



JUAN QUINN





MARKETING & LEAD GENERATION



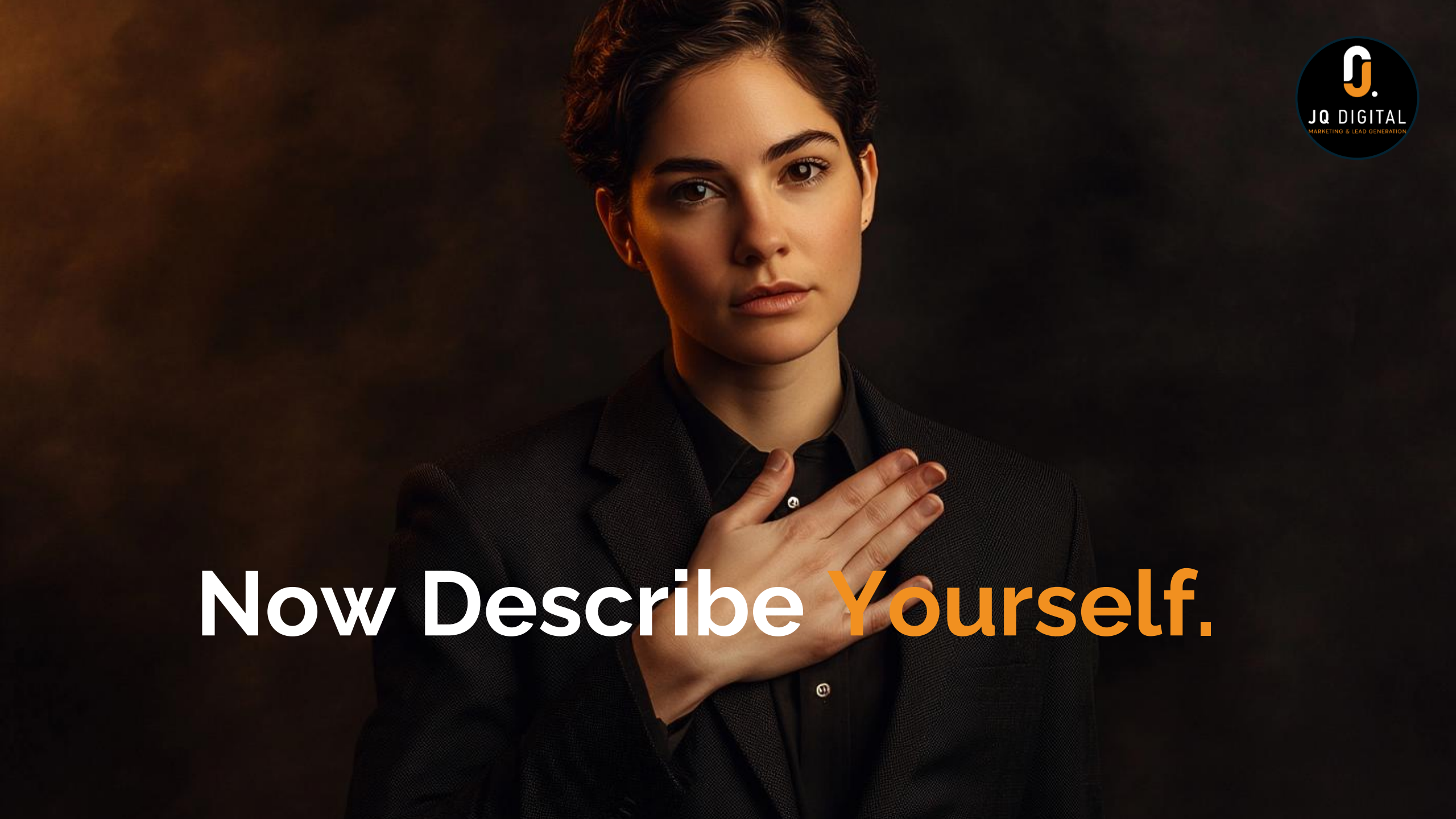
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This.



A woman with short, dark, curly hair is the central figure of the image. She is wearing a dark, textured blazer over a black button-down shirt. Her right hand is placed over her heart, and she has a serious, contemplative expression, looking directly at the camera. The background is a dark, mottled brown.

Now Describe Yourself.



Did You Know:  
***“You Can't Sell A **Secret!**”***

***And right now, you are one.***

The background of the entire image is a photograph of a man and a woman standing in a doorway. They are silhouetted against a bright, warm sunset or sunrise. The man is on the left, looking towards the woman on the right. They appear to be holding hands. The light from the sun creates a strong lens flare and illuminates the scene with a golden glow. The doorway they are standing in has a glass pane on the left side.

# Your Social Media Story

# What do you look **for** in an **agent?**

If you were buying/renting or selling a home, what would you look for in an agent?

# People choose **People!**

People do business with people they know, like and trust.

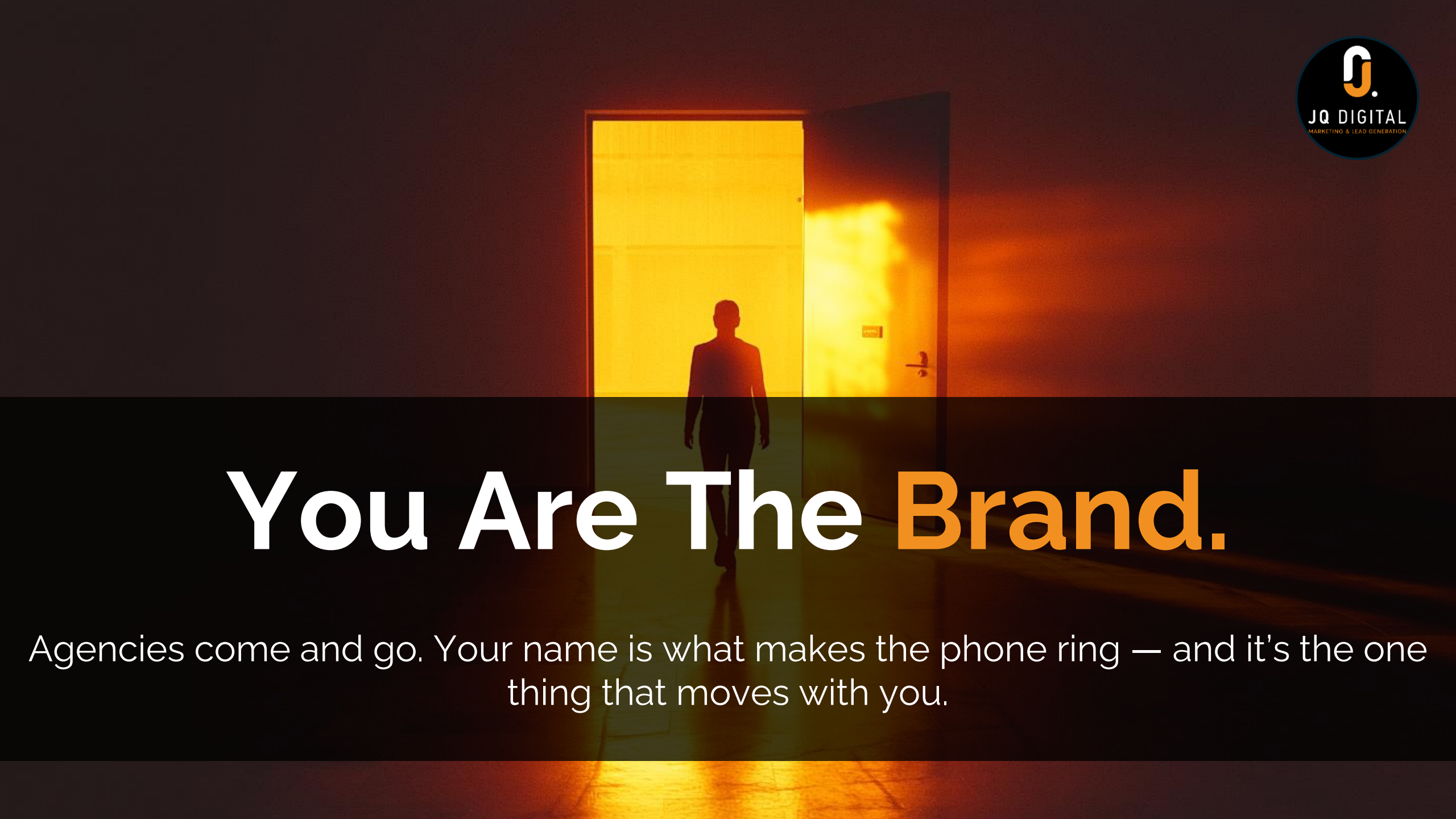
# Word Of Mouth Needs A **Seed.**

It only works once someone already knows you well enough to vouch for you.



# Win Before The **Sale.**

The mandate is often won long before the homeowner decides to sell.

The background of the slide features a silhouette of a person walking away from the viewer through a brightly lit doorway. The light from the doorway creates a strong orange and yellow glow that fills the scene, with the person's reflection visible on the floor.

# You Are The Brand.

Agencies come and go. Your name is what makes the phone ring — and it's the one thing that moves with you.

# Portfolio **vs.** Story

Let's be honest, most agent feeds are **90%** portfolio content



Same House. Different **Words.**

~~3-Bedroom House For Sale — R2 895 000~~

What Does R2.9 Million Buy You In Pretoria East?

# Why Does This Matter



Buyers and sellers research the agent before they ever call one

# So What's **YOUR** Story?



**5 Simple Pillars That Will Help You Answer That Question.**

# Pillar 1 - Origin



## Why did you go into real estate?

- Is it a family business?
- Did a bad experience make you want to do it better for someone else?
- Did you change careers to follow your passion?

**This is the most authentic content you can post  
— and most agents never do**

# Pillar 2 - Expertise



## What do you know that your client doesn't?

- What are the current market trends?
- 3 mistakes first-time buyers or sellers make
- What do I do if I want to Buy/Rent/Sell?

**This is education, not direct selling.  
But it still shows you know your stuff.**

# Pillar 3 - Process



## Buyers and sellers rarely see what agents actually do

- An infographic of the process you follow
- A short video prepping for a day on the road
- A signed offer, and the story behind it

**That makes your work visible —  
and builds respect for what you do.**

# Pillar 4 - People



## Clients. Community. Colleagues.

- Post a testimonial about a happy client (with permission)
- Shout out to a local business that helped a client — a plumber, a mover, anyone
- Join us at a community event

**Stories about others build trust faster  
than stories about yourself.**

# Pillar 5 - Personality



## The human behind the listings.

- Make sure your face is on all your content
- Make short videos, not just photos
- Post a relevant joke once in a while
- Show you are a real person, not a logo

It's about being real, not perfect.

# Bonus: Own An Area



**I'd rather be THE agent for Moreleta Park than an agent for Pretoria.**

- "What R2.5m buys you in Moreleta Park in 2026"
- "3 reasons families are moving to Moreleta Park "
- "Best schools around Moreleta Park "

**This attracts people before they're ready to transact  
— and that's exactly what you want.**

# Recap: The 5 Pillars



Pick just one of these for this week and do a post about that.  
**You don't need to have all five running at once.**

A hand is holding a black smartphone horizontally. The screen of the phone shows a photograph of a two-story house with a red roof, surrounded by trees, during a sunset or sunrise. The background of the entire image is a blurred scene of a house and trees with a bright sun low on the horizon, creating a warm, golden glow.

# Making It Easy

Here are some practical ideas:

# No 1 – Quick and Easy



- Short video of the outside of a home, or walking through the front door.
- Car self-video: **3 things I always check when screening a home**
- A client story — video is great, but a letter or email works just as well.

Remember its not about perfection, ***It's about being Real!***

## No 2 – Start Small



- A 30-sec car video before a showing — **you're already dressed for it**
- Post open houses in the local groups — **"We're here, come say Hi"**
- Share a quick local stat — teach them something: **"2 schools close by"**

**It does not have to be perfect - Consistency beats polish, every time!**

# No 3 – Storytelling

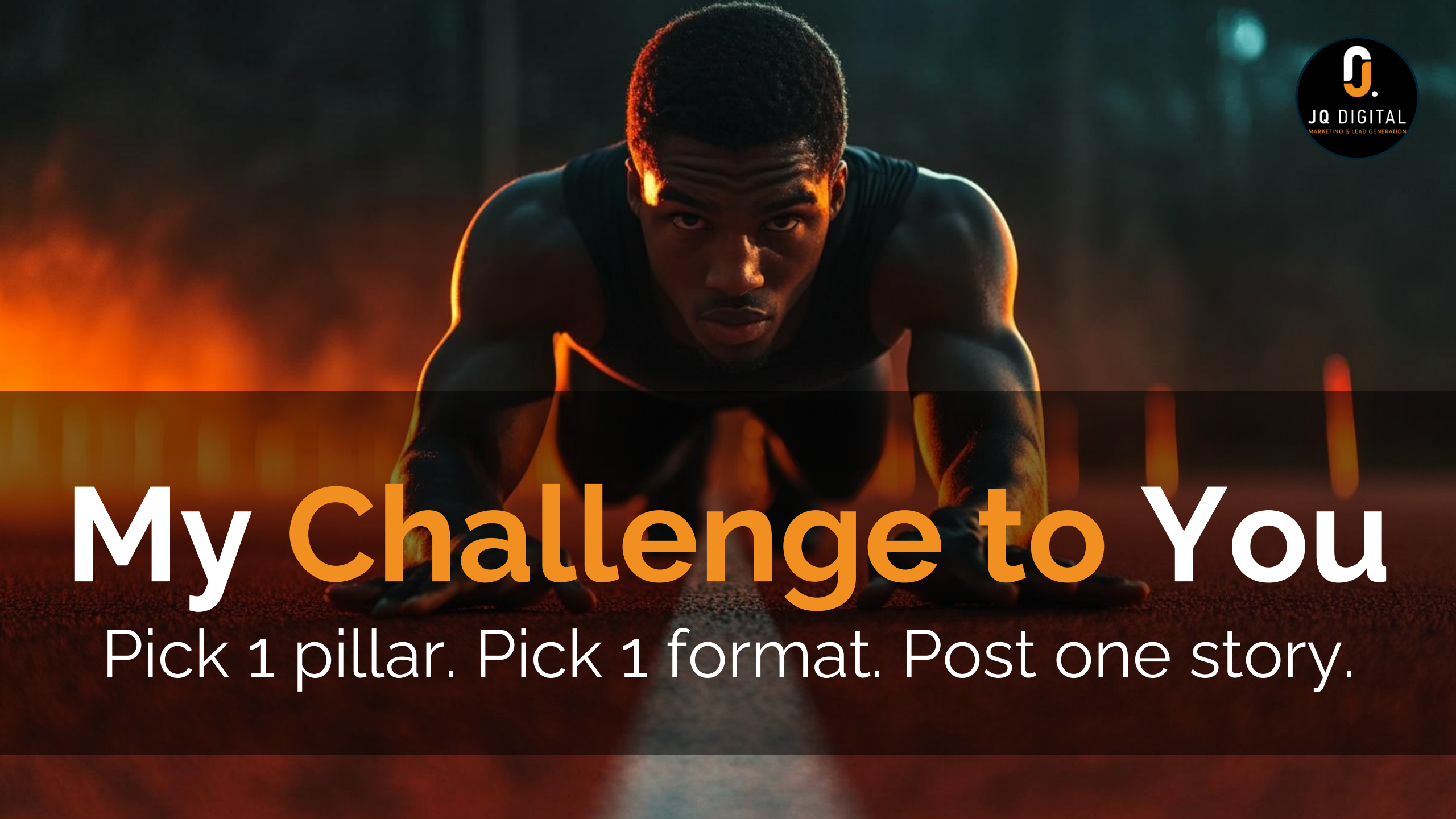


- Start a **WEEKLY** series — "Things to know before you buy," Part 1
- Show your face and voice — **static and video, not just listings**
- Treat comments as relationship building – **answer DMs fast, delete the garbage**

**Be Real - Be Active - Be Approachable**

# Measure By **Memory.**

A post with 12 likes can still produce a mandate three months later.

The background of the entire image is a photograph of a Black male athlete in a starting crouch on a track. He is wearing a black singlet and is looking directly at the camera with a determined expression. The scene is lit with warm, orange-toned lights, creating a dramatic and intense atmosphere.

# My Challenge to You

Pick 1 pillar. Pick 1 format. Post one story.

# Final Thought

*People don't remember listings.  
They remember how you made them feel,  
Your help, knowledge and support.*

***They remember your story.***



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