



# 10 LAWS OF BRANDING FOR REALTORS

Build Your Personal Brand and Sell More Homes

# INTRODUCTION

Over the years, I've had the opportunity to work with INCREDIBLE Real Estate Brokers across Southern California. Through our work, agents have been empowered to win more listings and grow their personal brand, regardless of their background and level of experience.

Our clients and the listings we captured for them have been featured in notable publications like The New York Times, Realtor.com, The SB Sun, Circa, and more! This book will help you build your brand beyond belief and become a trusted real estate professional in your market.

**MOSES GONZALES III**  
**OWNER OF MG3 MEDIA**



# #1



## SHOW YOUR FACE

- People Need to **See You** Everywhere
- Trust & **Relatability**

## QUESTIONS TO ASK YOURSELF

1. How often do I show myself in videos on social media media?
2. Am I using professional images that reflect the level of service I provide?
3. Do my profiles clearly showcase who I am?
4. Does my personal style in branding align with the market I'm targeting?

# #2



## SHARE YOUR STORY

- **Share** Your Journey, Values, and Experiences
- Build Deeper **Connections**

## QUESTIONS TO ASK YOURSELF

1. **What motivated me to become a real estate agent?**
2. What personal and professional challenges have I overcome that could inspire or resonate with my clients?
3. How have my experiences shaped my professional approach?
4. Are there parts of my story that I haven't shared yet that could be compelling?

# #3



## KNOW YOUR AUDIENCE

- Identify **Target Audience**
  - Lifestyle, Values, Pain Points
  - Get **Specific**
- Authority & Empathy

## QUESTIONS TO ASK YOURSELF

1. Who are my ideal clients?
2. What does my prospect hope to achieve, and what are their specific pain points?
3. How am I currently engaging with my specific audience?
3. What is the most efficient strategy to attract as many prospects as possible?
4. How can I bring value to my target audience?

# #4



## DON'T HOLD BACK

- Be **Bold** and **Authentic**
- Show Your Strengths and **Passions**
- Authenticity builds trust

## QUESTIONS TO ASK YOURSELF

1. What unique qualities do I bring to the table?
2. How can I show these qualities more boldly?
3. Am I genuine and transparent or do I hold back parts of my personality?
4. How can I share more of my personal interests to create a stronger connection with my audience?

# #5



## KEEP SHOWING UP

- Consistency keeps you top of mind
- **Rome Wasn't Built in a Day**
- Engage regularly

## QUESTIONS TO ASK YOURSELF

1. **How consistent am I with my marketing strategy?**
2. How Frequently Do I Post?
4. Do I have a marketing schedule?
5. In what ways can I bring value to my community?

# #6



## DARE TO BE DIFFERENT

- Get **Creative**
- **Take Chances**
- Offer Unique Value

## QUESTIONS TO ASK YOURSELF

1. How can I present my listings in a way that's fresh and different from the usual approach?
2. What are some unconventional ideas I can try to attract more clients?
3. How can I show more of my personality in my property tours?
4. What niche markets or specialties can I focus on?



# #7



## CAPTURE ATTENTION AT ALL COSTS

- Have a Strong **Hook**
- Attracting **Visuals & Audio**

## QUESTIONS TO ASK YOURSELF

1. **What attention-grabbing hooks can I use?**
2. Can I stop someone from scrolling in the first 3-5 seconds?
3. How can I use storytelling to make my listings more memorable?
4. How often do I make videos at my listings?

# #8



## SHARE YOUR WINS

- **Testimonials**
- Personal Achievements
  - **Big and Small**

## QUESTIONS TO ASK YOURSELF

1. How often do I share my successes and in what ways?
2. Who would give me a video testimonial?
3. How can I share my wins in a way that is relatable to my audience?
4. What wins have I had in my personal life?
5. How can I share everyday successes to relate with my audience?

# #9



## POWER OF POLARIZATION

- Attract People Who Share Similar **Values**

## QUESTIONS TO ASK YOURSELF

1. What strong opinions do I have about the real estate industry?
2. Am I willing to take a stand on controversial topics, and if so, how can I do this thoughtfully?
4. What newjsacking opportunities are there?
5. How can I use polarization to build a more loyal and engaged audience?

# #10



## CHOOSE YOUR FUTURE SELF

- **Where Do You Want to Be?**
- What Daily Actions Does That Kind of Person Take?

## QUESTIONS TO ASK YOURSELF

1. **What does my ideal future as a real estate agent look like?**
2. What steps do I need to take today to become the agent I want to be in five years?
3. Are there any habits or strategies I need to change or adopt to reach my future goals?
4. What content does the future version of myself share, and how does it differ from what I share now?



## LET'S GET STARTED

How many times have you had a great idea or gained knowledge from some form of training, but in the end never fully implemented the strategies you said you would and stayed consistent with them. That changes TODAY!

Take the first step toward building your personal brand and choose your future self, by scheduling a complimentary marketing plan with us.



**BOOK A FREE  
CONSULTATION**

