym might make more sense.
- **Username and URL.** On most social networks, your username is included in your URL, and it's often different from your display name. Try to keep your username the same across platforms. If you can't try and keep your profile pic consistent.
- **Profile picture.** Always a picture of you. Not a cartoon, not a logo, not a picture of your cat. Keep your profile pics consistent or similar across all platforms, you want to make it easy for people to find you and know it's your account.



# Elements of a Successful Social Profile

- **Link to your Website.** Make sure that your link is front and center so that people can find it quickly and click through to your website. Pro tip: Create a social network specific landing page so you can track which profiles are bringing your site the most traffic.
- **Bio.** Your main social profile bio is usually just a sentence or two about yourself or your business. Think of it as a perfect place to put your elevator pitch and include keywords.
- **Interests.** Take the time to fill out all the available fields. You never know what is going to be the point of connection with you and a prospect.



# Elements of a Successful Social Profile

- **Background and cover images.** A customized background will allow you to share additional information and add to you or your brand. Remember in luxury, it is all about the details.
- **Privacy settings.** You are in a people business. We live in a transparent world. Make them public and get over it.



# Email Signatures



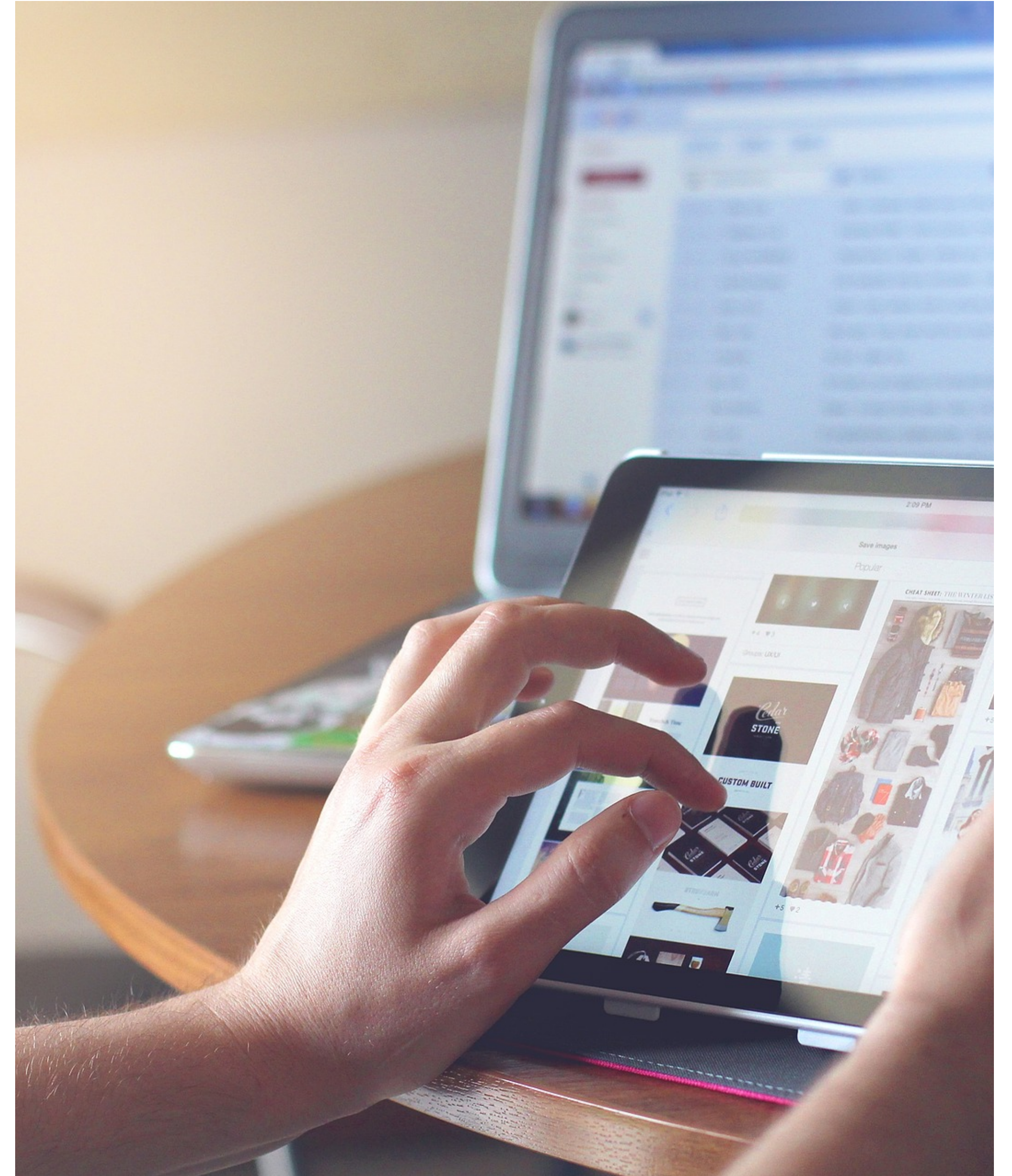


# Elements of a Successful Email Signature

- **It fits your brand.** Clean, elegant and an attention to detail. Use consistent logos, colors and fonts with the rest of your marketing.
- **It has all your information.** Make sure it has your name, your best phone number, your license number, and links to your social media.
- **Responsive layout.** Make sure it looks good on a desktop, a tablet and a phone.




# Digital Ads






# Digital Marketing



Productivity anywhere, anytime.


Try it free

All the space & security you need




Dropbox for Business

Try It free



La próxima ola de Internet necesita la próxima ola de seguridad.


¿Está usted listo?



The next wave of the Internet requires the next wave of security.

Are you ready?

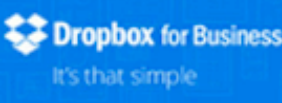
How one billion files get shared every day:



It's that simple

TRY IT FREE

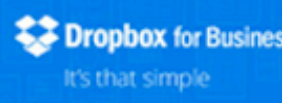
How to make teamwork less work:



It's that simple


TRY IT FREE

How to take the complication out of collaboration:




It's that simple

TRY IT FREE



I'm hacking your company.

Are you ready?



Discover new markets for service providers.

Watch Video



# Traditional Marketing



# Wardrobe





# A Moment on Dress Code

- **Dress the part.** Every occasion has its own dress code. The important thing to remember is that you are always “on” when you walk out your door. You are a public figure.
- **Consult a pro.** Your wardrobe is an extension of your brand. Know your best colors, fits and have options for any occasion.
- **Good quality.** It’s better to have fewer things of better quality than a close full of stuff you don’t feel good in.
- **Accessorize well.** Men, spend money on a nice watch, shoes and matching belts. Women, spend money on shoes, handbags and jewelry. If you avoid trendy, they will serve you for a long time.



# Business Cards



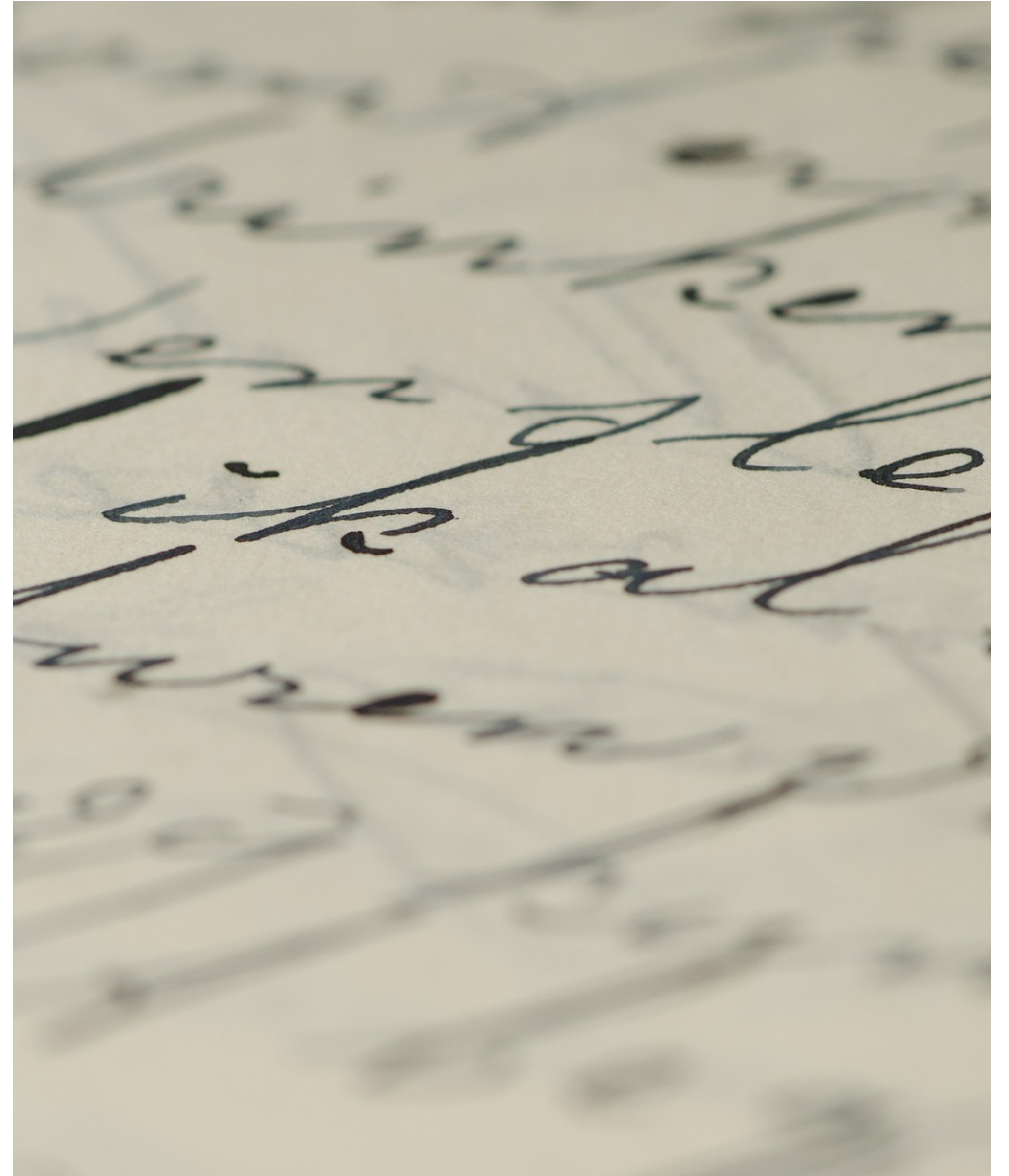


# Elements of a Good Business Card

- **It fits your brand.** Clean, elegant and an attention to detail. Use consistent logos, colors and fonts with the rest of your marketing. Less info that is printed a size larger will pay dividends.
- **It has all your information.** Make sure it has your name, your best phone number, your license number, and address.
- **Paper quality.** Yes, it costs more to print it on thicker paper. It also will cost more to do spot gloss, foil, rounded corners and other things that make them stand out. It's worth spending .10 a card to do them right.
- **Normal sized.** Don't get creative on format. Make them stand out due to quality not oddity.



Letterhead



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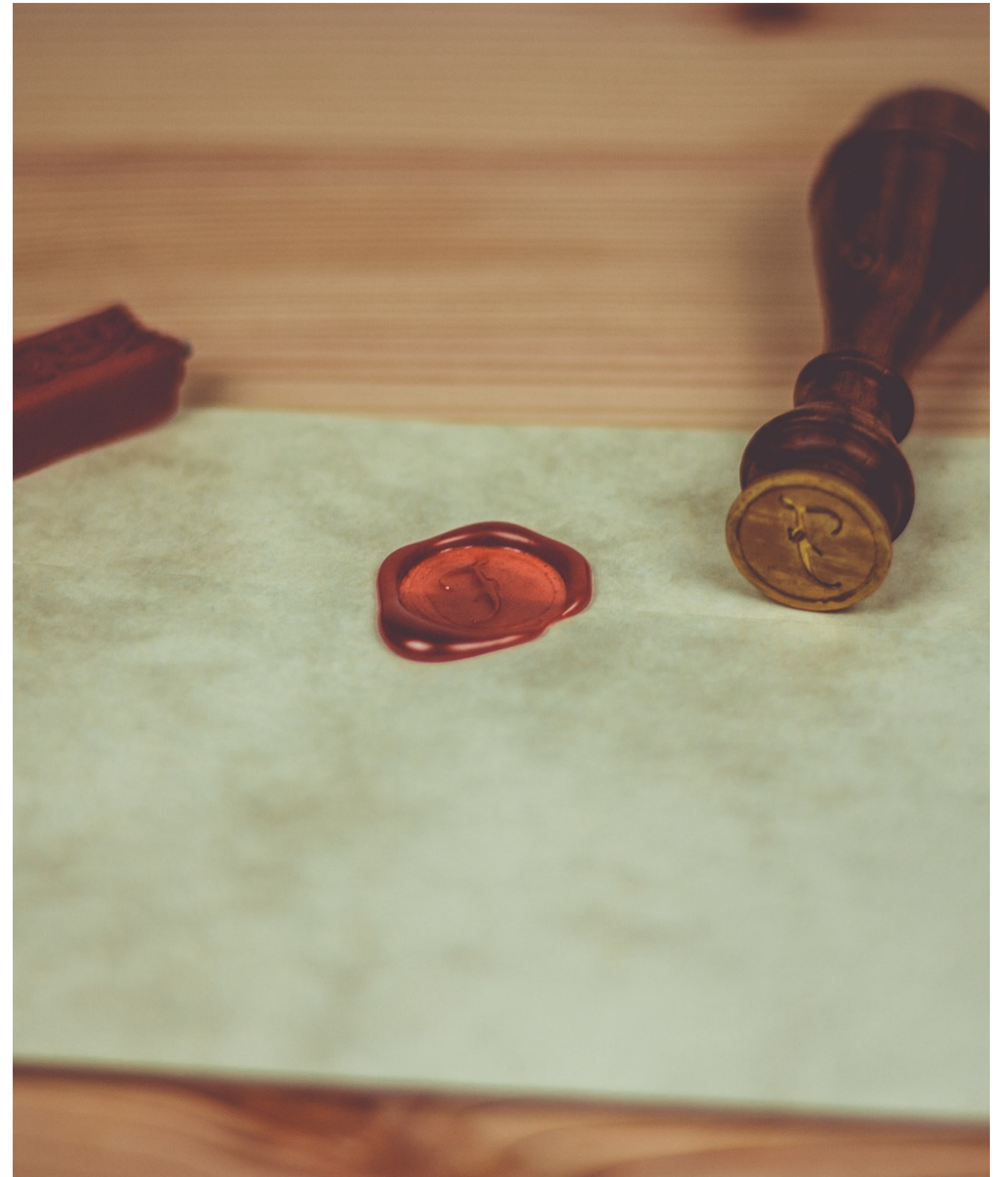


# Elements of Good Letterhead

- **It fits your brand.** Remember, everything you do is a reflection of who you are and the level to which you do it.
- **It has all your information.** Make sure it has your name, your best phone number, your license number, and address.
- **Paper quality.** Yes, it costs more to print it better paper, but the feel of 32lb 100% cotton makes a statement of your quality without saying a word.
- **Hand sign.** Always hand sign your own letters with a nice pen. It will make you feel like you've arrived and make the recipient know you actually care.



# Envelopes



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# Elements of Good Envelopes

- **It fits your brand.** It is a first impression, make it a good one.
- **Paper quality.** Make sure it stands out and remember to keep it within normal sizing limits for the Postal Service.
- **Use Logo Stickers.** Custom envelopes are nice. However, you can get really nice envelopes that fit your brand for a fraction of the cost if you get ones that aren't printed specifically for you. In those cases, get a quality round logo sticker and use them on the back to close the envelope. It's the little touches that make a big difference.



# Notecards



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# Elements of Good Notecards

- **Handwrite them.** Stand out in an increasingly digital world where most of our correspondence is via text, messenger or email.
- **Writeable.** Make sure you order them without glossy coating so you can actually write on them.
- **It fits your brand.** Everything ties together. Everything.



Got questions? Contact us today!

[Membership@RELuxeLeaders.com](mailto:Membership@RELuxeLeaders.com)