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# Real Estate Marketing Strategy for Ty

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Full-Service Digital Marketing Package

February 2026

## THE OPPORTUNITY

# Prescott is wide open for a digital-first agent

The agents who win in 2026 are the ones with the strongest digital presence. Most Prescott agents are running outdated playbooks.



### Market Dynamics

- Prescott is booming for retirees and remote workers
- One of Arizona's fastest-growing markets
- High buyer intent but limited inventory
- Most agents still rely on referrals only



### Ty's Advantage

- Exclusive builder partnerships (Capstone, ECCO)
- Access to new construction inventory
- Young, tech-savvy, willing to be on camera
- Perfect timing to fill the digital gap

## THE COMPETITION

# Here's what Prescott agents are doing online right now

We looked at the top-producing agents in Prescott. This is what we're up against.

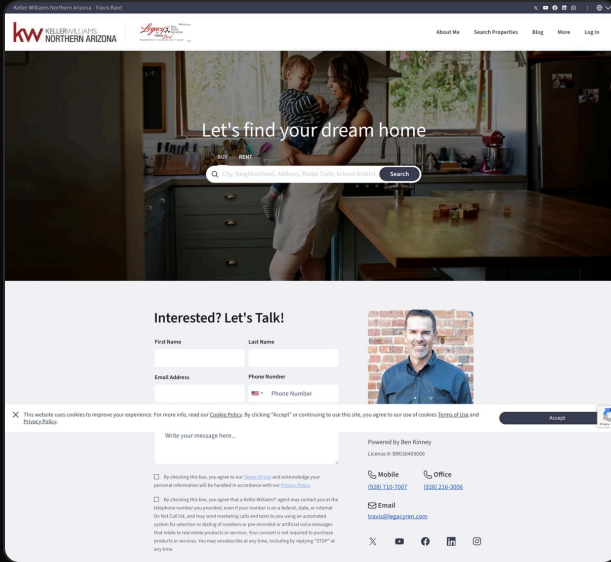
### What most Prescott agents have

- Template brokerage website (KW, Realty One, etc.)
- Facebook page with sporadic listing posts
- No video content at all
- No TikTok, no Reels, no YouTube
- No email marketing or lead funnels
- Zero paid advertising

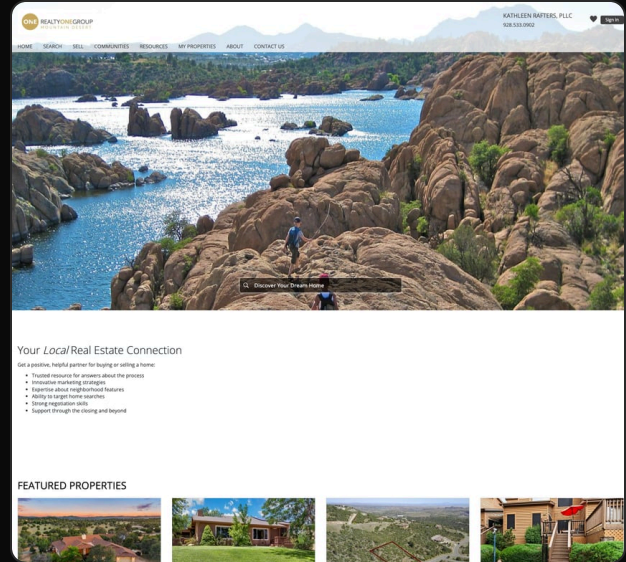
### What Ty will have

- Custom website with Home Finder app
- Content 5 days/week across every platform
- 20-25 edited videos per month
- Paid ads on Facebook, Google, TikTok, YouTube
- Automated email sequences capturing leads 24/7
- SEO, retargeting, and analytics

**Here's what the top Prescott agents' websites actually look like:**



**Travis Bard** — #1 agent, 88 sales in 3 years. Default Keller Williams template. No custom branding.



**Kathleen Rafter** — 45 sales in 3 years, \$518K avg. Broken images, generic blog posts, no video.

These are the agents dominating the market right now. Template websites, no video content, no social media strategy, no paid ads. A real digital presence in this market isn't competing with anyone. It's filling a vacuum.

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## FOUNDATION

# We've already started building

Ty's website is in progress with real builder data from Capstone and EĆCO. Here's where it is and where it's going.

✓ In Progress

🔨 Still Building

- **Website live** with community data and lead capture
- **6 communities** with real pricing from both builders
- **SEO foundation** in place

- **Individual community pages** with floor plans and photos
- **Home Finder Quiz** (interactive tool that matches buyers to communities)
- **Lead magnet pages** (relocation guide, area map, buyer's guide)
- **Seller page** for people who need to sell before buying new construction
- **About Prescott** relocation guide page
- **Multiple domains** (prescottnewhomes.com, etc.) routing to targeted landing pages
- **Email automation** sequences and CRM integration
- **Retargeting pixels** for Facebook and Google ads

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## FULL PACKAGE

# Everything C41 delivers

### **Content & Social**

- 20-25 edited videos/month

### **Digital Foundation**

- Website maintenance & updates

### **Design & Creative**

- Tesla wrap design

- 5 days/week posting (all platforms)
- Instagram, TikTok, YouTube, Facebook
- Captions, graphics, hooks

- Email marketing system
- Lead magnets & quiz tools
- SEO & Google Business Profile

- A-frame signs & materials
- Branded graphics & templates
- Print & digital assets

### **Paid Advertising**

- Facebook & Instagram campaigns
- Google Ads management
- Landing page optimization
- Ad spend tracking & reporting

### **Research & Strategy**

- Prescott market research and trend tracking
- Competitor analysis (what other agents are doing)
- Content trend spotting (what's working on social)
- Monthly performance reports and strategy adjustments

### **Lead Nurturing**

- Automated email sequences
- Monthly newsletters
- Follow-up systems
- CRM integration

## CONTENT MACHINE

# Ty films, we produce. 5 days a week.

Ty's already comfortable on camera. He just needs to film quick clips throughout his day and send them over. We handle everything else.

### Content Types

- Home tours (new construction & resale)
- Prescott lifestyle (restaurants, hikes, events)
- Market education and pricing breakdowns
- "Guess the price" and engagement hooks
- Community spotlights
- Client testimonials

### Production Flow

- Ty films quick clips on his phone throughout the week (2-3 hours total)
- C41 edits with captions, graphics, hooks, and trending audio
- Same video cross-posted to all platforms simultaneously
- C41 handles all posting, captions, hashtags, and scheduling
- C41 tracks market trends, competitor content, and what's working
- Monthly content strategy based on analytics and engagement data

# 20-25

edited videos per month

# 5

posts per week, Mon-Fri

## LEAD GENERATION

### What the data says

Here's what the industry research actually shows for real estate lead generation at this level of marketing investment.

#### Monthly Lead Projections

MONTH RANGE	PAID LEADS	ORGANIC LEADS	TOTAL LEADS	REALITY CHECK
Month 1-3	20-50	5-10	25-60	Building momentum, testing ads
Month 3-6	40-80	10-25	50-105	Organic content gaining traction
Month 6-12	60-120	20-50	80-170	Flywheel effect kicks in

#### Paid Ads Reality

→ Facebook CPL in Prescott: \$5-25 (smaller market advantage)

#### Organic Growth

→ Month 1-2: Slow start, building audience



- \$1,000/month ad spend = 40-100 leads (email captures)
- \$1,500/month ad spend = 60-150 leads
- These are email captures, not qualified buyers
- Conversion to client: 1-5% with good follow-up

- Month 3-6: Content gaining momentum
- Month 6+: SEO and social compounding
- Organic leads convert 3-5x better
- People already trust you from content

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## ROI

# The math that matters

One closing pays for months of marketing. Here's the breakdown.

# \$8,500

base commission per closing (flat rate, new construction)

# \$3.5-4K

monthly cost (\$3K fee + \$500-1K ads)

## The real math (base tier):

- 1 closing = \$8,500 vs ~\$3,750 cost = **\$4,750 net profit and over 2 months of marketing paid for**
- 2 closings = \$17,000 vs ~\$3,750 cost = **\$13,250 net profit**
- 3 closings = \$25,500 vs ~\$3,750 cost = **\$21,750 net profit**

This is the base commission tier. Resale homes and higher-end builds pay \$15-18K+ per closing, so ROI could be even bigger depending on the mix.

**How realistic is 1-2 closings/month?** By month 3-6, at 50-100 leads/month with a 2% conversion rate, that's 1-2 closings. Industry average conversion is 0.5-1.2%, but agents with proper follow-up systems hit 3-5%. That's what the email sequences and CRM are for.

### Market Data

- Prescott median home price: ~\$600K
- Base new construction commission: \$8,500 flat
- Resale/luxury commission: \$15-18K+
- Industry lead-to-client conversion: 0.5-1.2%
- With good follow-up: 3-5%

### Ad Spend Strategy

- Month 1-2: \$500/month (testing)
- Month 3-6: \$750-1,000/month (scaling)
- Month 6+: \$1,000-1,500/month (proven)
- Separate from C41's \$3K fee

### Platforms We're Running

- **Facebook/Instagram Ads** — primary lead gen, best CPL for real estate, targeting retirees and relocators by age/interest/location
- **Google Search Ads** — capture high-intent buyers searching "new homes Prescott AZ", "Prescott new construction"
- **TikTok/Reels/Shorts** — organic-first with paid boost on top performers, younger buyers + viral reach
- **YouTube Ads** — pre-roll on Prescott relocation and

retirement content

→ **Retargeting** — pixel-based follow-up across all platforms for site visitors who didn't convert

## Where these numbers come from

These aren't guesses. This is what agents and marketers are actually reporting:

→ **\$5-7/lead in smaller markets** reported by agents running Facebook ads with \$350/month spend (r/digital\_marketing)

→ **Under \$2/lead** using native Facebook lead forms in some markets (r/FacebookAds, Nov 2024)

→ **\$10-30/lead** is the industry benchmark for smaller markets; major metros like NYC/SF run \$200-350/lead (Ampifire, 2025 industry report)

→ **\$30-40/lead** in popular, competitive areas (r/realtors, agent-reported)

→ **0.5-1.2% conversion rate** is the NAR national average; agents with CRM follow-up systems consistently hit 3-5% (National Association of Realtors via RealGeeks)

Prescott is a smaller market with less ad competition than Phoenix or LA. At \$10-15/lead and \$1,000/month ad spend, that's **65-100 leads/month**. At a conservative 2% conversion rate, that's 1-2 closings. Scale the ad spend up and those numbers go with it.

## ⚠️ One thing to know: CRM integration

Capstone and ECCO already use Lasso CRM and other internal systems for lead tracking and follow-up. Our lead generation strategy works best when it plugs directly into those systems so nothing falls through the cracks.

We'll work with their existing tools first and build integrations to make everything flow together. But if their systems have limitations that prevent us from getting optimal results, we have alternatives we can recommend (Follow Up Boss, HubSpot, or custom solutions) that are built specifically for this kind of marketing.

Either way, no leads get lost. We'll figure out the best path once we see what their systems can do.

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## WHAT WE'RE CHARGING

# \$3,000/month. Everything included.

One flat monthly rate. No hidden fees, no surprises. Here's what's included and how it works.

### 💰 How It Works

Monthly retainer **\$3,000/month**

Ad spend (paid directly by Ty) **\$500-1,500/month**

**Note:** the \$3K covers all the design work (wrap, signs, etc.) but printing, vinyl wrap installation, inflatable tube guy, and any other physical production costs are separate.

### ✅ Everything Included

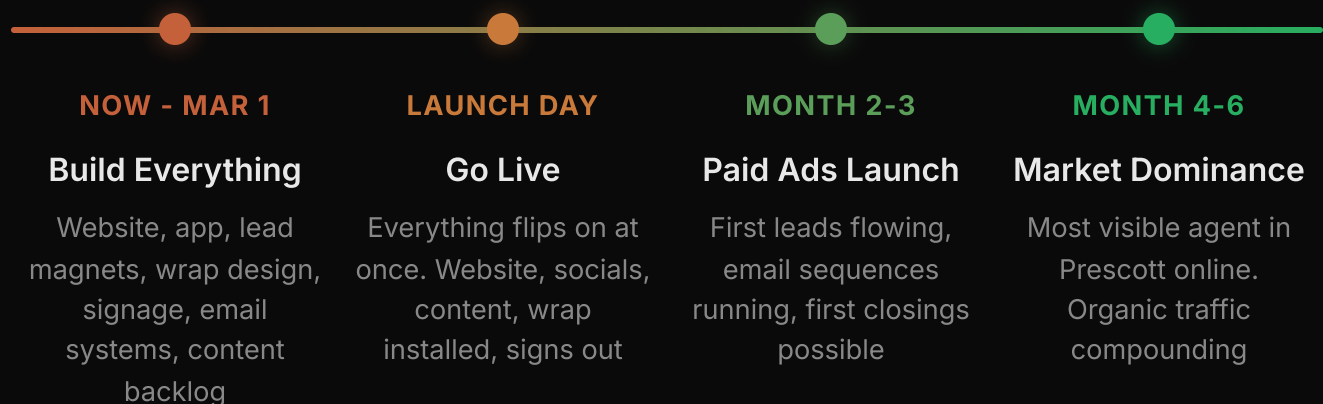
- Full website build + ongoing updates
- Home Finder app (custom-built quiz tool for matching buyers to communities)
- 20-25 edited videos per month
- Social media posting 5 days/week (all platforms)
- Email marketing system + automated sequences
- All graphic design (Tesla wrap, A-frame signs, materials)
- SEO + Google Business Profile
- Paid ad management
- Market research + competitor tracking
- Monthly analytics + strategy

- Lead magnets (relocation guide, area map, buyer's guide)
- All AI and software subscriptions

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## TIMELINE

# Aggressive but realistic



Six months from now, when someone thinks "Prescott real estate," they think Ty. That's the goal.

## ACCOUNTABILITY

### What if it doesn't work?

Fair question. Here's how we stay honest about it.

#### Monthly Check-ins

- Full analytics report every month (leads, cost per lead, conversions, content performance)
- What's working, what's not, what we're changing
- No hiding behind vanity metrics like followers or impressions
- The only numbers that matter: leads generated and closings

#### Built-in Flexibility

- 6-month initial commitment
- If leads aren't flowing by month 3, we adjust the strategy together
- Ad spend scales with results (start small, increase what works)
- After 6 months, month-to-month based on performance

This isn't a "pay me and hope for the best" situation. You'll see exactly where the money is going and what it's producing every single month. If something isn't working, we pivot. The data tells us what to do.

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# Let's build this

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Ready to make you the most visible agent in Prescott.

**Kyle Abbott**

**C41 CINEMA**

