

## Case Study #1

### HERMELA BALCHA



#### **ABOUT HERMELA:**

Realtor since 2004, based out of Northern Virginia with a Focus on 1st Time Home Buyers.

#### **The Results:**

- 12+ Transactions in 6 Months
- 235% Growth from Previous Year 2022 (in a down market)
- 10+ Referrals with agents across the country

#### **The Challenge:**

- Weak online presence, shy of creating videos
- inefficient follow up systems, poor lead management

#### **The Solution:**

- ID 5 Star Prospects - Create content talking specifically to them
- Adopting the Top Producer Operating System in March 2023

#### **The Strategy:**

- Create collateral that speaks to 5 Star Prospects
- Guide Prospects to Connect via messenger / whatsapp until TPOS is fully installed
- ID one call to action to lead people to the next step with Hermela

**VIDEO TESTIMONIAL AVAILABLE**

## Case Study #2

### CANDYCE ASTROTH



#### **ABOUT CANDYCE:**

Realtor since 2012, based out of Northern Virginia with a Focus on Military Service Families, Relocation, & 2nd Time Buyers, 1st Time Sellers.

#### **The Results:**

- Connected with 3 Builders
- Obtained Builder Buyer list of 180+ \$2M+ Prospects
- Created predictable lead system for PCS Families on FB Groups
- Recruited 2 New Agents - Based on Branding & Messaging

#### **The Challenge:**

- No Brand Image or Message
- Multiple disintegrated Systems
- Money spent on manual marketing activities

#### **The Solution:**

- ID 5 Star Prospects - Create content talking specifically to them
- Adopting the Top Producer Operating System in September 2023

#### **The Strategy:**

- Create collateral that is on Brand
- Build Unique Lead Magnets that speak to 5 Star Prospects
- ID Traffic Channels that will merit the best leads

**REVIEW & REFERENCE AVAILABLE ON REQUEST**



## Case Study #3

### JAY CAPUTO



#### **ABOUT JAY:**

Realtor since 2019, based out of Northern Virginia with a Focus on Luxury first time buyers in McLean, Great Falls.

#### **The Results:**

- 2020 - 2023 grew from 12M to 42M+ in production
- Created his own Brokerage "*Brushstroke Properties*"
- Built team of 6+ Agents
- Has custom audience of over 6,000,000 to target with Ads

#### **The Challenge:**

- No Brand Image or Message
- No Systems in place
- Shiny Object Syndrome

#### **The Solution:**

- Build Brand Image with proper message for 5 Star Prospects
- Establish Jay & Brushstroke properties as a market leader in Northern VA.
- Choosing TopShotPro & Building the Top Producer Operating System since 2019

#### **The Strategy:**

- Create collateral that is on Brand with "Relentless" Messaging
- Build Unique Lead Magnets that speak to 5 Star Prospects
- ID Traffic Channels that will merit the best leads

**REVIEW & REFERENCE AVAILABLE ON REQUEST**

## Case Study #4 NATALIE & CURT



### **ABOUT NATALIE & CURT:**

Realtors since 2000, based out of Northern Virginia with a Focus on Elderly Communities.

### **The Results:**

- 3 Deals from social media in first 45 Days
- Strong Social Media & Online Presence
- Awarded Top Producing Realtor in Gainesville solely focusing on Elderly communities

### **The Challenge:**

- 0 Online Presence
- No Systems in place
- Never used Social Media, or Video before

### **The Solution:**

- Build Brand Image with proper message for 5 Star Prospects
- Create Lead Magnets specifically for Elderly Communities
- Building a cadence of online content to drive traffic to Elderly Funnels

### **The Strategy:**

- Get Natalie & Curt Confident on Video
- Use past successes as case studies & advertise them
- Build a backend system to engage new leads and database

**REVIEW & REFERENCE AVAILABLE ON REQUEST**