

GROW YOUR BUSINESS

Branding & Elevating Your Business

The tools, habits, and visibility that turn you from a new agent into a recognizable name in your market.

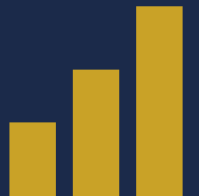
Google Business Profile

Helpful Apps

Social Media

Open Houses

Team Culture



Set up & maximize your Google Business Profile

A free, high-impact way to build your local presence and get found when people search for an agent near them.

- Search "Google Business Profile" and claim/create your free profile — list your business name as "The Real Powerhouse Team, LPT Realty" on the first line, then list yourself as a Real Estate Agent underneath
- Verify your business — Google will verify you by phone, text, or postcard before your profile goes live in search
- Complete every section — category, service area, phone number, website or RealScout link, hours, and a professional profile photo plus a cover photo
- Post regularly — new listings, open houses, just-sold properties, and market updates; active profiles get significantly more visibility than dormant ones
- Ask every closed client for a Google review — this is the single biggest lever for how high you rank in local search
- Respond to every review, good or bad, professionally and promptly — it shows future clients you're engaged
- Add photos consistently — listings, headshots, community events; profiles with more photos get more views and more clicks

Need gear or business cards to go with your new branding? Message Jhes on Slack.

Helpful apps worth having on your phone

- Slack — how our team communicates. Keep notifications on so you never miss a New Pending, a question, or a time-sensitive update
- RealScout — build and adjust client searches, and check listing activity from anywhere
- Follow Up Boss — your database in your pocket. Log calls, add notes, and work leads between appointments
- Supra — opens electronic lockboxes so you can show listings that use them
- Your MLS app — full property search, saved searches, and market data on the go
- ShowingTime — book and confirm showings without the back-and-forth phone tag

Download all six before your first showing. Nothing slows you down faster than standing in a driveway trying to set up an app.

Social media: build your presence and stay visible

It's often a buyer or seller's first impression of you — before they ever pick up the phone.

- Consistency beats perfection — post regularly (new listings, sold properties, open houses, market updates, behind-the-scenes) so people see you as active and engaged
- Showcase your expertise — market stats, quick tips, and success stories build trust before the first conversation even happens
- It's one of the lowest-cost, highest-reach ways to stay top of mind with your sphere between transactions
- Engagement matters as much as posting — comment, respond to DMs, and interact like a real person, not just a broadcast
- Tag the team account when it makes sense — it supports your visibility and the team's visibility at the same time

Your next client is more likely to find you through a story or post than a yard sign — treat social media like part of your business, not an afterthought.

The power of open houses — and meeting clients face-to-face

Open houses are one of the best ways to meet real, active buyers face-to-face — people who are looking right now, with no appointment needed. Every person who walks through the door is a potential lead, referral source, or future client.

- Every visitor is a warm lead — collect contact info and follow up quickly, even if they say they're "just looking"
- It's a chance to build instant rapport and show your expertise in person, not just online
- Ask questions — are they working with an agent, what's their timeline, what else are they looking at
- Volunteer to help at a team member's open house, even if it's not your listing — it's great practice, a chance to meet buyers, and it builds goodwill with the team
- Every open house you host or help with grows your own sphere, not just the listing agent's

Say yes when a team member asks for help at their open house — it's free lead exposure, hands-on practice, and it strengthens the team. We build together.

Weekly meetings & open hours

We're a cloud-based brokerage — but that doesn't mean anything goes. There are real expectations and responsibilities that come with being part of this team.

Weekly team meetings are mandatory — no exceptions without a valid reason. Open Hours happen every Thursday and should be made a priority too, not something you fit in only when convenient — not optional just because you're joining from home.

Being cloud-based means you have flexibility — it doesn't mean you grow in isolation. You won't grow if you're not staying in touch with team updates, policy changes, and what's happening across the brokerage. Attendance is tracked, and honestly, I get genuinely disappointed when agents miss a meeting — because these meetings hold such great value.

Don't be afraid to ask questions

In contract filling, negotiations, or anything else involved in a transaction, you'll be more successful by knowing the reason why you're selecting that option or responding that way. If you understand the reason and the why, your job just got a lot easier.

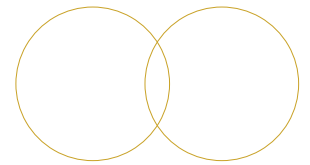
There's no question too big or small. For the most part, most of you already know I keep my phone, watch, and computer near me — reach out anytime.

Slack is a great way to communicate and ask questions — if you have the question, chances are someone else has had it too, or would like to know the answer. Lean on one another in this space. This is a space where we build together, and the more we lean on each other, the stronger we all are.

GIVING BACK

The Real Powerhouse Team is big on giving back

We'll have more information coming soon on ways you can volunteer and give back to the community that we all love!



YOU'VE GOT THIS

We're just getting started.

The Real Powerhouse Team is just getting started — this is the beginning of a mega powerhouse team, and I'm happy to have you here. I love seeing agents grow and help families year round. Buying a home is a big decision, and it makes me happy to see these families choose you. Please don't hesitate to reach out any time.

This course will keep growing. Please take the time to read and go over everything a few times — you're likely to catch something new each time that you didn't see the last.

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