



OWN YOUR MARKET THROUGH CONTENT

with **Sash Aptaker**

Own Your Market Through Content

Perception Check

If a potential vendor looked at your last 12 posts, what would they assume you stand for?

What 3 words currently describe your personal brand online?

What 3 words do you want to be known for?

Review your last 9 posts and categorise them:

- Just listed/just sold
- Market update
- Educational
- Personal/personality
- Social proof
- Process explanation
- Opinion

What do you do differently to other agents?

What frustrates you about the industry?

What strong opinion do you hold about selling a home?

Turn one of these into a 30-second video outline:

Hook:

Core message:

Clear takeaway:

ABOUT WINGMAN GROUP

Australia and New Zealand's fastest-growing offshoring provider.

OFFSHORING GUIDE FOR REAL ESTATE

TASKS YOUR REMOTE PROFESSIONAL CAN DO

| Administration | Marketing | Database Management |
|--|--|--|
| Updating Contacts in CRM System (e.g. Vault, Rex, AgentBox). | Using Canva, RealHub, CampaignTrack to Create DLs. | Cleaning Contacts and Properties in Database. |
| Tracking Buyer and Seller Interaction. | Managing Social Media (Facebook, Instagram, YouTube). | Merging and Cleaning OFI Attendees in Database. |
| Adding New Property Listings (realestate.com.au, domain.com.au). | Creating Content for Social Media (Just Sold and Just Listed). | Searching OFI Attendees in ID4Me and RP Data to check property ownership. |
| Monitoring the Sales Funnel and Pipeline. | Sending eDMs and Newsletters (CRM, ActivePipe, MailChimp). | Creating Daily or Weekly Call Lists with RiTA. |
| Assigning Tasks and Reminders for Agents. | Create Signboards, Brochures, and OFI Packs. | Monitoring and Updating Pipeline in CRM and Excel. |
| Creating Appraisals or Proposals Based on Template (e.g. Canva, InDesign, Realtair, Engage). | Prepare and Send eBrochures. | Adding New Leads to Pipeline and CRM. |
| Book Photographer or Videographer. | Send Email to Vendor and Buyer for RateMyAgent/REA review. | Creating Expired or Withdrawn Call Lists. |
| Book Stylist and/or Trades. | Draft and Send SMS Campaigns to Database. | Monitor Potential Seller Activity on Realtair Proposals and Marketing Materials. |
| Prepare Weekly Vendor Reports. | Running Just Listed/Just Sold Paid Meta Ads Campaigns. | Creating Expired or Withdrawn Call Lists. |
| Create and Send Contracts. | Post Just Listed/Just Sold Stories on Instagram. | Tag and Segment Contacts e.g. buyer, seller, investor, landlord. |
| Load Contracts into CRM (e.g. Vault, Rex, AgentBox). | Responding to Messages and Comments on Social Media. | Assign Follow-Up Reminders and Tasks to the Agent. |
| Create Property Fact Sheet and WhatsApp Vendor Group. | Creating Weekly Reports on Social Media Ads and Posts. | Set Up Automated Birthday, Post-Sale, Anniversary Messages. |
| Request Rental Appraisal. | Resize and Watermark Property Photos. | Maintain Privacy Compliance. |
| Request DBYD, Form 2 Sellers Disclosure, Flood Map etc. | | Record Referral Sources e.g. social media, past client, OFI. |



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