



FRAMEWORK SERIES

THE PODCAST PLAYBOOK

FRAMEWORK 01 OF 05 · THE WHY BEHIND  
THE PLAYBOOK

# THE PODCAST FRAMEWORK FOUNDATIONS.

Content and relationships from the same move. The math that runs to **24–60 conversions over 5 years**. The 5-step process to actually start. This is the lever most agents haven't pulled yet.

**Tomás Fonseca**

ICONS of Real Estate · The #1 Real Estate Podcast Network

Framework  
**01/05**

YOU'RE ALREADY RUNNING THE PLAYBOOK

# WHY PODCASTING WORKS FOR REAL ESTATE — AT A GLANCE.

This isn't theory. The numbers are real, the agents are real, and the playbook is what's in your hands.

**40** partners

Long-term referral partners built over 5 years from one episode a week.

**24–60** conversions

Closings traced back to the network over those 5 years, on top of everything you're already running.

**75** acres

Development deal closed by Icons agent Shae Spitz from a single pre-launch podcast guest.

SOURCE · ICONS SUCCESS STORY

**\$100M** facility

Lending facility opened by Icons agent Kathy Byrnes from one guest interview.

SOURCE · ICONS SUCCESS STORY

**54%**

Of podcast consumers have a favorable opinion of brands they hear on their favorite shows.

SOURCE · EDISON RESEARCH

**97%**

Of US homebuyers use the internet to search for homes.

SOURCE · NAR, 2023

**70%**

Of consumers prefer to learn about a brand through articles, not ads.

SOURCE · HUBSPOT

**13x** ROI

For businesses prioritizing content marketing versus those that don't.

SOURCE · HUBSPOT

## THE LEVER

# YOU'RE ALREADY RUNNING THE PLAYBOOK.

What if you could add **40 referral partners** to your real estate business over the next few years — through podcasting?

Not from cold prospecting. Not from extra hours on Instagram. From conversations.

Podcasting is the additional lever you can pull on top of everything you're already doing. One that builds relationships **and** puts out content at the same time.

Here's the math: one episode a week, sticking with it, you're looking at about **8 new referral partners every year**, growing to a network of **40 long-term partners** by

year five. At a typical conversion rate, that's **24 to 60 conversions** — all on top of what you're already running.

These aren't cold leads. They're people you've spent 25 minutes one-on-one with — sharing their story, putting them in front of your audience, building real mutual value. The kind of relationship that doesn't fade after a single transaction.

And the math is conservative. The framework assumes each partner sends you just **one referral over five years**. Some send zero. Others send two or three. Five years is a long time — we're asking for one.

**“The agents who pull ahead of this sea of content are the ones who become the go-to resource in their community.”**

## HERE'S THE LEVER



# ONE 25-MINUTE CONVERSATION. THREE WINS.

When you invite a guest onto your show, one 25-minute conversation creates real value for everyone in the room — at the same time.

## FOR YOU

## RELATIONSHIP + CONTENT.

You build a real relationship with someone you'd want in your corner — a fellow agent, a loan officer, a contractor, a past client, anyone with a story worth hearing. And that conversation becomes **content** — the episode itself, plus clips, posts, and email material you can pull from for weeks.

## FOR YOUR GUEST

## STAGE + REACH.

They get a stage to share what they're great at. They walk away feeling valued. And they get something hard to come by on their own — **reach to your audience**. People who care about real estate, your community, your market.

## FOR YOUR AUDIENCE

## REAL VALUE.

They get something useful — a real conversation with an expert they wouldn't normally have access to. Not a sales pitch. Not another reel. A **25-minute deep-dive** into something that affects their life — buying, renovating, financing, the local market.

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

— **ICONS OF REAL ESTATE**

NOW LET'S RUN THE NUMBERS

# THE MATH BEHIND 24-60 CONVERSIONS.

Most podcast advice talks about building your brand. That's nice — but does it turn into actual deals? Here's the math. All conservative. All worked out from the bottom up.

**01 START HERE**

### One episode a week. 52 a year.

You record and publish **one episode per week** — 52 episodes a year, 52 different guest conversations.

**02 THE CONSERVATIVE ASSUMPTION**

### Not every guest sticks. Plan for that.

Account for guests that don't pan out, and you're conservatively building **40 potential referral partners**. Assume each sends just **1 referral over 5 years** — some send zero, some send 2-3. Average = 1.

= 40 referrals over 5 years · 8 referrals per year.

**03 WHAT REFERRALS TURN INTO**

### Referrals close better than cold leads.

Per our real estate partners, agents typically convert leads from a trusted referral at a **20% (low side) to 50% (high side)** rate.

So 8 referrals per year becomes **1.6 (low) to 4 (high)** conversions per year.

### 04 Stack It Across 5 Years

YEAR	CUMULATIVE PARTNERS	LOW · 20%	HIGH · 50%
YEAR 1	8	1.6	4
YEAR 2	16	3.2	8
YEAR 3	24	4.8	12
YEAR 4	32	6.4	16
YEAR 5	40	8	20

LOW SIDE · 5 YEARS

**24**

conversions

HIGH SIDE · 5 YEARS

**60**

conversions

All on top of the calls, DMs, social, and open houses you're already running. This works whether you get 10 listeners per episode or 1,000. The predictable business is in the **relationships**.

REAL AGENTS. REAL SHOWS. REAL RESULTS.

# NUMBERS ARE ONE THING. AGENTS PULLING THE LEVER IS ANOTHER.

## SHAE SPITZ THE R.E.A.L. MOMS PODCAST COLUMBUS, NEBRASKA



In January 2024, before her show had even launched publicly, Shae pre-recorded an interview with a local real estate agent. A standard guest episode — share their story, build the relationship.

Five months later, that agent reached out about a development opportunity. They cited her local connections and her podcast. Eight months of negotiations later, in December 2024, **Shae closed on 75 acres of land** for a development in Columbus.

One conversation. Recorded before her show was even live.

“

*My win is that one of the very first agents I interviewed on my podcast ... reached out to me about doing a **development here in my local.***

SHAE SPITZ · ICONS SUCCESS STORY

## KATHY BYRNES REAL ESTATE RICHES PODCAST LAKE NORMAN, NORTH CAROLINA



In November 2024, Kathy interviewed a luxury agent on her show. Just a conversation about real estate. What she didn't know going in: the guest was part-owner of a bank offering minimum **\$100 million** commercial lending facilities.

That conversation turned into a \$100M-tier lending connection now feeding her global real estate work. 90+ episodes in, the relationships keep showing up.

“

*That conversation ultimately turned into a **huge opportunity for my business.** The connections I've made since I've been doing my podcast are incredible.*

KATHY BYRNES · ICONS SUCCESS STORY

**“The lever isn't audience size. It's the conversation itself.”**

OTHER AGENTS PULLING THE SAME LEVER

# DIFFERENT MARKETS. DIFFERENT NICHES. SAME LEVER.

ICONS produces and manages podcasts for agents at every stage. A few of the hosts running this play right now:



**MICHAEL TRAVIS**  
Waterfront Agent



**KATHY BYRNES**  
Real Estate Riches



**DEANA BRUMMETT**  
Make Yourself at Home



**SHAE SPITZ**  
The R.E.A.L. Moms



**CHRIS JANSEN**  
The Cash Flow Authority



**MERIAM HANSEN**  
Thoughtful Realtor · Sacramento



**RAMÓN DOMÍNGUEZ**  
Among Champions



**PHIL NYKAMP**  
The Keys to the Community

## WHAT'S IN THE TOOLKIT

# FIVE FRAMEWORKS. ONE PLAYBOOK.

You're holding the first framework in the set — the why. There are four more that walk you through the how. Together, they're everything you need to actually run this play.

01

## OVERVIEW — THE WHY

A podcast builds relationships and content at the same time. Every episode = one move that lands a real referral partner AND content that proves you know your stuff. The math runs to **24–60 conversions over 5 years.**

YOU  
ARE  
HERE

02

## INVITING GUESTS — PHASE 1

How to find the right guest — someone who actually fits your show and your business. Then ask them on. One ask, three wins: a referral partner, a stage for them, value for your audience.

PHASE 1  
FINDING  
GUESTS

03

## HOSTING — PHASE 2

You've got 25 minutes with someone who said yes. How to actually use that time to build a real relationship — plus **13 follow-up moves** so when you reach out later, they remember you.

PHASE 2  
RECORDING  
DAY

04

## LAUNCHING — PHASE 3

How to actually launch — getting those first episodes out and making sure people notice when the show drops. So you don't go live to crickets.

PHASE 3  
THE  
LAUNCH

05

## DISTRIBUTION — PHASE 4

Two things: getting your show on every platform people actually listen on (Spotify, Apple, YouTube, Amazon, iHeart, all of them). And turning each episode into clips, posts, and email content.

PHASE 4  
PUBLISHING  
& GROWTH

Want all five? Grab them free at [iconsofrealestate.com/podcast-framework-download](https://iconsofrealestate.com/podcast-framework-download)

## WHAT THIS ACTUALLY UNLOCKS

# FIVE THINGS THAT BUILD UP THE LONGER YOU STICK WITH IT.

## UNLOCK / 01

## BECOME THE **GO-TO EXPERT** IN YOUR MARKET.

When agents in your area are running ads, you're running real conversations. Listeners get to know how you think — trust isn't something you buy with a Facebook ad, it's something people feel after 25 minutes with you.


**70%** of consumers prefer to learn through articles, not ads.  
— [HubSpot](#)

## UNLOCK / 02

## YOUR **SOCIAL MEDIA** GETS STRONGER.

Every episode is a video conversation. Cut it up: short clips for Reels, longer cuts for YouTube, quote graphics for LinkedIn, audiograms for stories.

**85%** of video marketers say video has helped them generate leads. — [Wyzowl 2025](#). Real estate listings with video get **403%** more inquiries.

 **Done-for-you:** ICONS turns each episode into clips, posts, and email material — content shows up in your feeds without you doing the editing.

## UNLOCK / 03

## YOUR **NURTURE GAME** GETS EASIER.

Past clients fall out of touch. Leads go cold. The fix is staying top of mind without feeling pushy — and a podcast is the cleanest way to do that. Feature episodes in your newsletter. Share clips. Text past clients an episode relevant to their situation.

You're staying connected with content, not pitches.

## UNLOCK / 04

## BRANCH INTO **TOPICS BEYOND REAL ESTATE.**

Your show doesn't have to be only listings and market reports. Some of the best episodes are with local business owners, interior designers, mortgage brokers, financial advisors, contractors.

You become the voice of your local area — not just the real estate version of the same five tips.

## UNLOCK / 05

## THE WORK **BUILDS UP** THE LONGER YOU STICK WITH IT.

Every episode you publish stays online. Two years from now, someone Googles real estate in your market and finds an episode from year one. That's leads coming in while you sleep. Businesses prioritizing content marketing experience up to **13x greater ROI**.

— [HubSpot](#)

## HOW YOU ACTUALLY START



# STARTING A PODCAST CAN SOUND LIKE A LOT. IT ISN'T. FIVE STEPS.

## 01 INITIAL CONVERSATION.

A friendly chat about your podcast vision — your goals, your audience, the topics you'd cover. You don't need a polished plan walking in. You need clarity by the time you walk out: **who's it for, what's it about, what's the win.**

## 02 ORIENTATION & PLANNING.

**Equipment** — much less than you think. A smartphone, stable internet, Riverside or Zoom. No studio, no soundboard, no expensive gear. **Content strategy** — outline your first few episodes; decide on potential guests. Framework #2 walks you through this in detail.

## 03 RECORD YOUR EPISODES.

Using Riverside or Zoom, you connect with your guest. Hit record. Have the conversation. Hit stop. Framework #3 (Hosting) covers sound setup, interview techniques, and the 25-minute structure.

**DONE-FOR-YOU** ICONS provides recording setup, technical guidance, and live coaching for first-time hosts. We even help book the right guests through our network.

## 04 EDITING & PRODUCTION.

This is where most solo agents stall out. Editing is tedious. Intro/outro design is technical. Sound cleanup, color correction, audiograms — it's a lot of separate skills and software.

**DONE-FOR-YOU** ICONS handles all editing — audio cleanup, branded intros and outros, video color correction, and clip cutting. You record. We deliver a polished, ready-to-publish episode.

## 05 LAUNCH & PROMOTION.

Distribution to platforms (Apple, Spotify, YouTube, Amazon, iHeart, Pocket Casts, Overcast). Social media marketing — clips, posts, audiograms. Email — notify your list, feature episodes in your newsletter.

**DONE-FOR-YOU** ICONS handles full RSS distribution, cuts and schedules social clips, designs branded post graphics, and includes episodes in your email outreach. The launch happens without you doing the heavy lifting.

WHO'S WRITING THIS

# A GROWTH COMPANY THAT HAPPENS TO MAKE PODCASTS.



## KRIS REID

### THE STRATEGIST

Strong business and marketing background. Kris is the one figuring out how to make this work **at scale** without it feeling templated.



## TOMÁS FONSECA

### THE PODCAST GURU

The people side. I'm who you'd actually talk to about your show — what topics, what guests, how to find your voice on the mic.

WHERE YOU GO FROM HERE

PATH 01 / DIY

## DO IT YOURSELF.

Grab the other four frameworks and build your podcast on your own time. Inviting guests, hosting, launching, distribution — written so you can run it solo.

[iconsofrealestate.com/podcast-framework-download](https://iconsofrealestate.com/podcast-framework-download)

PATH 02 / DONE-FOR-YOU

## HAVE US RUN IT.

You show up to a 25-minute conversation each week with a guest. We handle everything else. Most clients are live in **2-3 weeks** from the first call. Book a 20-minute call:

[iconsofrealestate.com/podcastproduction](https://iconsofrealestate.com/podcastproduction)

# YOUR NEXT BIG BREAK CAN BE A PODCAST EPISODE AWAY.

— TOMÁS FONSECA

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