



TheGenie.ai GetGeoSocial Marketing System Overview

Service Title: GetGeoSocial Exclusive Zip Code Marketing System

HEADLINE: Generate more listings with GeoSocial Marketing

Description: Breakthrough technology engages the exact property owners in specific neighborhoods with content owners find valuable, keeping you top of mind, building trust with sellers to earn more listings.

Key Features:

- **Exclusive Zip Code Protection:** Ensures no competition within the targeted Zip Code.
- **Executive Strategic Planning:** Design niche plans tailored to the area, focused on listing attraction.
- **State of the Art Technology Stack:** TheGenie eco system brings a game changing solution to your zip.
- **Done For You Campaigns:** Weekly strategic campaigns, focused on performance KPI's including listings.
- **Paisley AI:** Your 24 hour a day marketing assistant to produce content and engage property owners.
- **Commitment to SUCCESS:** Listing Mastery Coaching Led by Listing legend Gary Gold – LEVEL UP!!!
- **Inner Circle Invitation:** Experience tomorrow's ideas today in TheGenie "Genius" Innovation Lab.

Ideal Partner:

Ideal Partner: The ideal partner for the GetGeoSocial Marketing System is a real estate team, professional or agency looking to enhance their listing attraction efforts. This includes:

- **Real Estate Mega Team:** Seeking to dominate specific neighborhoods and secure more listings.
- **Real Estate Mega Agents:** Looking advanced marketing tools to increase overall performance.
- **Boutique Brokerage Firms:** Aiming to differentiate from the big box brokers with high-value gear for agents.

REALTOR Profile:

- Typically, a top 5 ranked listing agent in their market.
- Active on social media platforms.
- Interested in leveraging technology to improve business outcomes.
- Looking for exclusive marketing opportunities to stand out from competitors.

Key Benefits:

Customer Experience and Results:

- **Precision Targeting:** Engage homeowners with unparalleled accuracy.
- **Cost Efficiency:** Pinpoint accurate targeting enhances reach, cuts costs and eliminates waste.
- **High ROI:** Trust building model to educate and bring value accelerates organic listing share momentum.
- **Competitive Edge:** Exclusive zip code access drives competitive advantage by keeping competitors out.
- **Comprehensive Engagement:** Managed content and campaign systems, keeps you top of mind.
- **Instant Execution:** Ready-to-use system with no need for additional staff training.
- **Imminent Success:** Tech built by listing masters for listings masters... does it get better than that? .



Pain & Gain:

The Pain: Recently, the government forced Facebook and other platforms to eliminate geofencing and demographic targeting for all housing related advertising by introducing a “Special Housing Category”, that almost instantly delivered a crushing blow to the Real Estate industry, especially Listing Agents.

No longer could a realtor create a geofence around a farm, or target the owners in zip code, instead; REALTORS are now forced to advertise in a 30-mile circle, with zero demographic filters. An outcome proven to be inefficient and costly.

The Gain: With GeoSocial Audience Optimization, REALTORS now have the flexibility to target as few as 300 owners in a neighborhood via Facebook and Instagram. We bring back what Facebook took away, except BETTER!

A GeoFence ad only reaches people inside the fence and MISSES a KEY demographic in absentee owners, aka the multi deal investor clients who live outside the “Fence”. With a GeoSocial Audience, your ads reach owners anywhere on the globe. A breakthrough that unlocks a door every leading REALTOR should want a key to... especially listing focused ones.

Unique Selling Points (USPs):

Key Differentiators:

- **Exclusive Zip Code Protection:** Ensures no competition within the targeted areas.
- **Advanced AI Technology:** Utilizes proprietary algorithms for accurate targeting.
- **Regulatory Compliance:** Designed to comply with housing industry regulations.
- **Synchronized Social Campaigns:** Syncs directly with META social media ad manager for seamless execution.
- **CRM Integrated:** Never miss an opportunity, instant delivery of engagements to clients CRM
- **Expert Coaching:** Access to mentorship and lead conversion mastery.
- **Fully Managed Service:** Offers "Done For You" campaigns, reducing the workload for realtors.

Special Offer Details:

GetGeoSocial Exclusive Zip Plan | Price and Inclusions:

- **Investment:** \$6000 mo. @ 12 mo. until take over by transaction %
- **Included Services:**
 - Access to GeoTargeting Analyzer and Paisley AI Technology.
 - Onboarding and Social Account readiness
 - Weekly "Done For You" GeoSocial marketing campaign management
 - Exclusive LOCK of your selected zip code.
 - Monthly KPI review and Quarterly strategy sessions.
 - On Demand Expert coaching and mentorship.
- **Not Included:**
 - Social/Digital Advertising Budget – est: \$250 per week
 - GeoSocial Audience Optimization