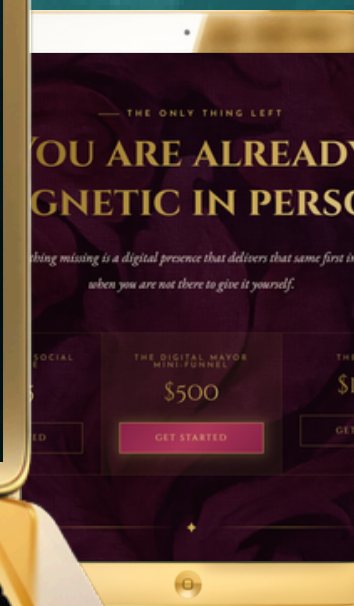


# Real Estate Rainmakers

**DIGITAL  
MAYOR  
DOMINATION**



**WITH SARAH LAYTON**





# Real Estate Rainmaker Your Mission...

**DIGITAL MAYOR DOMINATION**  
*WITH SARAH LAYTON*

Monetize Your Daily  
Action Steps to Become  
the Local Digital Mayor  
of your Market

THE QUIET INVASION:

*Google Just Slipped  
Inside the Transaction  
Without Asking  
Permission*



# IN THIS LESSON, YOU WILL LEARN

01

*Mindset*

Adopt the Digital Mayor mindset to protect yourself from being commoditized.

02

*Strategy*

Discover how to Leverage Your Daily Action Steps Into Effortless Content That Converts.

03

*Mistakes*

Avoid the biggest mistakes most agents make with their content & marketing strategy.

04

*Systems*

The 6-Figure Vendor Referral System that creates an instant cash injection

# Meet Amy Stockberger



- CHARGES 100 PREFERRED VENDORS \$3,500 PER YEAR
- VENDORS GET AMAZING VALUE BY BEING PROMOTED IN EVERYTHING SHE DOES
- AMY OFFERS CLIENTS A FREE VIP CLUB WHICH GETS THEM DISCOUNTS & EXCLUSIVE FREEBIES WITH THE VENDORS

AMY MAKES \$350K FROM VENDORS

# The Value of Your Vendors



- RELATIONSHIPS SET YOU APART TO CLIENTS SO NURTURE THEM BEFORE YOU NEED THEM
- VENDOR MANAGEMENT IS TRANSACTION MANAGEMENT
- VENDORS WILL PAY YOU FOR ACCESS

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**WHAT IS YOUR  
TIME WORTH?**



*Presence*

WITH BEING THE DIGITAL MAYOR  
OF YOUR TARGET MARKET

# ALL ROADS SHOULD LEAD BACK TO YOU

01

Search Engine Optimization

02

Document Your Daily Footsteps & Collaborate with Local Businesses for Mutual Exposure

03

Create products that replicate or enhance your services to further monetize your downline & increase quality web traffic

# Why Real Estate?



- Making Money Isn't Enough - I need to make a difference to honor my sister & feed my soul
- When I worked in as an Agent's Assistant and then again in Title, I saw how badly agents were suffering.
- I have the greatest potential to make a meaningful difference in real estate because...

# Agents Are Suffering

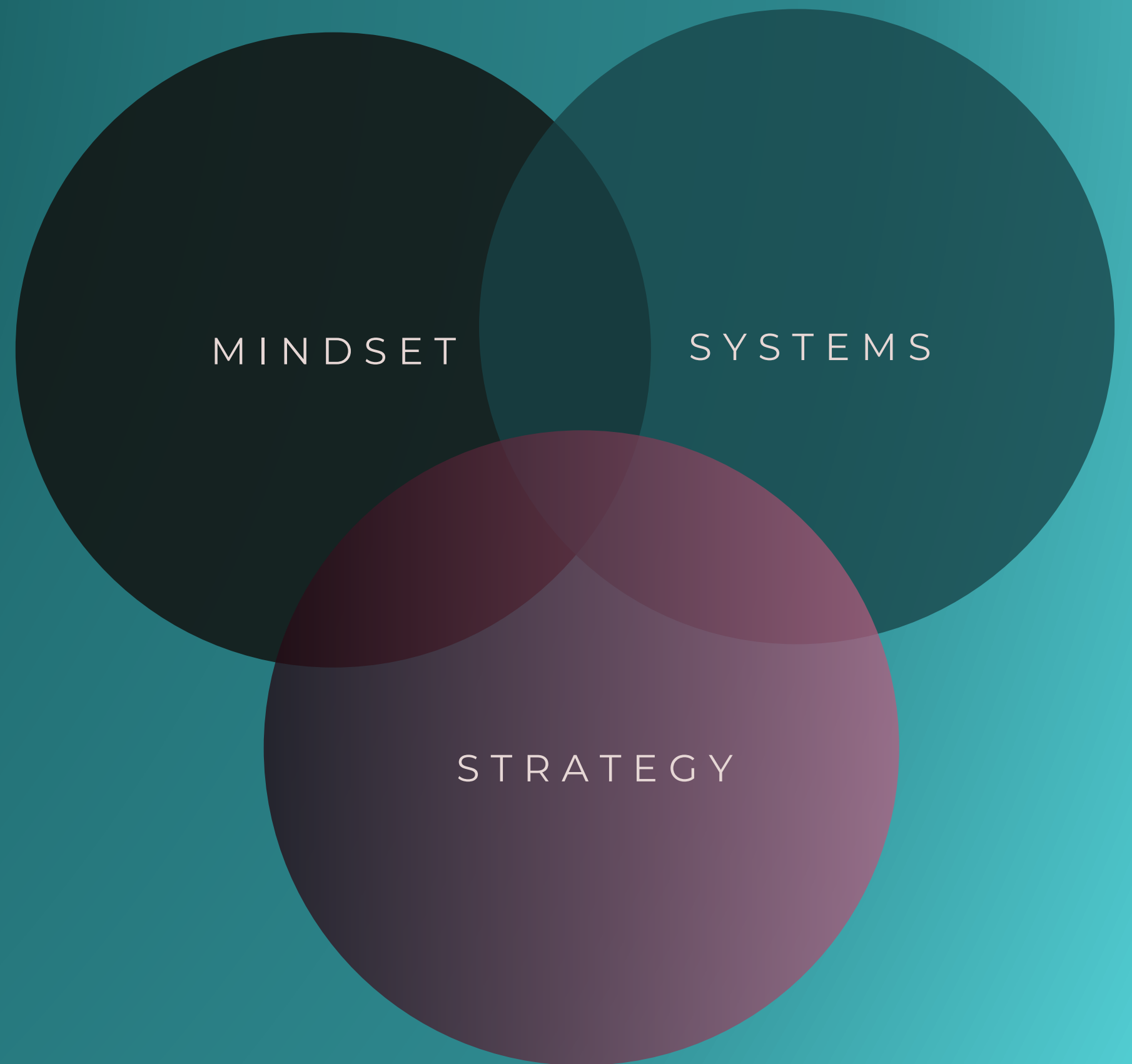
- Real Estate industry has the second-highest rate of clinically diagnosed depression (15.65%), trailing only the local/intercity passenger transit industry. For context, the national average across all industries is roughly 7%.
- 75% admitted to going to work while feeling mentally unwell to maintain the "successful agent" image
- 1 in 2 agents report that the demands of the job have negatively affected their family or social life, leading to a cycle of isolation



# *Booked Out* & BURNED OUT

Being booked-out for years burned me out and led to a 2-year period of severe depression and recovery.

I had to understand why this happened to me and why some clients implemented what I taught so easily while others struggled so severely. I knew it had to be deeper than laziness so I went deep into behavioral psychology.



# The Biggest Mistakes Agents Make



## WEBSITE

Your content must be on a website you own & have control over.



## AI SLOP

If you use AI-generated content the entire strategy will fail & Search Engines will bury you. Same goes for templated content from brokers.



## AGENCIES

Your content capsule must be written by someone who knows buyer psychology, SEO, NLP, and real estate law.



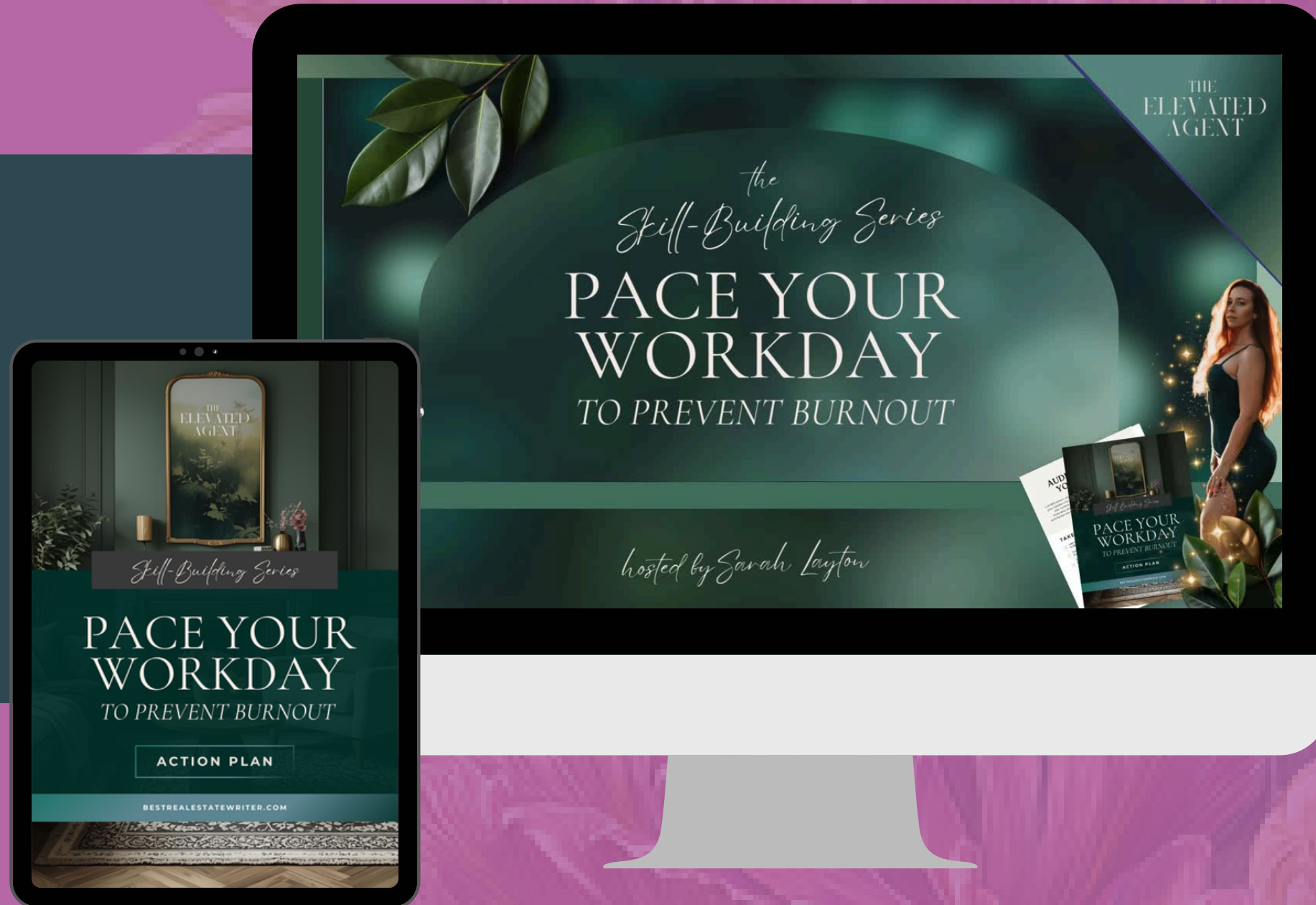
*Repurpose*

EVERGREEN

Escape The Content Treadmill By  
Creating Evergreen Content  
Capsules & Repurpose Them  
Endlessly

# Why Products?

INSTEAD OF COACHING  
MY CLIENTS 1X1 I CAN  
SERVE THEM  
ON-DEMAND, AT SCALE



Proof...

## HOW I SOLD OUT A COMMUNITY WITH SEO



Hired to promote Harbourside in Florida

When hired, Developer was spending \$20K+ per month on marketing

I charged \$6K for a content capsule & told them to cancel all other marketing spend

Sold out within 10 weeks & clients only regret was not hiring me earlier

# THE FAQ STRATEGY

The Easiest Way To Add Content  
To Your Website Every Week That  
Is Perfect For YouTube Shorts &  
social media.



*HAVE QUESTIONS?*  
BOOK YOUR OWN ASK ME  
ANYTHING CALL TO GO DEEPER.



— THE ONLY THING LEFT

# YOU ARE ALREADY MAGNETIC IN PERSON.



*The only thing missing is a digital presence that delivers that same first impression  
when you are not there to give it yourself.*



THE POLISHED SOCIAL  
PRESENCE

\$275

GET STARTED

THE DIGITAL MAYOR  
MINI-FUNNEL

\$500

GET STARTED

THE VIP DAY

\$1,200

GET STARTED





- SALES FUNNELS
- WEBSITES
- SEO & TRAFFIC
- CONTENT STRATEGY
- DIGITAL PRODUCTS
- CANVA & DESIGN