



Super Session: Personal Branding

Social, Compliance, Podcasting and Voice

Panelists:

Adam Constantine, Director of Social Media, Pace Communications

Chelsea Peitz, National Director of Social Sales, Fidelity National Financial @chelsea.peitz

Kevin Peranio, Chief Lending Officer, PRMG

Kelsey Rauchut, National Business Development Manager, Annie Mac

Ginger Bell, Edumarketing Specialist, EduMarketing.com

Dustin Brohm, Founder of Search Salt Lake and the Massive Agent Society; Cofounder of Industry Syndicate

Phil Treadwell, VP of Development and Regional Manager at Mason McDuffie Mortgage, Founder of Mortgage Marketing Expert t, Cofounder of Industry Syndicate

PLAY TO WIN

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Social

Adam Constantine, Director of Social Media, Pace Communications

Chelsea Peitz, National Director of Social Sales, Fidelity National Financial @chelsea.peitz

Kevin Peranio, Chief Lending Officer, PRMG

Kelsey Rauchut, National Business Development Manager, Annie Mac

Compliance

Ginger Bell, Edumarketing Specialist, EduMarketing.com





Marketing vs Compliance





BE



NICE



OMMM



Blend
Marketing, Sales
and Compliance



Live in a Social World



Home Buyers Past and Present

1981

- 22% home buyers read newspaper ads to find a home
- 8% used friends as an information source

2018

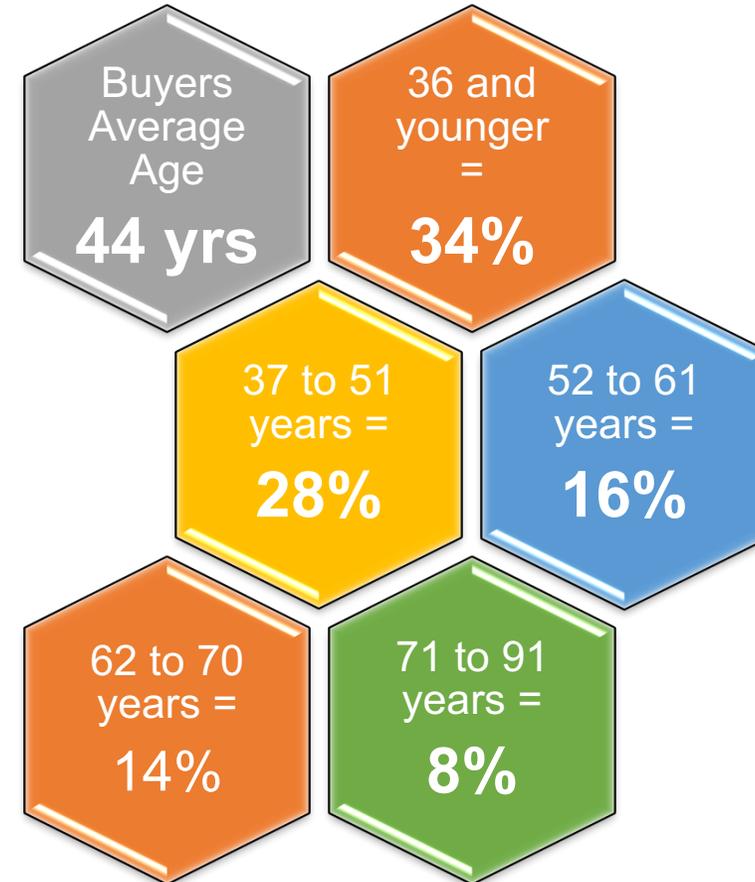
- 1% found their home using print advertisement
- 50% found their home online
- 28% found their home using a real estate agent
- 7% used friends as an information source

Current Market Share

Generational Categories

Generation	Year(s) Born
Millennials	1980-1998
Generation X	1965-1979
Younger Boomers	1955-1964
Older Boomers	1946-1954
Silent Generation	1925-1945

Millennials make up the largest group of first-time home buyers at 66%, followed by **Generation X** at 26%.



What Do Consumers Want?

A top-down view of a business meeting. Several people in professional attire are gathered around a white table. They are looking at various documents, a laptop, and a tablet. One person is pointing at a document, another is holding a pen over a chart. The scene is brightly lit, and the overall atmosphere is one of collaborative work and analysis.

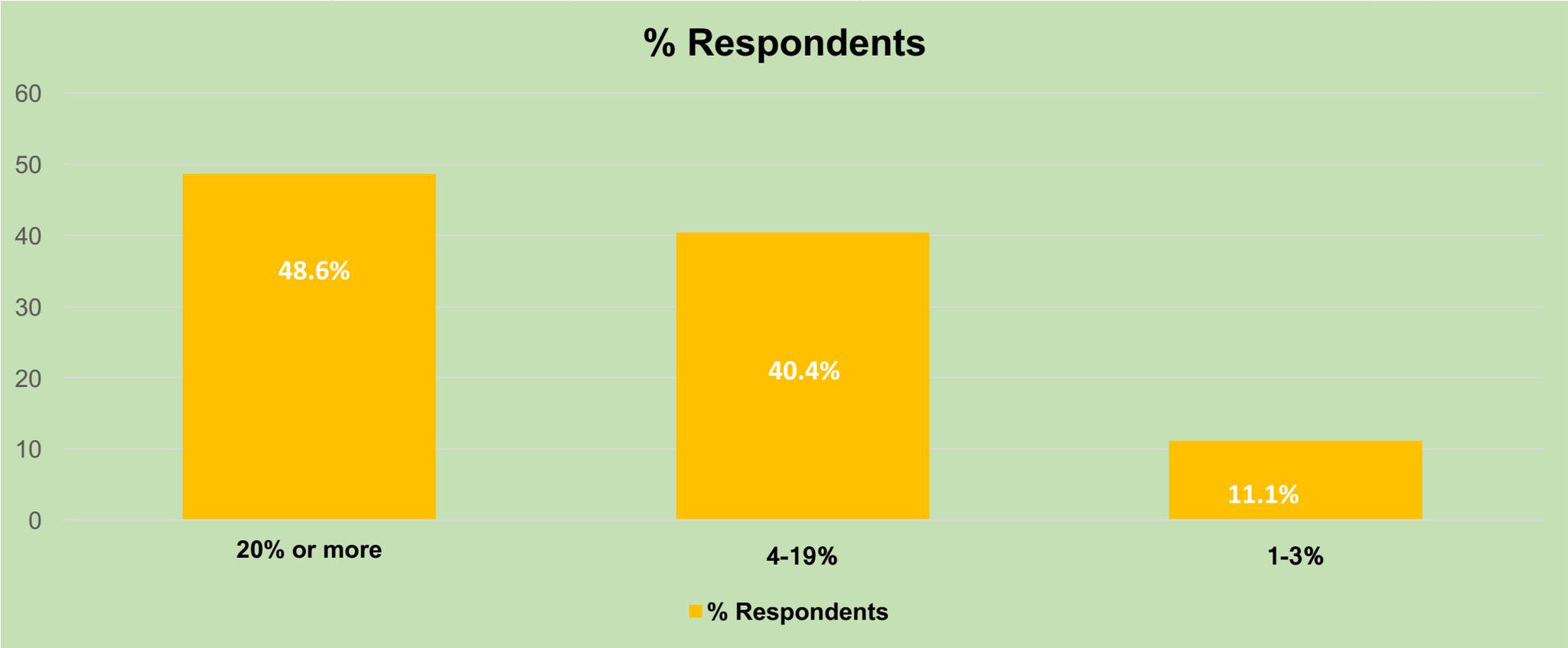
More Education About:

1. Loan Type Options

2. Down Payment

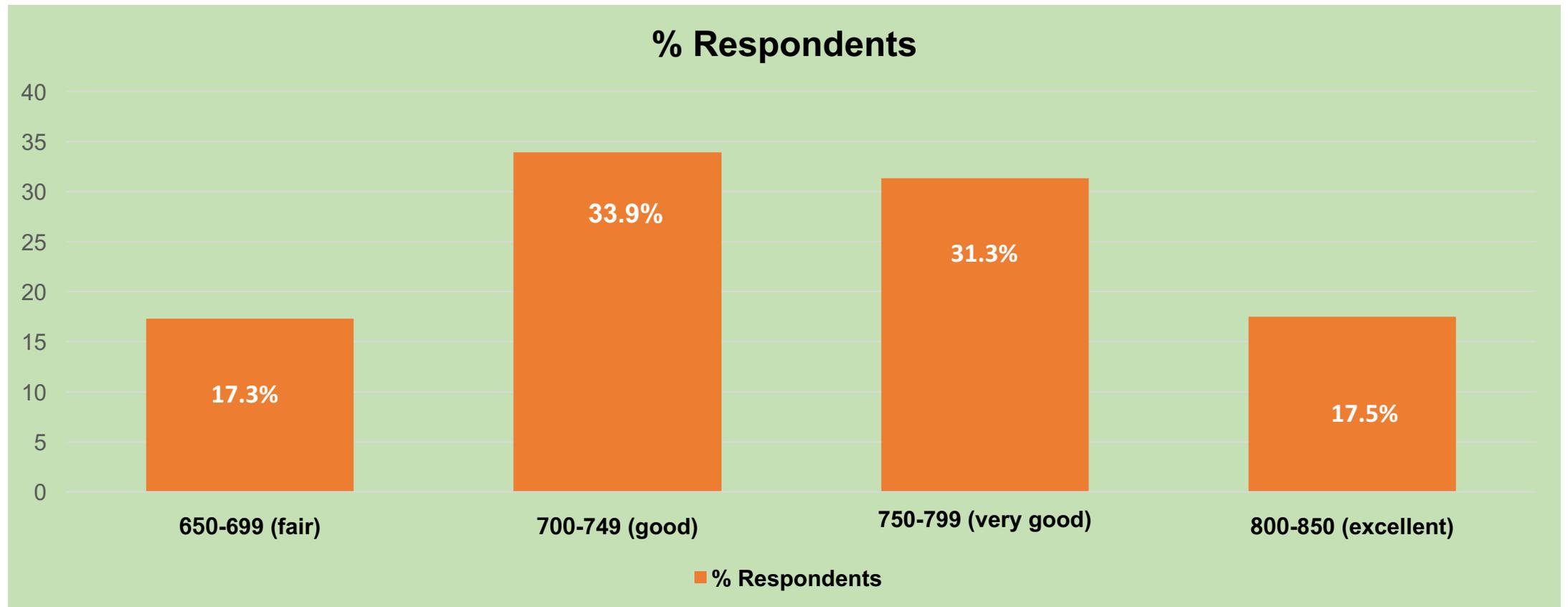
How Much Down Payment Do Consumers Think They Need?

How much do you think you need to put down for a down payment?



What Credit Score Do Consumers Think They Need?

What range of credit score do you think you would need to qualify for a mortgage loan today?



We Need to
Create
Education for
Consumers

How to Save Money for Down Payment

How Much is Needed for Down Payment

Advantage of Owning vs Buying

Renovation Products

FHA Products

VA Products

Non-QM Products

Create a Compliant Social Strategy



Originators are and need to be on social media.



Important to create compliant and informative education.



Create a compliant social strategy.



No Plan is No Good

Know and Communicate Requirements



NMLS and Licensing Requirements



Your Company Requirements



What Your Originators Are Doing



Make It Easy for Them to Be Compliant

Podcast and Voice

Dustin Brohm, Founder of Search Salt Lake and the Massive Agent Society;
Cofounder of Industry Syndicate

Phil Treadwell, VP of Development and Regional Manager at Mason McDuffie Mortgage,
Founder of Mortgage Marketing Expert podcast, Cofounder of Industry Syndicate

Power of Podcast & Voice

Phil Treadwell

- VP of Development & Regional Manager at Mason-McDuffie Mortgage
- Founder & Host of the Mortgage Marketing Expert podcast
- Co-Founder of the Industry Syndicate

Dustin Brohm

- Top Salt Lake City Realtor with eXp Realty & Founder of Search Salt Lake
- Founder & Host of the Massive Agent Podcast & Massive Agent Society
- Co-Founder of the Industry Syndicate & Host of Industry Connected

**INDUSTRY
SYNDICATE**

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Why Podcast / Voice?



Average attention per post on social media is short:

- 56% of all videos online are less than 2 minutes long (HubSpot 04/2019)
- 75% of all views on YouTube are between 1-2 minutes (MiniMatters 03/2019)
- **Podcast consumers avg. listening time is 50 minutes** (Inside Radio 04/2019)

Benefits of audio over video / print:

- Multi-tasking: consume while driving to the office, walking the dog, at the gym, doing the dishes, etc.
- Podcasts are like audiobooks, but **FREE** and a constant flow of new, fresh content coming out each day.

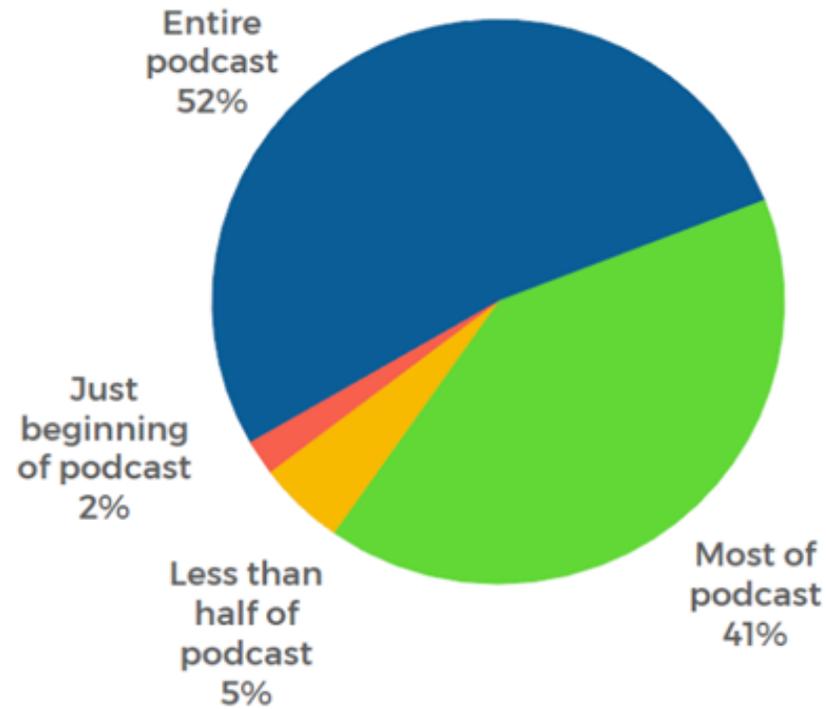
Who's Listening?



- 90 Million people listen to podcasts weekly (Infinite Dial 2019)
- 51% of the population have listened to a podcast (MusicOomph 2019)
- Podcast listeners are 45% more likely to have an income of \$250k+ (MusicOomph 2019)
- The average podcast episode length is just over 43 minutes (Pacific Content 10/2018)
- **93% of podcast listeners listen to *all or most* of each episode** (Inside Radio 04/2019)

Amount of Podcast Episode Typically Listened to

U.S. ONLINE MONTHLY PODCAST CONSUMERS 12+



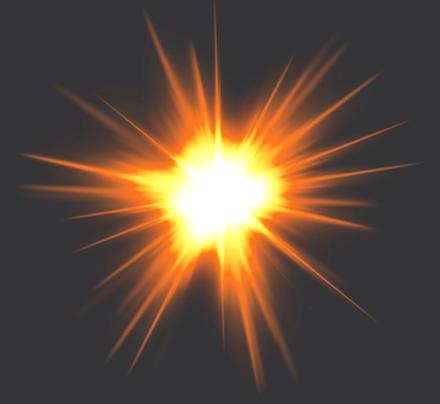
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Apply it to your business



- Personal Branding:
 - Become a public figure or “local celebrity” in your market
 - Show hosts have more clout and credibility than agents or loan officers who don’t – just having a “show” will often make people choose you
 - Invite guests and tap into their audience when promoting their episode
- SEO: Podcast episodes will now show up in Google search results!!! [Article](#)
- Pillar Content:
 - Audio: podcast
 - Video: highlight reel
 - Text: blog
 - Social Media: quote pics, graphics, links

Alexa Flash Briefings



- 118.5 Million homes have a smart speaker as of 12/2018, up 78% from 12/2017 (Edison Research 01/2019)
- Alexa app was most downloaded app following Christmas 2018, with millions of new devices being activated
- Alexa Flash Briefings:
 - micro podcasts
 - listed property info
 - community updates
 - entertainment ideas
 - any content you want to share through audio / voice

Advertising / Sponsorship Opportunities



- 69% of podcast listeners became aware of a new product or service from a podcast episode (Edison Research 03/2019)
- LO's can sponsor local podcasts for brand awareness for pennies on the dollar compared to other sponsorships or advertising
- Whole companies can sponsor regional or national industry podcasts for brand awareness cheaper than other media marketing outlets

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www.PhilTreadwell.com



IG: @MassiveAgent
www.MassiveAgentPodcast.com

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