

HOW BOYD THE BROKER IS CHANGING THE WAY HOMES ARE SOLD IN THE SOUTH BAY

Boyd the Broker is bringing a full podcast studio to South Bay listings, turning a traditional open house into a story people can see, hear and share.

🎧 CONVERSATION 🎧



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“More exposure means a better chance of selling.”

What exactly is a podcast at an open house?

It is a professional interview studio inside the property. Cameras, microphones and lighting create a relaxed conversation while the home becomes the setting. Buyers experience the property without feeling like they are watching another listing ad.

Buyers can already see every home online. Why add this?

Online listings start to blend together. The podcast gives the home a personality and a reason to stop scrolling. Some of my best sales have come from people who were not planning a move until the right property caught their attention.

What does the interview have to do with selling the house?

Guests talk about work, family, life and the neighborhood. When the conversation feels natural, they share the finished video with their own audience. Every edited piece begins with the home, so each share introduces the property to people who may never have seen it.

Where does the content go?

iHeartRadio carries the audio interviews. Spotify carries the video. We also create a short social media edit and a longer version for online viewing. One open house becomes content that continues working after the event.

Has the podcast helped sell properties?

Every property where I have hosted the studio has sold.

No single tactic gets all the credit, but the podcast joins the ads, flyers, search visibility and social media into a larger campaign. It gives the home more exposure and gives people something worth talking about.

