

Our Podcast Framework

BY **ICONS OF REAL ESTATE**



WHY YOU SHOULD START A REAL ESTATE PODCAST TODAY?

**CREATE ORGANIC CONTENT
THAT CONVERTS
LEADS & BUILDS
LONG-TERM RELATIONSHIPS
WITH YOUR TARGET AUDIENCE**



**ICONS of
REAL ESTATE**

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Executive Summary

In real estate, two things really matter if you want to take your business or career to elite status: creating great content and building strong relationships.

I'm sure you already know that relationships are the heart of your business.

But did you know that creating valuable, consistent content can deepen those connections and expand your reach?

Content creation - whether it's blogs, videos, or social media posts - allows you to position yourself as a trusted authority while staying top of mind with potential clients.

Now, what if I told you there's a way to do both simultaneously?

ICONS of Real Estate would like to introduce you to real estate podcasting!

Today, podcasting is more than just a trendy medium; it's a powerful tool that lets you showcase your expertise while connecting with your audience on a deeper level.

Whether interviewing local professionals, offering market insights, or sharing personal stories, podcasting gives your audience a reason to tune in and, more importantly, trust you.

It fulfills both content creation and relationship-building needs in one go.

At ICONS, we've developed a unique framework designed specifically to help real estate professionals like you leverage podcasting to grow your business.

We guide you through every step, from brainstorming topics that resonate with your audience to managing the technical side of production.

But here's the real magic - our approach isn't just about creating content. It's about building meaningful relationships that lead to more leads, more referrals, and ultimately, more closed deals.

And the benefits are tangible. Imagine consistently attracting high-quality leads without spending hours cold-calling or chasing prospects.

Or picture yourself becoming a local authority in your market, with clients seeking you out because they've heard your voice, trust your knowledge, and feel connected to you.

That's what podcasting can do for your real estate business, and we're here to help you make it happen.

Introduction

About ICONS of Real Estate

Let's talk about something that could truly transform your real estate career. Have you ever wondered how to stand out in this fast-paced, competitive world of real estate?

At ICONS of Real Estate, we've cracked the code, and I'm excited to share how we can help you grow your business in ways that you might not have considered before.

Now, let me tell you about the masterminds behind ICONS.

Kris Reid, our "cool-headed strategist," brings a unique blend of business acumen and marketing expertise.

He's the guy who understands the big picture but also knows the smallest details matter when it comes to growing a real estate business.

Kris is the architect of the ICONS strategy - he's all about building something scalable, yet deeply personal.

Then there's Tomas Fonseca, our "people connector" and podcast guru. He has a knack for guiding real estate professionals, from rookies to seasoned agents, to unlock their full potential.

Tomas is the heart behind our coaching and mentorship programs, helping real estate professionals not only reach their goals but exceed them.

Icons of Real Estate sits with the title of the #1 Real Estate Podcast Network, our mission is to make podcasting accessible to real estate professionals.

So, what exactly does ICONS of Real Estate do? In a nutshell, we focus on two main avenues:

1. Real Estate Podcasting

We help you create a real estate podcast that reflects your personality and expertise - or, if you're not ready to host, we can help you become a guest on one. Imagine having a platform where you can share your knowledge, connect with your audience, and build your brand, all while creating lasting relationships with other professionals.

Podcasting is a growth vehicle like no other, and we know how to make it work for you.

2. Real Estate Coaching & Mentorship

Beyond podcasts, we offer one-on-one coaching and mentorship designed to elevate your career.

Whether you're looking to sharpen your skills, streamline your business, or completely redefine your approach, Tomas and Kris, along with our team, will guide you step-by-step through the process.

Our coaching is tailored to your needs because no two agents are alike, and neither should their growth strategies be.

At ICONS, we don't believe in cookie-cutter solutions.

We're about crafting a personalized path for every agent, ensuring that you're not only creating engaging content but also building meaningful relationships that lead to real results - more listings, more clients, and ultimately, more sales.

So, if you're ready to take your real estate business to the next level, let's dive in! We're here to help you shine and become the **Icon** you're meant to be.

1.2 A Brief on Real Estate Landscape Today and How It's Been Influenced by Content Creation

The real estate landscape has shifted dramatically over the past decade, and much of this transformation is driven by social media and content creation.

Today, real estate is more than just showing homes or closing deals; it's about building trust, credibility, and lasting relationships through strategic, engaging content.

Agents who understand how to create and leverage content are positioning themselves as leaders in an increasingly competitive market.



97% of Homebuyers in America Use the Internet to Search for Homes

The U.S. housing market has experienced various fluctuations in recent years due to factors like fluctuating mortgage rates, housing shortages, and evolving buyer preferences.

According to the National Association of Realtors (NAR), as of 2023, **millennials now make up the largest group of homebuyers, representing 43% of all purchases.**



43% of Home buyers in the U.S. are Millennials

This generation is known for seeking authenticity and extensive research before making decisions.

Consequently, real estate professionals are turning to content creation to meet these expectations and build rapport with potential clients.

Another major factor is the rise of social media as a key marketing platform. Real estate professionals who create content tailored for social platforms, such as Instagram or YouTube, are seeing increased engagement and conversions.

These platforms allow agents to display their personalities, showcase properties, and educate audiences in real-time.

Studies have shown that 97% of homebuyers use the internet to search for homes,
and real estate-related content creation is one of the most effective ways to reach them.

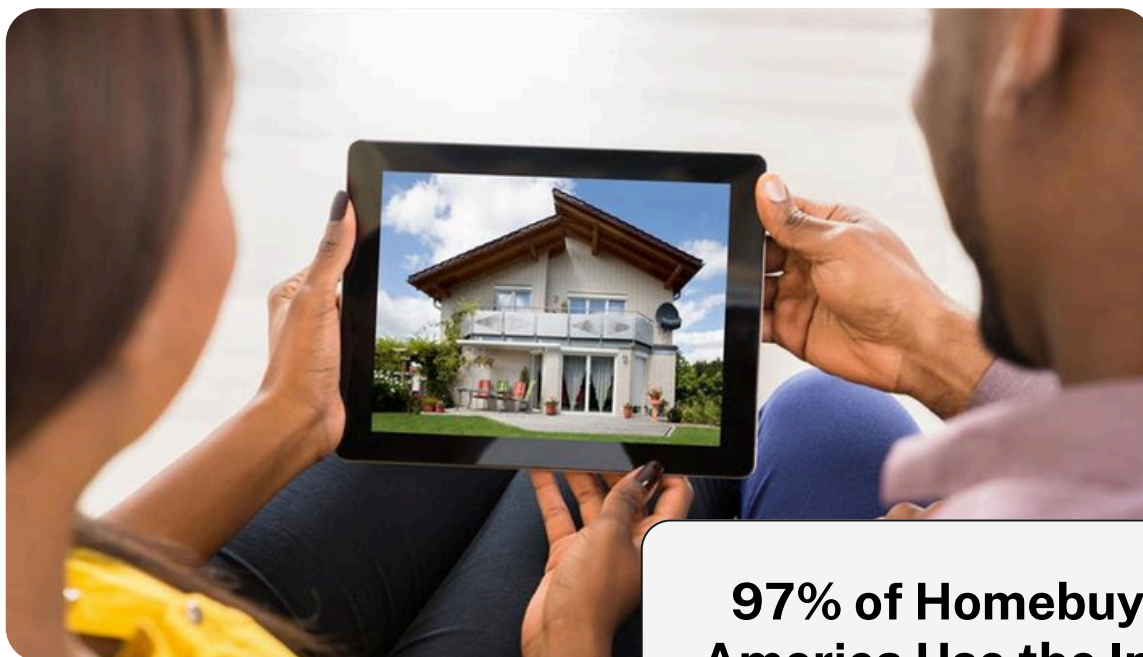
Therefore, creating valuable content is a necessity in real estate. Content creation allows professionals to position themselves as thought leaders, providing insights that go beyond listing properties.

Podcasts, videos, blogs, and social media posts give agents an avenue to educate their audience on market trends, home-buying tips, and local community insights.

Content creation humanizes the process, shifting from the cold, transactional real estate of the past to a more relationship-based approach.

For instance, real estate podcasts not only offer information but also give agents a platform to connect with both buyers and other industry professionals.

By integrating podcasts or social media videos, real estate agents become consistent, trusted voices in their communities.



97% of Homebuyers in America Use the Internet to Search for Homes

This approach is far more effective than traditional sales tactics. Buyers today crave authentic engagement, which content marketing can provide.

According to SEMRush, being active in your community and sharing valuable insights are strategies that many successful agents now use to establish authority and nurture client relationships.

The Impact of Digital Content on Local Markets

Another vital aspect of content creation is its ability to create hyper-localized authority. You can tailor your content to reflect the nuances of their local markets, addressing the unique needs of their communities.

By doing so, you become the go-to resource for local information. This will help you stand out from the competition and foster a deep sense of trust within their local client base.

Agents who use local data effectively in their content can attract more leads and maintain relevance in their market.

By consistently producing and distributing meaningful content, you can build authority, establish trust, and ultimately, sell more homes.

2. The Power of Content and Relationships in Real Estate Growth

2.1 Content as a Growth Driver

Content creation is one of the most powerful tools for business growth. Whether it's building your brand, engaging your community, or establishing yourself as a trusted voice, content offers real estate professionals a dynamic way to reach new heights.

When done right, it acts as a key driver for lead generation, brand loyalty, and even conversion.

Let's talk about why.



**Video Content Helped
86% of Marketers
Generate Leads in 2023.**

First off, content is everywhere, and it's crucial to understand its role in real estate.

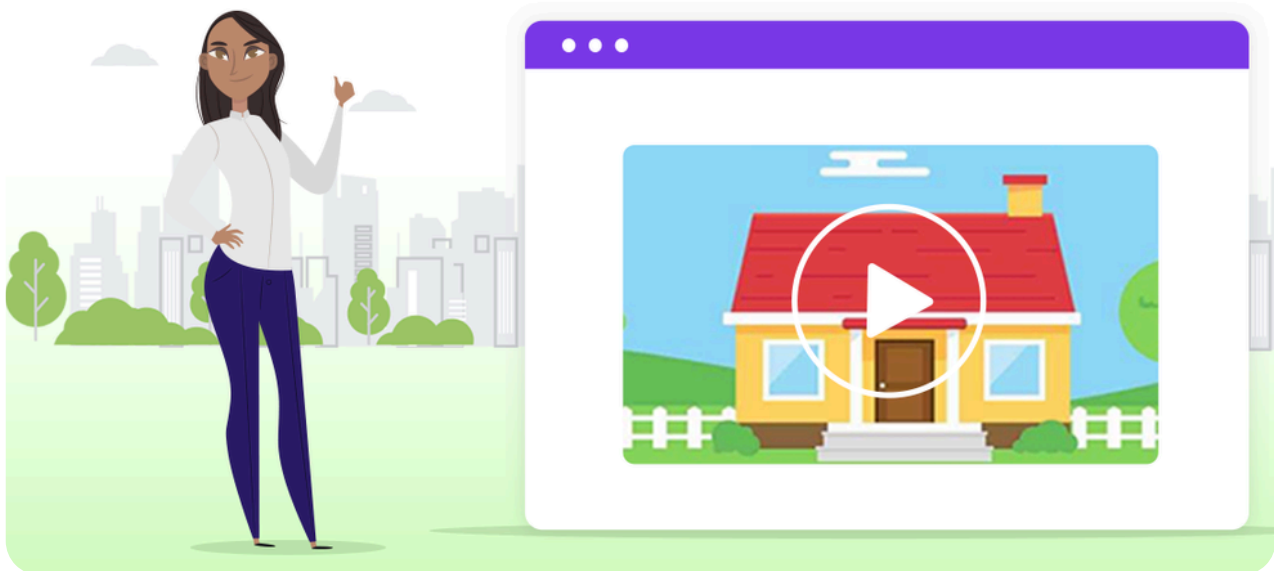
Home buyers and sellers today are more informed than ever. As we have seen in the introduction, a staggering 97% of home buyers start their journey online, consuming a variety of content - podcasts, videos, blog posts, market insights, and social media updates.

With this in mind, producing high-quality, consistent content allows real estate professionals to stand out in a crowded marketplace. It builds trust, creates emotional connections, and positions you as a go-to expert.

But content isn't just about pushing out information. The real beauty lies in its ability to foster genuine connections.

The most effective real estate professionals use content to tell stories. They share client success stories, provide valuable home buying and selling tips, and offer local market insights.

This blend of emotional engagement and practical advice drives audience loyalty and trust, something that is harder to achieve through traditional marketing tactics.



**Listings With Video Content Receive
403% More Inquiries than those Without.**

Data also supports the idea that content drives growth. In 2023, video content continued to dominate the digital space, with 86% of marketers reporting that video helped them generate leads. The real estate sector, too, has embraced this trend. Listings with video content receive 403% more inquiries than those without.

That's a staggering number!

This means that if you're not using video, podcasts, or other multimedia formats, you're potentially missing out on a large chunk of interested buyers.

2.2 Building Relationships for Sustainable Success

Building relationships is the cornerstone of sustainable success. You can generate leads and close deals, but without a foundation of strong, long-lasting relationships, that success is often fleeting. Real estate is a people business, and the most successful agents are those who understand that nurturing relationships leads to more than just immediate transactions; it fosters trust, loyalty, and future opportunities.

**“As the industry evolves,
one thing remains constant:
people want to do business
with those they TRUST!”**



So how can building relationships drive your long-term growth?

While technology and data analytics have revolutionized the real estate industry, personal relationships remain as vital as ever.

Agents who take the time to establish authentic connections with their clients often find that their business is not only more resilient but also more rewarding.

It's about being more than just a service provider you become a trusted advisor and a key part of your clients' lives.

Being genuine and approachable helps set you apart in an industry that can sometimes feel transactional. Clients remember agents who treat them like people, not just numbers on a sales sheet.

Relationship-Building Extends Beyond Clients

It's not just about clients, either. Building strong relationships with other professionals — whether it's mortgage brokers, home inspectors, or local business owners — helps create a network of trusted partners. These relationships lead to more referrals, stronger collaborations, and a wider pool of resources to draw upon for your business.

Agents who invest in networking with peers and related professionals often find that their growth opportunities expand beyond what they could achieve on their own.

Long-Term Growth Through Relationship Nurturing

But creating relationships is just the start. The real magic happens when you nurture them. Follow-up is crucial - staying in touch through personal notes, checking in on milestones, or even casual conversation keeps you top of mind for your contacts.

It's all about the personal touch, and this kind of ongoing engagement is where many agents drop the ball. A simple check-in can remind your network that you're there for more than just closing deals.

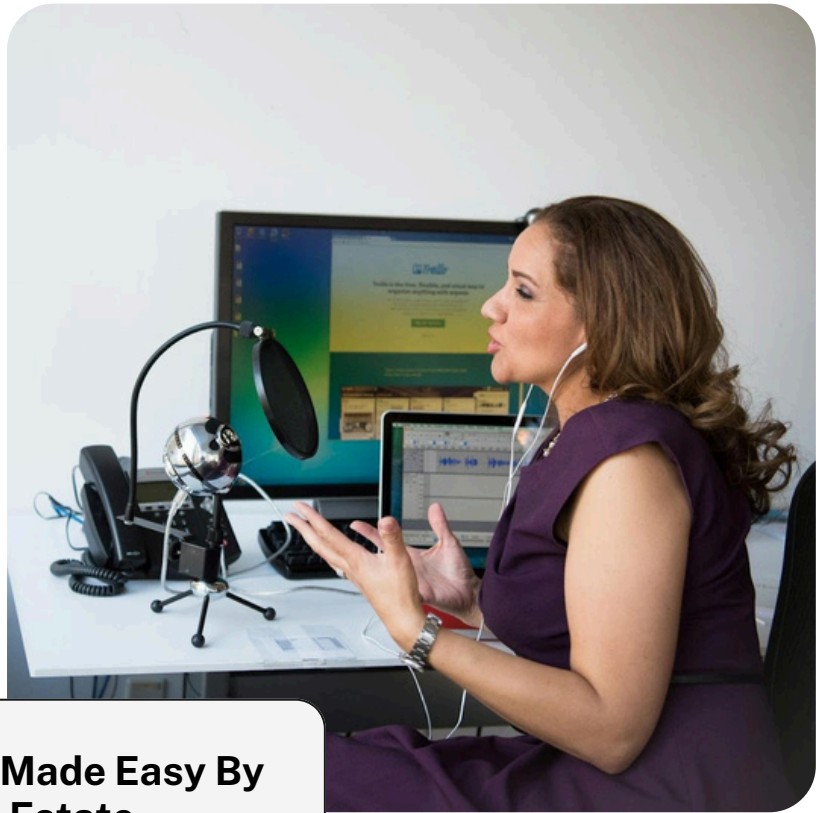
A podcast or a guest appearance on one allows you to have deeper conversations with industry leaders, local influencers, or potential clients.

These moments build a bridge between you and your audience. Focusing on relationship-building is a game-changer.

As the industry evolves, one thing remains constant:

people want to do business with those they trust.

3. How Podcasting Allows You to Create Content & Build Relationships at the Same Time



Podcasting at Home Made Easy By ICONS of Real Estate

3.1 Podcasting as a Dual-Function Tool

Imagine this: you're chatting with a friend over coffee, and the conversation effortlessly flows. You share ideas, stories, and insights, building a connection that feels genuine.

Now, picture that same energy but in a format that reaches a wider audience. Welcome to podcasting!

At ICONS of Real Estate, we believe podcasting is a unique platform that allows you to create content while simultaneously building meaningful relationships.

It's an innovative approach that's transforming how real estate professionals like you connect with your audience.

“Most marketing strategies can either help you create content or build relationships they cannot do both, but PODCASTING can!”



Our core value lies in the harmony of content creation and relationship building. Our framework is designed to allow you to do both effectively.

When you produce a podcast, you're not just talking about properties or market trends; you're engaging with your audience on a personal level.

This two-fold approach sets you apart in a crowded market.

3.2 Comparative Analysis

While cold calling may help you build relationships, it doesn't create lasting content.

Conversely, creating social media posts or blog articles may showcase your expertise, but they often lack the personal touch that builds trust.

**With podcasting, you achieve the best of both worlds.
You create valuable content that positions you as a knowledgeable
authority in your area while nurturing relationships with your audience and
industry peers.**

Let's talk about the first avenue of growth: content creation. A well-crafted podcast allows you to position yourself as the go-to real estate expert in your area.

Think about it. If you have a podcast discussing local market trends, community events, or expert interviews, you're establishing an aura of expertise that can't be matched.

For example, imagine your friend hosts a podcast about woodworking. You might not have listened to every episode, but when it comes time to tackle a home project, who are you going to ask for advice?

That's right - your friend, the expert. The same principle applies in real estate. By sharing insights, tips, and stories through your podcast, you naturally become the expert that people trust.

Now, let's not overlook the power of social media. In a world where everyone is posting about open houses and sold properties, your podcast content stands out.

While those posts show that you mean business, your podcast adds depth and demonstrates genuine value.

It's a great way to enhance your online presence. When potential clients see that you're producing engaging content, they're more likely to remember you when they need real estate services.

And remember, your podcast can serve as a nurturing campaign. By featuring it in your newsletters and on your social platforms, you keep past clients and leads engaged.

Staying top of mind is essential for cultivating those relationships, and a podcast is an excellent vehicle for doing just that.

Don't hesitate to mix in topics that go beyond real estate. Discuss local community events, interview local business owners, or share home improvement tips.

This not only diversifies your content but also positions you as a well-rounded expert in all things related to living in your location.

Consistency is key here. Regular episodes ensure you remain visible to your audience, and as your library of content grows, so does its long-term value.

On the relationship-building front, podcasting opens doors to connect you with experts in your field. Imagine interviewing a mortgage broker or a home inspector for your show.

Not only does this provide valuable insights for your audience, but it also lays the groundwork for potential business collaborations.

Remember, we're not here just to make friends; we're here to foster relationships that can put money in your pocket.

In short, podcasting is a powerful tool that allows you to create content while building relationships.

Our framework is designed to help you succeed in both areas. By embracing this unique approach, you position yourself as a trusted expert while nurturing the connections that can lead to sustainable growth in your real estate career.

Your audience, and your business, will thank you.

3.2.3 Podcasting: Combining Both for Maximum Impact

As we wrap up this exploration of podcasting's transformative power in the real estate landscape, it's clear that podcasting is a dynamic tool for growth. By merging content creation and relationship building, podcasting creates a powerful synergy that can maximize your impact as a real estate professional.

Podcasting allows you to craft high-quality content that resonates with your audience. It gives you a platform to share valuable insights, trends, and personal experiences.

Your voice becomes a beacon of knowledge, attracting listeners who seek expertise in real estate. This positioning not only elevates your brand but also fosters trust.

According to a survey by **Edison Research**, 54% of podcast consumers have a favorable opinion of the brands they hear advertised on their favorite podcasts. That's a significant opportunity for you to align your expertise with audience needs. Additionally, every episode we help you produce is an opportunity to connect with your audience in a meaningful way.

When you interview industry experts or local business owners, you not only provide valuable information but also cultivate a network of professional relationships. These connections can lead to referrals, partnerships, and even friendships that can be beneficial for your career.

This two-pronged approach is what will set you apart in a crowded marketplace. You'll not just be a typical real estate agent; you'll be a trusted advisor and a community leader.

This will foster loyalty among your audience, keeping you at the forefront of their minds when they consider buying or selling property.

Furthermore, podcasting contributes to your long-term visibility. With each episode you release, you create a content library that continues to attract listeners over time.

This consistent output not only builds your authority but also enhances your search-ability online.

Studies show that businesses with an active blog or podcast can experience increased website traffic and lead generation.

4. ICONS of Real Estate's Unique Podcast Framework



4.1 Core Values: Content and Relationships

At the heart of our framework lies a simple yet powerful core value: creating content while building relationships.

You might wonder, why is this so important?

Let's break it down. Imagine you're hosting a podcast.

Every episode is an opportunity to share your expertise, but it's also a chance to engage with guests and listeners alike.

You're not just talking into a microphone; you're fostering connections that can lead to referrals, partnerships, and a thriving network of support.

With our framework, you won't have to choose between content and relationships. You get to do both simultaneously.

**"We're not just a
podcast production company;
we're a growth company.
Our primary focus is
helping you sell
more houses!"**



4.2 Tailored Podcast Creation

Every podcast we help you create is tailor-made for your unique DNA and goals. This personalization is critical.

The more you can align your content with your audience's interests and your own expertise, the more effective your podcast will be.

Are you focusing on selling luxury homes? Let's tailor your episodes around high-end market trends and showcase interviews with local luxury service providers.

The key is personalization. A podcast that reflects your goals and the unique aspects of your market will resonate more with your listeners.

This creates a sense of authenticity that can differentiate you from other agents in your area.

For instance, if your podcast covers not just real estate but also local community events, home improvement tips, or interviews with local business owners, you'll be seen as a well-rounded authority on living in your area.

4.3 Growth-Focused Approach

We're not just a podcast production company; we're a growth company. Our primary focus is helping you sell more houses.

Every aspect of our framework is designed with your growth in mind. From strategic content planning to relationship-building techniques, we ensure you're on the right path to achieving your real estate goals.

A major avenue for growth through podcasting is your online visibility. By regularly producing episodes, you create a library of content that positions you as an expert.

Research shows that businesses prioritizing content marketing experience a 13 times greater ROI than those that don't.

By consistently sharing valuable insights and engaging with industry experts, you enhance your credibility.

Moreover, podcasting is an effective nurture campaign. Imagine this: you're not just reaching out to past clients once a year; you're providing them with valuable content consistently.

Regular episodes keep you top of mind, reinforcing your brand and expertise. It's like having a friendly chat over coffee but on a larger scale, allowing you to stay connected without the pressure of formal networking.

So, as you can see, ICONS' unique podcast framework is a strategic approach that combines content and relationships in a way that's effective and authentic.

You can turn your podcast into a growth vehicle that enhances your visibility, builds your reputation, and ultimately helps you sell more houses.

5. Benefits of Podcasting as a Real Estate Agent



Benefits of Podcasting For Real Estate Agents

5.1 A Podcast Will Position You as the Go-To Real Estate Expert in Your Location

When you host a podcast focused on real estate, you naturally position yourself as an authority in your area.

Each episode you produce allows you to share your knowledge, insights, and experiences.

This kind of content showcases your expertise, making it easier for potential clients to trust you when they're ready to buy or sell a home.

For instance, if you discuss market trends, neighborhood features, or even the buying and selling process, your audience will start to see you as their go-to real estate expert.

According to a study by HubSpot, 70% of consumers prefer to learn about a company through articles rather than ads.

With podcasting, you're providing that informative content in a more personal, relatable way.

“Become the go-to source of information about real estate in your area of operation”



5.2 Enhancing Social Media Presence

In today’s digital age, having a strong social media presence is essential for any real estate agent.

Podcasting gives you fresh, engaging content that can be repurposed across various platforms.

You can create short clips or sound bites from your episodes to share on Instagram, Facebook, or LinkedIn, attracting new followers and keeping your existing audience engaged.

Moreover, podcasts can be promoted through social media channels, where you can encourage discussions and interactions with listeners.

This creates a sense of community and fosters relationships, ultimately enhancing your online presence.

According to a survey by the Pew Research Center, nearly 25% of U.S. adults listen to podcasts, which means you’re tapping into a growing audience that values this medium.

5.3 Podcasting Will Help You Nurture Campaigns

Nurturing your relationships with past clients is vital for long-term success in real estate.

Podcasting serves as an effective nurture campaign by keeping you connected with your audience. Regular episodes allow you to stay top of mind without the pressure of direct selling.

For example, by sharing market updates, home maintenance tips, or even interviews with local businesses, you provide your past clients with valuable content that keeps them engaged.

This approach can lead to referrals and repeat business, as your audience will think of you when they or someone they know is ready to make a move.

5.4 Diversifying Content with Tangential Topics

While your primary focus may be real estate, podcasting allows you to branch out into tangential topics that interest your audience.

You can discuss local events, community highlights, or even home improvement tips. This not only keeps your content varied and engaging but also positions you as a well-rounded expert in your area.

By including diverse topics, you appeal to a broader audience, which can help attract new listeners who might not be actively looking for real estate services.

For instance, a podcast episode discussing local festivals or interviews with neighborhood business owners can draw in listeners who are interested in community involvement and lifestyle, giving you a chance to subtly showcase your real estate expertise.

5.5 Consistency for Long-Term Value

Consistency is key to building a successful podcast and, by extension, a successful real estate business.

Regularly publishing episodes keeps you in front of your audience, reinforcing your brand and expertise. Over time, as your content library grows, so does the long-term value of your podcast.

Data shows that businesses that prioritize content marketing, like podcasting, experience a 13 times greater ROI than those that don't.

By committing to a consistent podcast schedule, you not only build a loyal audience but also create a lasting resource for anyone interested in real estate in your area.

6. What Do the Numbers Say?



Crunching the Numbers: How a Real Estate Podcast Can Sell You More Houses

According to sources from our real estate partners, agents typically have a 20% (lower side) to 50% (higher side) conversion rate from leads coming from a trusted referral.

Let's assume that you record and publish one podcast per week with an expert guest on your show. Your guest has the potential to refer a lead or they could be a lead themselves.

There are 52 weeks in a year, 52 guests, so that means 52 potential referral partners!

For the sake of round numbers, let's assume we don't manage to get referrals from all your guests. From those 52, let's only consider 40 potential partners. We like to low ball.

It is not that crazy to say that in a valuable relationship being created with the right business touch, we can expect, on average, that each of these 40 potential referral partners will give 1 referral in the next 5 years. Right? 5 years is a long time, and we're just asking one single referral each!

It's on average, so some may give you 0, and some may give you 1, 2, or 3 referrals. But we're talking 5 years. This is enough time to test the success of a podcast.

Breaking down those 40 referrals stand for 8 referrals per year.

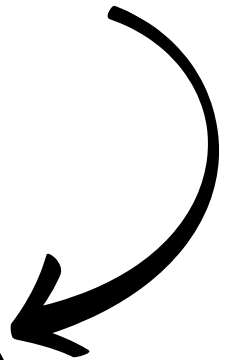
6.1 Basic Assumptions

1. **Podcast Frequency:** You create one podcast episode per week, resulting in **52 episodes** per year.
2. **Potential Referral Partners:** You expect to establish valuable relationships with **40 potential referral partners** (considering some will give you multiple referrals, and others might give none).
3. **Referral Time frame:** Over **5 years**, each referral partner is expected to provide, on average, **1 referral**.
4. **Conversion Rates:** You are considering two conversion rates:
 - **Low Side:** 20%
 - **High Side:** 50%



52 referrals - 12 = 40

40 referrals



6.2 Calculating Potential Referrals


1.Total Referrals Over 5 Years:

- 40 referral partners × 1 referral each = 40 referrals over 5 years.

2.Referrals Per Year:

- 40 referrals / 5 years = 8 referrals per year.

6.3 Converting Referrals to Leads


$$\begin{array}{r} 40 \text{ leads} \\ \div \\ 5 \text{ years} \\ = \\ 8 \text{ per year} \end{array}$$

Low Conversion Rate (20%)

- **Potential Conversions:**
20% of 8 referrals = $0.20 \times 8 = 1.6$ conversions per year.

High Conversion Rate (50%)

- **Potential Conversions:**
50% of 8 referrals = $0.50 \times 8 = 4$ conversions per year.

6.4 Yearly Growth from Compounding Referrals

Assuming the relationships deepen and generate referrals in subsequent years:

Year 1:

- **Referrals:** 8 (leading to conversions of 1.6 or 4)
- **Conversions:**
 - Low Side:** 20% of 8 = 1.6
 - High Side:** 50% of 8 = 4

Year 2:

- **New Referrals:** Add 8 more (same as Year 1)
- **Total Referrals:** 8 (Year 1) + 8 (Year 2) = 16
- **Conversions:**
 - Low Side:** 20% of 16 = 3.2
 - High Side:** 50% of 16 = 8

Year 3:

- **New Referrals:** Add another 8
- **Total Referrals:** 16 + 8 = 24
- **Conversions:**
 - Low Side:** 20% of 24 = 4.8
 - High Side:** 50% of 24 = 12

Year 4:

- **New Referrals:** Add another 8
- **Total Referrals:** 24 + 8 = 32
- **Conversions:**
 - Low Side:** 20% of 32 = 6.4
 - High Side:** 50% of 32 = 16

Year 5:

- **New Referrals:** Add another 8
- **Total Referrals:** 32 + 8 = 40
- **Conversions:**
 - Low Side:** 20% of 40 = 8
 - High Side:** 50% of 40 = 20

Summary of Potential Conversions Over 5 Years

- **Year 1:** 1.6 (low) / 4 (high)
- **Year 2:** 3.2 (low) / 8 (high)
- **Year 3:** 4.8 (low) / 12 (high)
- **Year 4:** 6.4 (low) / 16 (high)
- **Year 5:** 8 (low) / 20 (high)

6.5 Total Conversions Over 5 Years

- **Low Side:** $1.6 + 3.2 + 4.8 + 6.4 + 8 = 24$ conversions.
- **High Side:** $4 + 8 + 12 + 16 + 20 = 60$ conversions.

All of this, not even looking at the content we're pushing out and all the reach we're having with your podcast.

This works either you get 10 listeners on your podcast, or 1000, the predictable business is in the relationships.

Now, you add the business you're getting from pushing all that content, then we're talking about a real growth machine for your business or career.

Does this look like a great value proposition for you?
If so let's take a look at how we can create a podcast for you.

7. How to Start a Real Estate Podcast: A Step-by-Step Process By ICONS of Real Estate

You're probably convinced by now. This is your next business venture.

And now you have the framework and vision to do it.

But starting a real estate podcast can seem daunting,
but with **ICONS of Real Estate**, it's as straightforward as can be.

Whether you're new to podcasting or have some experience,

ICONS provides a simple, effective process to get you started.

Here's a step-by-step guide to launching your podcast, from the initial
contact to recording your first episode.

7.1 Step 1: Initial Contact and Consultation

When you first reach out to ICONS of Real Estate, you'll have a friendly conversation about your podcast vision.

This is where you'll discuss your goals, target audience, and potential topics. ICONS understands that every agent has unique insights and experiences to share, so they'll help you tailor your podcast to reflect your personality and brand.

Key Takeaway: This initial consultation sets the foundation for your podcast, ensuring it aligns with your vision and business goals.

7.2 Step 2: Orientation and Planning

Once your podcast concept is defined, ICONS will guide you through an orientation session. This step involves:

- **Equipment Overview:** You'll learn about the minimal equipment required. Essentially, you need a smartphone, a stable internet connection, and Zoom for recording interviews. This makes podcasting accessible, even for those who are new to technology.
- **Content Strategy:** Together with ICONS, you'll outline your first few episodes. This includes deciding on potential guests — such as industry professionals, local business owners, or community figures — who can bring valuable insights to your audience.

Key Takeaway: Proper planning is crucial. A well-structured orientation ensures you feel confident and prepared as you move forward.

7.3 Step 3: Recording Your Episodes

Once you're ready, it's time to start recording! Using Zoom, you can easily connect with your guests. Here's what to expect:

- **Simple Setup:** ICONS will provide you with clear instructions on how to set up your recording. This includes tips on ensuring good sound quality and managing the technology.
- **Interview Techniques:** You'll also receive guidance on how to conduct engaging interviews that resonate with your audience. This involves asking open-ended questions and encouraging conversation flow.

Key Takeaway: The recording process is designed to be seamless. With ICONS' support, you can focus on delivering great content without worrying about technicalities.

7.4 Step 4: Editing and Production

After recording, the next step is editing and producing your episodes. ICONS of Real Estate offers professional editing services to enhance your podcast. This includes:

- **Audio Quality:** They'll ensure your sound quality is top-notch, eliminating background noise and enhancing clarity.
- **Intro and Outro:** ICONS can help you create engaging intros and outros that brand your podcast effectively, making it feel polished and professional.

Key Takeaway: Quality production enhances the listener experience. With ICONS handling the technical aspects, you can concentrate on content.

7.5 Step 5: Launch and Promotion

Once your episodes are edited and ready to go, it's time to launch! ICONS will assist you in distributing your podcast to popular platforms like Apple Podcasts, Spotify, and Google Podcasts. Additionally, they'll help you develop a promotional strategy, which may include:

- **Social Media Marketing:** Sharing snippets and highlights on your social channels to attract listeners.
- **Email Newsletters:** Use your existing client list to inform them about your new podcast and encourage them to listen.

Key Takeaway: Launching and promoting your podcast effectively ensures you reach a wider audience and begin building your listener base.

Starting a real estate podcast with **ICONS of Real Estate** is a straightforward, five-step process that empowers agents to share their expertise while connecting with their community. With the right support and minimal equipment, you can create a high-quality podcast that enhances your brand, builds relationships, and positions you as a thought leader in real estate.

8. Our Work

8.1 Real Estate Podcasts Currently Produced & managed by ICONS of Real Estate





8.2 Testimonials



Kevin Tremmel

239 Real Estate Roundtable

Southwest Florida

Southwest FL realtor Kevin Tremmel praises Icons of real estate customer service & website development for...



Avery Carl

The Short Term Shop
Franklin, TN

Avery Carl is the founder of The Short Term Shop, a bestselling real estate author, Bigger Pocket speaker and...



Kate Barry

Failures to Fortunes
Brattleboro, VT

The Failures to Fortunes Podcast with Kate Barry offers actionable tips and the power of embracing setbacks...



Kathy Byrnes

Real Estate Riches Podcast

Mooreville, NC

Kathy Byrnes, a real estate agent specializing in waterfront properties, hosts the "Real Estate Riches Podcast..."



Rob Stein

The Impossible To Fail

Austin, TX

Unlock your potential with The Impossible To Fail Podcast hosted by Rob Stein. Gain valuable insights...



Shae Spitz

The R.E.A.L. Moms

Columbus, NEB

Discover resilience, entrepreneurship, and abundant living on The R.E.A.L. Moms Podcast...



Kyle Madorin

Real Estate on the UP

Orlando, FL

Kyle Madorin is a real estate agent with Upwell Realty based in Orlando, FL. Among the best in his field...

To Conclude:

Starting a podcast as a real estate agent offers incredible opportunities. It's a unique blend of content creation and relationship-building that positions you as an expert in your area, attracts leads and nurtures long-term relationships. A real estate podcast allows you to not only showcase your market knowledge but also build valuable connections with referral partners, clients, and other professionals.

The real estate market in the U.S. has been significantly shaped by content-driven strategies in recent years.

We've seen that agents who effectively leverage digital platforms to share their knowledge and connect with clients are the ones thriving in this ever-changing market.

Podcasting offers you a direct, personal way to communicate, educate, and engage with your potential clients.

Now more than ever is the perfect time to embrace this form of media, positioning yourself for long-term success while nurturing the relationships that matter.

By joining the **ICONS of Real Estate podcast network**, you're taking an important step toward becoming a pioneer and a figure of authority in your field.

Consumers today look for authenticity, expertise, and value in the content they consume - and podcasts provide the perfect medium for this.

If you're ready to take your real estate career to a class above, ICONS of Real Estate is here to support you.

You don't need fancy equipment - just your phone, Zoom, and the drive to build something meaningful.

The ICONS team, led by **Kris Reid** and **Tomas Fonseca**, provides the expertise and resources to ensure your podcast is high-quality, engaging, and geared for success. Together, we can build something that grows your business, strengthens your network, and keeps you ahead of the competition.

Your next big break can be a podcast episode away!

To download our other frameworks or book your 1st consultation go back to <https://iconsofrealestate.com/podcast-framework-download/>

Talk to you soon,
ICONS Podcast Guru,

Tomas