

EVER BEEN TO A PODCAST AT AN OPEN HOUSE?

Probably not.

And that's why BOYD THE BROKER is changing the way houses are being sold in the South Bay.

What exactly is a podcast at an open house?

You know what? It's just another way for buyers to see a property that is for sale. Most of the time the buyers are not even specifically looking for a house. That is the truly creative way to informally introduce a home to a family when their guard is down.

Doesn't everyone have access to all the properties for sale online ?

Yes but that's exactly my point. So many people spend so much time online searching for that perfect house and everything starts to blend into each other. Some of the best houses I have sold were to people that were not looking to move but when they experience some of the features of my property - feel the energy - they begin to think that it could be time for a move.

But again, what does a podcast have to do with an open house or selling a house?

It's funny...most people claim to be shy when they see a camera or microphone. But actually when we start a interview and we talk about your plans in life - your business - your family - things you are comfortably with - the guard comes down and people are happy to share. And then they share my edited interview with their friends and family and co-workers and that's how I reach a whole new audience looking at the house. Each edited copy the guests receive begin with a virtual tour of home so they are actually advertising my property to others around them. That's the real marketing tool of my podcast at an open house!!



773 Via Somonte podcast in Palos Verdes Estates

Where can they see the podcast?

iHeart radio broadcasts the audio interviews while Spotify broadcasts the video interviews. My editing team cuts a 90 second video for you to share and the 3-5 minute full interview streams online. Social media takes the edited formats and voila...it goes everywhere!

Has the podcast sold any of your properties?

Every single property I have hosted my studio/podcast at has sold. The beauty of marketing is you don't know what exactly sells the property but the culmination of the ads, the podcast, the flyers, my expansive google influence. instagram, facebook, YouTube - all my social media channels flood the market. In today's digital environment my business model is truly is the best way to sell a property. And the positive word of mouth from doing something different also helps!

