

# MARKETING PORTFOLIO

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# GRAPHIC DESIGN & AD CREATIVE

**LISTING LEADS CHALLENGE**

**DAY #1**  
**Why You Need Cold Leads**  
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**Market Segments**



**2 Types of Marketing**  
 The Key To Scaling Real Estate

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**The Referral Wall**  
 Pros And Cons Of Referrals

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 **Lydia Humphrey**  
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TRIANGLE HOME BUYERS, most people don't know where to start when searching for their new home. My free Find Your Perfect Home Program will help you find a new home faster and easier. The program includes:

- The 30 minute 'Find Your Home Faster' 1:1 workshop
- A Custom Triangle Home Checklist
- The Destination Deep Dive Video Series

Plus if you click the link below you will get a bonus Financial Fast Track Planner that includes:

- A Rent vs Buy Calculator
- An Equity Estimator
- A Monthly Payment Calculator

Get started down below by reserving your spot for a free 1:1 workshop!  
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Triangle Home Buyers - The Find Your Perfect Home Program (Free!) [Learn More](#)

Everything you need to kick start your home search



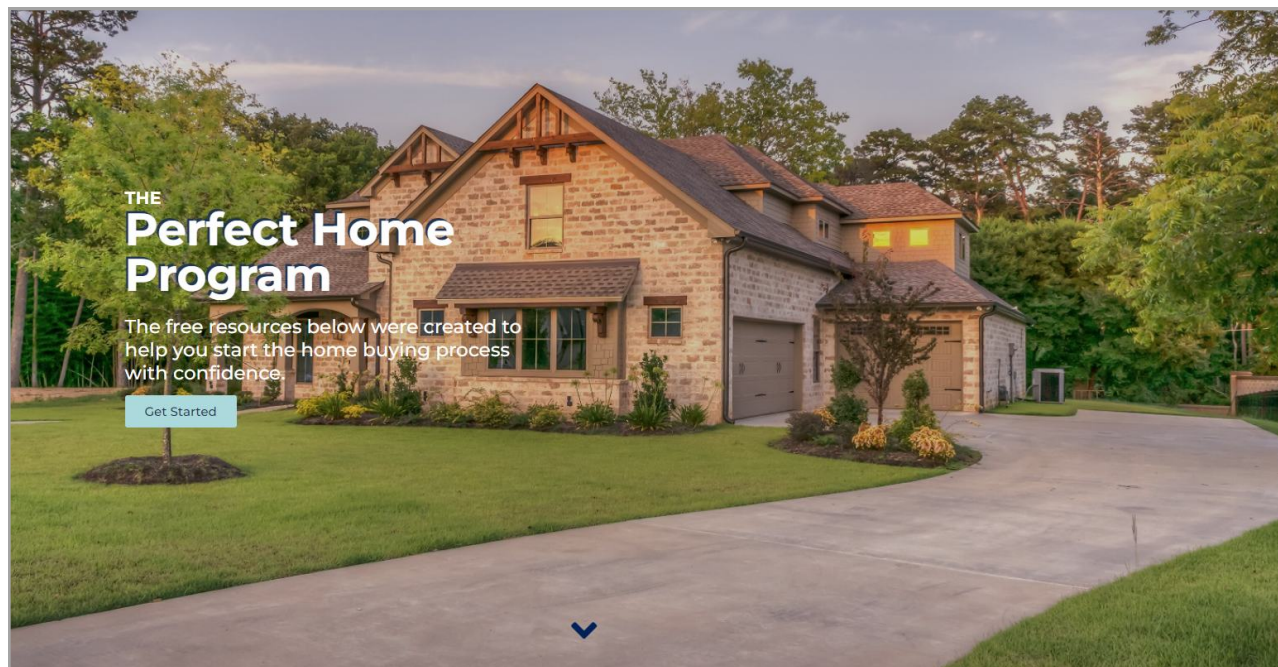
WATCH AD



WATCH AD

# WEB DESIGN

## PERFECT HOME PROGRAM



## ESTATE ACCELERATOR

**ESTATE ACCELERATOR**      HOME    ABOUT    RESOURCES    **GET STARTED**

### Do You Want More Listings?

Learn the exact strategy used to generate over \$100K in listing leads in less than 2 weeks  
Access our FREE \$100K Agent Blueprint below

**Yes Show Me How!**

### Listing appointments without cold calling FSBOs or door knocking

Dear Real Estate Agent,

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Gatton College of  
Business and Economics



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Gatton prepares graduates with the skills and knowledge they need to compete globally with the utmost integrity and professionalism. Through teaching, research, and outreach, we not only support economic growth, but have a direct, tangible influence on the lives of Kentucky's citizens and people around the world.

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\* I managed the site, but it was originally built by someone else

# CONTENT CREATION



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CHANNEL



REAL ESTATE  
INSTAGRAM



LEAD  
GENERATION  
VIDEO



GATTON  
COLLEGE  
OF BUSINESS