

FOR AGENTS ON THE SIGNATURE STANDARD

Your First Ad Kit

11 short chapters. Four to five hours the first week, then 10 to 15 minutes a day. The complete system to launch local ads, turn followers into clients, and build a lead machine that runs without you.

SYSTEM AT A GLANCE

Ten steps. One system.

Each step turns on when you finish its chapter. Watch them fill in.

01

Profile Ready

02

Ad Scripted

03

Ad Filmed

04

Ad Running

05

Testing

06

Content

07

Converting

08

No-Shows

09

VA Running It

10

Tracked

WEEK 1 PLAN

Your first seven days.

☐ Optimize your Instagram profile (Ch. 1) 45 min

☐ Complete the ad questionnaire (Ch. 2) 20 min

☐ Set up Meta Business Suite, connect Instagram, create an ad account (Ch. 4) 30 min

☐ Copy the KPI Tracker and duplicate the Ad CRM (Ch. 10) 20 min

☐ Strategy call with VVT to plan content and script your ad 30 min

☐ Film your ad, or schedule a shoot day with VVT (Ch. 3) 1 to 2 hrs

☐ Post the Reel, set up audience and budget, turn off Advantage+, launch. Start 3+ Stories a day (Ch. 4, Ch. 8)

30 min

After Week 1: 10 to 15 minutes a day for DMs, follow-ups, and KPI logging, plus 3+ Stories.

YOUR FIRST 30 DAYS

One screen. Thirty days.

Week by week, so nothing is a guess.

WEEK 1

Set up

- Profile, questionnaire, Meta, tracker
- Strategy call with VVT
- Film your ad
- Launch

Ch. 1 to 4

WEEK 2

Let it learn

- Don't touch the ad for 14 days
- DM every new follower
- 3 Stories a day
- Log your numbers

Ch. 6, Ch. 10

WEEK 3

Judge at 14 days

- Kill, keep or scale by cost per follow
- Film your next creatives on your call
- Keep the unsend rhythm every 4 to 7 days

Ch. 5, Ch. 7

WEEK 4

Scale and hand off

- Scale winners 20 to 30 percent
- Review weekly, not daily
- Booked 5 calls yourself? Write your three SOPs

Ch. 5, Ch. 9

Optimize Your Instagram Profile

Your Instagram profile is your business website. It needs to convert before you spend a dollar on ads. When someone clicks your ad, they land here. They decide in seconds whether to follow or leave.

DO THIS NOW

Rewrite your bio with the three-line framework, then clean your last 12 posts.

45 min

Seconds

THAT IS HOW LONG A VISITOR GIVES YOUR PROFILE
BEFORE DECIDING TO FOLLOW OR LEAVE.

Bio framework

Line 1: what you do. Lead with value, not your title.

Good: "Helping families buy & sell homes in LA"

Avoid leading with it: "Realtor | Mom | Coffee lover | DRE #01234567" buries your value under a list nobody reads first.

Line 2: where you do it. Call out the specific area you serve. The more specific, the more powerful.

"Serving the San Fernando Valley" · "West LA | Santa Monica | Brentwood" · "Your Los Angeles Real Estate Expert"

Line 3: one clear call to action. Give people exactly one thing to do. Not a Linktree with 14 options.

"DM 'Ready' to start your home search" · "Message me 'Sell' for a free home valuation" · "DM 'Info' for off-market listings"

California rule: your name, your DRE license number and your brokerage must appear on advertising, including your social profile and posts that solicit business. Keep the DRE number in your bio, just not in line one.

Profile photo

Use a professional headshot if you're on camera in your videos. Use a clean logo if you're building a team brand. It must look sharp at thumbnail size. No group photos. No cropped vacation pics. No sunglasses.

Feed strategy

Think of your Instagram as your business website. Your last 9 to 12 posts should show property tours, market insights, hot takes, behind-the-scenes moments, and neighborhood content. Remove anything you wouldn't want a \$2M seller to see.

Highlights

Set up these categories: Just Listed/Sold, Reviews/Testimonials, Market Updates, About Me, Process/FAQ, and Neighborhoods. Use clean covers with solid colors or simple icons.

Profile Optimization Checklist

0 of 6

☐ Service clearly described in one short line

☐ Specific location identified

☐ Only one call to action

☐ Clean, professional profile photo

☐ Last 9 to 12 posts are quality content

☐ Highlights show results and expertise

Remember

1. Your profile is your business website. If it doesn't convert, ad spend is wasted.
2. One call to action. One location. One clear description.
3. Clean up your feed before you run a single ad.



FROM VIRTUAL VIEW TOURS

Profiles convert on photos.

Signature Photos finishes 42 frames in an editorial style: \$650 on its own, \$400 added to any shoot.

The quality, angle shots, and attention to detail are unmatched, and the drone and aerial shots are hands-down the best I've ever seen.

Lupita Rangel

[See Signature Photos](#)

Script Your Winning Ad

Virtual View Tours scripts, shoots, and edits your bonus ad video. This chapter teaches you how to think about your ad, so we can put you in front of every buyer and seller in your farming area.

DO THIS NOW

Fill in the nine questions below and send them to VVT before your strategy call.

20 min

Not on the Signature Standard yet? [Book a strategy call](#) and we will plan your first ad with you.

Know your client avatar

Before we script anything, we need to know five things about your ideal client: the pain they're living with, the fear they're avoiding, the outcome they want, what they've tried that didn't work, and why they don't believe it'll happen. Without this, your ad is generic. With it, your ad stops the scroll, because the right person feels seen.

1 Market callout → 2 Pain point → 3 Desired outcome → 4 Social proof → 5 Call to action

The winning ad structure

Market Callout (who, where, what) leads to Pain Point (amplify the problem), then Desired Outcome (paint the better life), then Social Proof (justify with results), then one clear Call to Action.

A REAL SCRIPT, FILMED THIS WEEK

Read it like you talk. One line, one take.

MARKET CALLOUT

- 01 You're trying to buy a home in the San Fernando Valley.
- 02 Every time you run the numbers, they don't work.
- 03 So you stopped running them.

PAIN POINT

- 04 You're already paying a mortgage. It's just your landlord's.
- 05 Rent clears, savings don't move.
- 06 And twenty percent down says you'll be renting forever.

DESIRED OUTCOME

- 07 Twenty percent was never the rule.
- 08 There are loans that start way lower, and programs built to help.
- 09 Sellers are negotiating right now. Some will even cover your costs.
- 10 One call gets you your real number.
- 11 Keys before the new year.

WHY YOU

- 12 And you won't do it through some big team's automated texts.
- 13 You get my cell, and you get me on it.
- 14 Every step. The lender, the search, the offer, the keys.

CALL TO ACTION

- 15 DM me the word APPROVED and I'll show you what's actually possible.

Fifteen lines, filmed one line at a time, three takes each. The editor builds the flow.

We recommend "follow me" as your call to action

For top-of-funnel ads, follow me is the strongest play. When someone follows you, they land on your profile and see your best content. That builds trust over time. Other calls to action, like "DM me" or "click this link," work better for specific lead-gen offers, like a free home valuation. For your first ad, go with follow. One call to action is a rule. Don't ask them to follow and DM and click a link. Pick one.

Ad strategy questionnaire

1. Full name and Instagram handle
 2. What area do you want to be known for? (neighborhood, zip code, part of the city)
 3. Who is your ideal client? (First-time buyer? Move-up seller? Luxury investor?)
 4. What is your ideal client's age range and demographic?
 5. What is the biggest pain your ideal client is dealing with right now?
 6. What is the exact problem you solve for them?
 7. Why should someone choose you over every other agent in the area?
 8. What social proof do you have? (Homes sold, results, awards, years)
 9. What call to action do you want? (We recommend "follow me" for your first ad)
-

Pain hooks that stop the scroll

Hook formulas that work:

- "You're a homeowner in [neighborhood] who's been thinking about selling but keeps putting it off."
- "You're trying to buy a home in [city] and every house you love is gone before you can schedule a showing."
- "You've been watching [area] real estate from the sidelines, waiting for the 'right time,' but the right time keeps moving."
- "Nobody's talking about what's actually happening in the [neighborhood] market right now."

Remember

1. Lead with pain. If the hook doesn't make someone say "that's me," it's weak.
2. One call to action only. Follow is best for your first ad.
3. Complete the questionnaire before your strategy call.



FROM VIRTUAL VIEW TOURS

On the Signature Standard, we script and shoot your first ad with you.

One focused day a month becomes your scripts, films and Stories. From \$1,500 a month.

He is not just a photographer but also a social media guru.

Oliver Darwich

Book a strategy call

Film Your Ad

Your ad is the first impression you make with your whole farming area. Don't overthink it. Get the message right, and the rest follows.

DO THIS NOW

Pick one recognizable spot in your farming area and film each line three times.

1 to 2 hrs

Most

PEOPLE WATCH VIDEO WITH THE SOUND OFF, SO CAPTIONS ARE MANDATORY.

Source: Verizon Media and Publicis Media, 2019 study of video viewing habits (69% watch with sound off in public).



The essentials

Always vertical, 9:16. Pick a recognizable spot in your farming area: a known intersection, a just-sold property, a popular park. Avoid your car, your office, or anywhere generic. Keep captions under your chin, clean and readable. We handle captions in post-production.

Location ideas

Good: a well-known intersection or downtown strip, in front of a just-sold property, a popular local park or coffee shop patio, a residential street in your farming area.

Avoid: your car or kitchen, inside your brokerage office, a generic backdrop, anywhere that doesn't scream your market.

Delivery tips

Break the script into single sentences. Deliver one line at a time. Film each line 3 to 4 times, so the editor has options. Look at the camera like you're talking to a friend. We stitch your best takes together in editing.

Important: do not memorize the full script. Single-sentence delivery, one line at a time. The editor builds it into a seamless video.

Lighting, sound, energy, dress

Lighting: shoot overcast or during golden hour. Sound: wind kills audio, so use a lav mic if you have one. Energy: bring 20% more than feels natural. The camera flattens you. Dress: slightly more polished than your everyday look. Plan for 1 to 2 hours for your first filming session.

Don't let perfect stop you

The goal is to get the message out correctly and authentically. That's what converts. An imperfect video with a killer hook and real energy will outperform a polished ad with a weak message every time. Just film it.

Signature Standard note: as part of the Signature Standard, we shoot your first ad video with you, so the production quality is handled. This chapter is for filming additional ads on your own.

Not on the Signature Standard yet? [Book a strategy call](#) and we will plan your first ad with you.

Filming Checklist

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- ☐ Location is recognizable and in my farming area
- ☐ Phone or camera is vertical (9:16)
- ☐ Script is broken into single sentences for reference
- ☐ Good natural lighting (overcast or golden hour)
- ☐ Sound is clean with minimal wind interference
- ☐ I'm dressed appropriately for my market
- ☐ Background is clean with no distracting clutter
- ☐ I filmed 3 to 4 takes of each line

Remember

1. Vertical. Captioned. Recognizable local spot. Always.
2. Single-sentence delivery, multiple takes. The editor builds it seamlessly.
3. Authenticity converts. Don't hold yourself back.



FROM VIRTUAL VIEW TOURS

Photos the next morning. Films in up to four business days.

Every shoot delivers the next morning; the listing film takes up to four business days.

Great shots, excellent service, and videos and photos were turned around fast, fast, fast!

Kev Tai

Book a shoot

Launch Your First Ad

Your profile is optimized. Your ad is filmed. Now get it in front of the right people.

DO THIS NOW

Set up Ads Manager, turn every Advantage+ switch off, boost your Reel for 30 days.

30 min

Meta ads setup

One-time setup, about 30 minutes. Go to business.facebook.com and create a Meta Business account. Create an ad account in Settings and add a reliable payment method. Connect your Instagram under Settings, then Instagram Accounts. If you're using the "Boost Post" button on Instagram, stop. We're setting up Ads Manager for full control.

Audience: let the creative do the work

Meta turns Advantage+ audience on by default. To take control, open the audience section and choose "Switch to original audience options" (Meta hides it under more controls). For engagement and profile-visit boosts, that option is still there. Set location and, where allowed, age. Leave interests blank.

SETTING	WHAT TO DO
Location	Your farming area: city, neighborhood, zip code, or radius. A tighter area makes your budget work harder.
Age range	Adjust to fit your ideal client however you see fit.
Interests	Leave it blank. The algorithm is smart enough to figure out your ideal client from your script and captions. Adding interests restricts the algorithm and raises costs.

Turn off Advantage+ (critical)

Meta turns Advantage+ on by default everywhere. It claims it saves you money. Turn it off. All of it. Advantage+ makes your leads cheaper on paper, but the quality drops a lot. You'll get a flood of people who never become real clients, which makes your real cost per client much higher in the long run. It works at the national scale for big brands. At the local level, it does more harm than good.

Check your ad settings periodically. Meta sometimes turns Advantage+ back on without telling you. If your lead quality suddenly drops and you can't figure out why, check that first. Check the audience section, not just a single switch: Advantage+ audience, Advantage+ placements, and creative enhancements are separate settings. Go into your ad settings and confirm everything is still off.

Lock your post before boosting

Triple-check everything before you turn a post into an ad: caption, location tag, video. Once a post becomes an ad, you can never change it, even if you pause or stop it. If there's a typo or a missing location tag, you have to delete the ad and start over.

Special ad categories

Meta puts ads about a home for sale, a rental, a loan, or a mortgage into the Housing special ad category, and in 2026 it detects them automatically from your video and caption. An ad about you and your content ("follow me") usually is not a housing ad. If yours gets classified, run it there: targeting widens to at least a 15-mile radius, with no age or zip targeting, and the ad still works. Do not reupload or reword to hide the subject; that is how ad accounts get restricted. If you believe it was misclassified, request a review in Ads Manager. Scripts that talk about loans, programs, or sellers covering costs will be housing ads. Plan your targeting for that.

Words like "homeowner," "mortgage," and "housing" are what the classifier looks for. That's information to help you predict where an ad lands, not a reason to hide the subject.

Budget and duration

STARTER

\$5 to \$10 /day

\$150 to \$300 a month

GROWTH

\$15 to \$25 /day

\$450 to \$750 a month

AGGRESSIVE

\$30 to \$50 /day

\$900 to \$1,500 a month

Start at \$10 to \$15 a day for at least 30 days. Don't run it for 7 days and shut it off. This isn't about being the best. It's about being the best known.

Campaign objective

For follower growth, which we recommend, choose "Engagement" then "Instagram Profile Visits." For DMs and leads, choose "Leads" then "Messaging." Most agents starting out should pick profile visits. Build the audience first. Let your content build the trust.

Early engagement from other agents

Because your ad is about real estate, other realtors will engage with it a lot in the first 4 to 6 weeks: likes, follows, comments from agents. This is completely normal. After that, the algorithm shifts toward your real ideal clients. Let it play out.

Publishing: Step by Step

0 of 7

☐ Post the ad as a Reel (caption and location tag perfect first)

☐ In Ads Manager, boost that Reel

☐ Choose "Get More Profile Visits"

☐ Select audience (location + age, no interests)

☐ Turn off ALL Advantage+ settings

☐ Set budget and duration (30+ days)

☐ Publish. Don't touch it for 14 days.

Remember

1. Advantage+ off everywhere. Check it periodically, because Meta turns it back on.
2. Lock your post before boosting. You can never edit it once it's an ad.
3. Location and age only. No interests. Let the creative do the work.



FROM VIRTUAL VIEW TOURS

Ads need media behind them.

Photo Essentials \$400 · Debut \$650 · Premiere \$1,100 · Signature \$2,000, set by square footage.

They are super easy to book, offer a ton of options, and do great work.

Steven Hill

[See packages](#)

Test & Scale Your Ads

The agents who win test multiple creatives and double down on what works.

DO THIS NOW

Launch three versions of the ad, change one thing in each, and wait 14 days.

15 min

The rule of three

Launch three creatives with the same audience: same location, age, and budget. Only the video changes. After 14 days, the data tells you which one wins. Change one variable per video: hook, angle, call to action, or filming location. Split the budget equally. \$15 a day means \$5 per ad. A 14-day test costs \$210 total.

7 days or 14? Meta's learning phase ends after about 50 results in 7 days, and most ad sets exit in 3 to 7 days when the budget is there. Never judge before day 7. At \$5 a day per ad, results come slowly, so we judge at 14. At \$15 or more a day per ad, you can judge at 7.

What to test

Change one variable at a time: different hooks (the first line of the script), different pain angles (buyer vs. seller vs. investor), different calls to action ("Follow me" vs. "DM me 'Ready'" vs. "Watch this before you list"), or different filming locations. Don't test multiple variables at once. If Ad 2 outperforms Ad 1, you won't know why.

Benchmark numbers

Around \$0.70 or under

COST PER PROFILE VISIT

\$2 to \$4

COST PER FOLLOW

Above 3%

ENGAGEMENT RATE

Above 50%

VIDEO WATCH TIME

Don't freak out over daily metrics. What truly matters is your customer acquisition cost and return on ad spend over time. Review weekly, not daily.

Kill, keep, or scale

KILL

Cost per follow above \$5, low engagement after 14 days.

TURN IT OFF

KEEP

Cost per follow \$3 to \$5, decent engagement.

RUN 7 MORE DAYS

SCALE

Cost per follow under \$3, strong engagement, real comments.

INCREASE BUDGET 20 TO 30%, NEVER DOUBLE OVERNIGHT

After finding a winner

Scale 20 to 30% every 5 to 7 days. Film new creatives on your next strategy call, since your winning ad will eventually fatigue and you'll want the next batch ready. Track ad fatigue: when cost per follow climbs or engagement drops, swap in fresh creative. This usually happens after 30 to 60 days. Never turn off a winner because you're bored of it. You're not the audience.

The three-month arc

Month 1 · Awareness	Month 2 · Stabilizes	Month 3 · Inbound
Building awareness. The algorithm is learning. Lots of realtor engagement, which is normal.	The algorithm knows your audience. Cost per follow stabilizes. Real DMs start flowing from actual buyers and sellers.	Inbound leads come in consistently. You know your winning formula. The system is running.

This is the same arc as your Signature Standard commitment. The content and the ads work together.

Remember

1. Three creatives, one variable, 14 days. Data decides, not your gut.
2. Cost per follow of \$2 to \$4 is healthy. Don't panic over daily swings.
3. Scale winners gradually. Film replacements before fatigue hits.



FROM VIRTUAL VIEW TOURS

Three creatives need three looks.

A Mini Branding Session adds two basic branding videos and photos to any shoot for \$500.

Vincent had amazing attention to detail, a very quick turnaround, and was very comprehensive and easy to work with.

Gabriel Martinez

Add a branding session

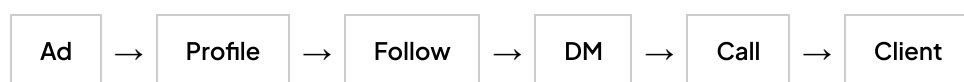
Convert Followers to Clients

Running the ad is half the job. This chapter turns followers into conversations, and conversations into clients.

DO THIS NOW

DM every new follower today with the welcome script, then log them.

10 min a day



Every ad, post and story feeds the same funnel.

Don't have a leaky bucket

Running an ad and posting content doesn't mean your phone rings on its own. There will always be people watching quietly, waiting for the right person to reach out. Your job is to be the one who reaches out first. If you're running ads but not actively DMing, you have a leaky bucket. The leads are coming in. You're just letting them fall through.

Every ad, every post, every story is part of the same funnel. The KPI Tracker and CRM aren't just for ad leads. They're for every potential client who touches your brand.

Core rules

Track every lead. If you don't track them, you're losing opportunities. Speed wins: same-day outreach is ideal, and within 24 hours is the minimum. Follow up until they respond. People are busy, not ignoring you.

Who gets a DM

New followers first, then multiple-post likers, commenters, ad engagers, and consistent story viewers.

DM scripts

WELCOME

Hey [Name]! I appreciate the follow, welcome!

OPEN THE DOOR

Are you based here in [their area / Los Angeles], or are you out of state?

DISCOVERY (IF LOCAL)

Love it. I saw you followed me from my video about [topic]. How long have you been thinking about [buying / selling / investing]?

BOOK THE CALL

I'd love to hear more about what you're looking for. Are you open to a quick 5 to 10 minute call so I can answer any questions and point you in the right direction?

IF THEY SAY YES

Great, what's a good number? I'll call you [today / tomorrow] at [time].

The follow-up rhythm

○ SAME DAY

Welcome DM, then the location question.

○ DISCOVERY

Identify intent. One message at a time, waiting for each reply.

○ PITCH

Pitch the call. Still one message at a time, still waiting for each reply.

○ QUIET? UNSEND AND RESEND EVERY 4 TO 7 DAYS

Unsend your last message and send it again in new words. You restart at the exact point they got stuck. That is the whole method. No new "day 3, day 5, day 7" scripts.

Once a VA runs your DMs, tighten the rhythm.

Daily limits

Do this every day, and keep new outreach to about 10 new DMs an hour. Replies to people already talking to you do not count, keep those going. If Instagram flags or restricts you, slow down further for a few days before ramping back.

Remember

1. Leaky bucket = ads without DMs.
2. Ten new DMs an hour, every day. Replies are unlimited.
3. Quiet lead? Unsend and resend every 4 to 7 days from where they stopped.



FROM VIRTUAL VIEW TOURS

Day-seven proof of work, ready to send.

Zillow 3D tours from \$179, Matterport from \$300, drone \$200.

The photos are top tier, drone shots are stunning, and he also uses the Zillow 3D tour platform, helping Zillow push your listing to more people.

Michaelangelo Cruz

[See 3D tours](#)

Handle No-Shows

Someone booked a call and didn't pick up. That's not a dead lead. It's a warm lead who got busy. This is the system that brings them back.

DO THIS NOW

Text before every call, double dial, and run the four-day sequence when someone no-shows.

5 min per lead

1 Day of, before the call

Text them a few hours before, from the number you'll be calling from. Include your name. Let them know you're looking forward to connecting.

PRE-CALL TEXT

Hey [Name]! It's [Your Name], looking forward to our call at [time]. I've been looking at what's happening in [their area] and have some good insights for you. Talk soon!

2 If they don't pick up

Double dial, always. Call, hang up, call again immediately. Many people don't answer unknown numbers the first time but pick up the second call. If there's still no answer, send this text:

AFTER NO-ANSWER TEXT

Hey [Name]! It's [Your Name], I just tried calling but didn't get through. No worries, I know we're both busy. I'll try you again in a couple hours. Talk soon.

Then call again later that day. Double dial again.

3 Day 2

Send the same message by text and Instagram DM. Meet them wherever they're most active.

DAY 2 FOLLOW-UP

Hey [Name]! After looking at what's happening in [their area], I put together some thoughts on how you could [sell for more / find the right home / get ahead of the market]. I have [this time] or [that time] open today, does either work for a quick call?

Call once more. Leave a voicemail.

4 Day 3

Record a short 2 to 3 minute video showing them something specific about their market: recent sales activity, comps, or competition in their area.

DAY 3 VIDEO MESSAGE

Hey [Name]! I put together a short video breaking down what's happening in [their area] right now. Check it out when you get a chance and let me know what you think.

5 Day 4

Close the loop. Keep it low pressure. Give them a clear off-ramp, but keep the door open.

DAY 4: CLOSE THE LOOP

Hey [Name]! Quick check-in, is [buying/selling] still something you're thinking about this year? If yes, let me know and I'll make time for us to connect. If the timing isn't right, no worries at all. Just want to respect both of our time.

After Day 4: the long game protocol

Follow them on Instagram. Like 2 to 3 posts each week. Reply to stories with short, genuine messages, no pitching. Share a market update by DM every 2 weeks.

Remember

1. Double dial every time. Many people screen unknown numbers.
2. The personalized video on Day 3 separates you from every other agent.
3. Silence means busy, not rejected. Keep going.

FROM VIRTUAL VIEW TOURS

We pick up on weekends.

Real clients call when everyone else is closed. So do we.

I called on the weekend when every other company was closed, and Vincent answered right away and booked me for Monday.

Stacey J.

[Contact us](#)

Your Content Engine

Ads get people to your profile. Content makes them stay.

DO THIS NOW Post three Stories today with a location tag.

10 min a day

The REEL framework



R

REACH

Go viral, get discovered. Hot takes, trend reactions, and debate starters the algorithm pushes to new audiences.

E

ENGAGE

Start conversations. Relatable content, polls, and opinion-driven posts that get people commenting, sharing, and DMing you.

E

EDUCATE

Build authority. Market insights and buyer/seller tips that position you as the local expert.

L

LAUNCH

Showcase your work. Property tours, just-listed/just-sold posts, and client wins that prove you're active and closing.

The four pillars

Trust

Value

Credibility

Entertainment

Every video should build one of four things: Trust (you're real, you're honest), Value (you know things they don't), Credibility (you have results), and Entertainment (they actually enjoy watching you). Your content isn't just posted, it's engineered. The REEL framework decides where a video gets distributed. The Four Pillars decide what it builds. They work together.

Stories: minimum 3 per day

3+

STORIES PER DAY. NOT OPTIONAL.

Your feed gets you discovered. Stories are how people feel like they know you. Most take 10 seconds to make.

TYPE	EXAMPLE
Home tours (the number one type)	Long takes of you walking a home and talking through it as you go. In our experience it is the highest lead performer agents post themselves.
Daily life	Morning coffee, drive to showing, quick market thought
Behind the scenes	Prepping an open house, staging, reviewing comps
Market commentary	"This home just sold \$50K over asking, here's why"
Polls/questions	"Updated kitchen or bigger yard?" (every response opens a DM thread)
Client wins	"Just handed keys to the [Family]" (authentic social proof)
Neighborhood	New restaurant, local event, hidden gem

Stories best practices

Tag your location on every Story. It gets you surfaced on location-based search pages. Mix formats: don't post 3 selfie videos in a row, alternate photo, video, and poll. Talk to camera: talking-head Stories outperform text over photos. Save your best ones to Highlights. Post during peak hours: 7 to 9 AM, 12 to 1 PM, 7 to 9 PM. Respond to every reply. When someone replies to your Story, it opens a DM conversation, and that's where the conversion system kicks in. Don't overthink Stories. They disappear in 24 hours. Authenticity beats perfection: a blurry photo of a sunset from a showing, with a quick caption, beats a designed graphic that took 20 minutes. Just post. Consistently.

IF DAILY CONTENT IS TOO MUCH

The Signature Standard is our monthly program: one focused day with us becomes a month of scripts, films and Stories-ready cuts, built around you. From \$1,500 a month.

[Book a consultation call](#)

[See the program](#)

Remember

1. The REEL framework gives every video a purpose. Not random posting.
2. 3+ Stories daily builds familiarity, and home tours are the number one type. Familiarity builds trust. Trust books appointments.
3. Every Story reply opens a DM conversation. That's where conversion starts.

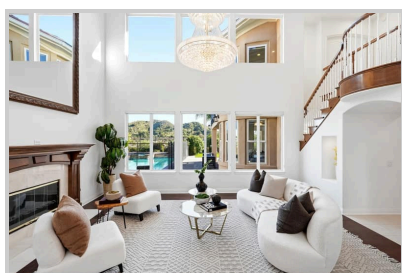
Hire Your Ad Manager

You've built the system. Now take yourself out of it. A virtual assistant handles the daily DMs, follow-ups, and tracking, so you can focus on selling real estate.

DO THIS NOW

Do not hire yet. Book five calls yourself first, then write your three SOPs.

when ready



When you're ready

Don't hire on Day 1. Run the system yourself first, so you know what good looks like before you hand it off. You're ready when you're spending \$15+ a day on ads consistently, getting 5+ new followers a day, spending 30+ minutes daily on DMs and follow-ups, you've personally booked at least 5 calls through DMs, and your conversion system from Chapters 6 and 7 is documented. Don't delegate until you've done it yourself. If you haven't personally booked calls through DMs, you won't know what a good conversation looks like, and you won't be able to train or evaluate anyone.

Before you hire: build 3 SOPs

- **Your DM framework:** Chapters 6 and 7, customized in your own voice. Your VA follows this word-for-word.

- **Your past conversations:** save at least 5 real conversations where you booked calls, with a walkthrough video explaining why you sent each message and what worked.
 - **Your flow chart:** the full journey in one visual, from new follower to welcome DM to discovery to pitch to follow-ups to no-show protocol to the long game.
-

Where to hire

You have two routes. An agency that hires and lightly trains for you, or doing it yourself. We usually suggest OnlineJobs.ph: think of it as Indeed for workers in the Philippines who work for companies overseas. It has become common in the last decade and much more so since 2020. Pro plan is about \$69 a month, cancel after you hire. Upwork, referrals, and VA agencies also work.

Interview process

Round 1, speed interviews (5 min each): send all qualified applicants a Zoom link, camera on. Quick filter for energy, professionalism, and communication quality. **Round 2, full interviews (15 to 20 min), top 5 candidates:** check cultural fit and income goals, give them a sample DM scenario and see how they respond, check internet speed. Hire one. Keep one as backup.

7-day probation

Set up two-factor authentication on your Instagram before sharing access. Log them in on phone and computer together on a live call. Share all SOPs. Set clock-in/clock-out expectations. If they keep dropping the ball in the first 7 days, let them go and bring in your backup. Don't try to turn a C-player into an A-player.

What to delegate vs keep

DELEGATE	KEEP
Welcome DMs, discovery, follow-ups	Phone calls with qualified leads
No-show protocol	Pricing conversations, closings
Ad comment responses	Listing appointments, showings
KPI Tracker + CRM updates	Content strategy, ad decisions
Story engagement (likes, reactions)	High-value relationship building

Compensation

This structure is a suggestion. Adjust it to your business and your actual goals. We lean commission-heavy: people who earn on results work harder to land them.

The best performers are incentive-driven. A flat salary creates coasters. Multiple ways to earn creates hunters who keep chasing the next milestone.

\$250 to \$400/month	Base salary, paid bi-weekly
\$10 to \$15	Per qualified appointment booked, per call that happens
\$50	Per closed deal from their booked lead
\$100 bonus	20+ appointments booked

\$200 bonus

30+ appointments booked

\$300 bonus

5 closed deals

More incentive ideas: a monthly leaderboard bonus if you have multiple VAs, a quarterly retention bonus of \$150 for consistent activity, an anniversary bonus of \$200 at 6 months and \$500 at 1 year, holiday bonuses, surprise gift cards, and public recognition in the team chat. People run through walls for a leader who sees them and rewards their hustle. Pay through Wise (TransferWise) or PayPal.

Managing your VA

Daily: they clock in with "Good morning" in your shared channel and clock out with a quick summary. Review the KPI Tracker daily. If they slip and you don't catch it, they'll test the boundary again. **Weekly:** two 45-minute training calls. First 10 minutes, review the KPI Tracker and answer questions. Next 25 minutes, you set appointments live on the call, showing exactly why you send certain messages. Last 10 minutes, review monthly goals and bonus progress. Record every training call. Future VAs use these recordings as their training library.

Leadership is a mirror. When your VA sees you slipping, missing meetings, not reviewing the tracker, going quiet, they'll do the same. Your energy sets their energy. Praise what's working. Correct what's not.

VA Onboarding Checklist

0 of 8

- ☐ Log them into Instagram on phone + computer (live call together)

- ☐ Set up two-factor authentication on your IG first

- ☐ Share DM framework and follow-up scripts

- ☐ Share past conversation recordings

- ☐ Share the follow-up flow chart

- ☐ Set up KPI Tracker access and Ad CRM access

- ☐ Add them to communication channel (Slack, WhatsApp)

- ☐ Set daily clock-in/clock-out expectations

Remember

1. Don't delegate until you've personally booked 5+ calls through DMs.
2. Incentives over salary. Multiple ways to earn.
3. Record all training calls. They're your onboarding library for future hires.



FROM VIRTUAL VIEW TOURS

Your VA needs assets to send.

Monthly content from the Signature Standard keeps their inbox full of proof.

The final results turned out great, the photos look fantastic and the video is amazing.

Betty Wang Team

[See the program](#)

Track Everything

What gets measured gets improved. The money is in the follow-up.

DO THIS NOW

Copy the KPI Tracker and duplicate the Ad CRM, then log today's numbers.

20 min

Why this matters

Tracking removes emotion from your business. Without numbers, you make decisions based on how you feel that day. With numbers, you see exactly where the bottleneck is and fix the right lever instead of guessing.

A lot of your deals come from people who've been watching you for weeks or months, nurtured by your content and follow-ups. If they're not in your CRM with a follow-up date, you're leaving money on the table.

KPI Tracker

Log your numbers in the KPI Tracker. It saves on your device and totals your last 7 days and all time automatically.

Open your tracker

Prefer a spreadsheet? [Copy ours.](#)

METRIC	DEFINITION
DMs Sent	First-time DMs to unique individuals only. This counts the initial outreach to a new person. Once they reply, it becomes a conversation. Don't inflate this number with every back-and-forth message.
Conversations	Unique people who replied. One person responding equals one conversation.
Calls Offered	Times you or your VA pitched a phone call.
Calls Booked	Appointments scheduled.
Calls Taken	Calls that actually happened. If this is low compared to booked, revisit Chapter 7.
Clients Closed	Deals won. The final output.
Ad Spend	Total spend across all running ads for the period.
CPA	Cost Per Acquisition. Total spend divided by clients closed.
ROAS	Return on Ad Spend. Revenue generated divided by ad spend.

Focus on inputs. Early on, the most important number is DMs Sent. That's the one input you fully control. Increase the input and the outputs follow. The question isn't "how do I get more responses?" It's "how do I reach more people?"

Ad CRM

Add every person who shows interest to the Ad CRM, with their Instagram handle, notes about their situation, and most importantly, a follow-up date.

Open your tracker

Prefer a spreadsheet? [Copy ours](#).

STAGE	MEANING
New Lead	Responded or expressed interest. Better to add and delete later than miss tracking them.
Warm Lead	Real intent shown. You're trying to get them on a call.
Call Booked	Agreed to a call. Track whether they showed or no-showed.
Hot Lead	Had the call. Wants to work with you, but timing or finances aren't right yet. Stay on top of these.
Closed	Your client.
DQ (Disqualified)	Not a fit. Remove and move on.

Follow-up calendar

Every lead gets a follow-up date. Your VA opens the CRM each morning and sees exactly which leads need contact today. After following up, they set a new date: 3 to 7 days for warm leads, 1 to 2 weeks for longer plays. This system makes sure no one falls through the cracks. Only add someone to the CRM if there's a real sign they could become a client. Don't add every follower. If you disqualify someone in the DMs, don't add them.

Daily routine (10 to 15 minutes)

DM new followers, or confirm your VA has. Respond to every ad comment. Check and respond to DMs. Log numbers in the KPI Tracker. Update follow-up dates in the CRM.

Monthly strategy call

Bring your numbers. We'll review together and decide which ads to keep, kill, or scale, what new content to test, whether scripts need refinement, and if it's time to hire or adjust your VA's workflow.

Quick-Start Checklist

0 of 11

- ☐ Profile optimized (Ch. 1)

- ☐ Ad questionnaire completed

- ☐ Ad filmed and posted as a Reel

- ☐ Meta set up with payment

- ☐ Instagram connected, Advantage+ OFF

- ☐ Post locked (caption + location tag perfect)

- ☐ Budget \$10 to \$15/day, 30+ days

- ☐ KPI Tracker copied

- ☐ Ad CRM duplicated

- ☐ 3+ Stories posted today

- ☐ Ad launched, not touching for 14 days

Remember

1. DMs Sent means first-time messages to unique people only. Don't inflate it.
2. Every lead gets a follow-up date in the CRM. The money is in the follow-up.
3. Review weekly, not daily. Trends matter, not daily noise.



FROM VIRTUAL VIEW TOURS

86 five-star reviews across Google, Yelp and Facebook as of September 2026.

Not a single rating below five.

The turnaround time is incredible, I usually get everything for my listing the next day.

Greg Kofman

[Read the reviews](#)

Glossary

Quick definitions for the terms used in this kit.

DO THIS NOW

Skim the terms once, then come back whenever a word trips you up.

5 min

CPA

Cost Per Acquisition. Total ad spend divided by clients closed.

ROAS

Return On Ad Spend. Revenue divided by ad spend. 10× means \$1 in, \$10 out.

CPF

Cost Per Follow. How much each new follower costs. Healthy range: \$2 to \$4.

CPV

Cost Per Profile Visit. How much it costs to get someone to view your profile. Target: around \$0.70.

Advantage+

Meta's automated targeting system. It broadens your audience beyond your settings. Turn it off for local ads.

Learning Phase

The first 7 days after launching an ad, when Meta's algorithm is figuring out who to show it to. Don't change anything during this period.

Ad Fatigue

When your audience has seen your ad too many times and engagement drops. Usually happens after 30 to 60 days. Solution: swap in fresh creative.

Special Ad Categories

Meta's Housing classification for ads about a home for sale, a rental, a loan, or a mortgage, detected automatically from the video and caption. Targeting widens to at least 15 miles with no age or zip targeting, and the ad still works.

CRM

Customer Relationship Management. Your lead tracking system. In this kit, it's the Ad CRM in your tracker at /adkit-tools. A Notion version is also offered if you want it to follow you across devices.

KPI

Key Performance Indicator. The numbers that tell you whether your system is working.

REEL Framework

Reach, Engage, Educate, Launch. The content strategy framework that gives every video a purpose.

Top of Funnel

The widest part of your lead generation system, where people first discover you. The "follow me" call to action targets this stage.



FROM VIRTUAL VIEW TOURS

Questions? Bring them to a call.

We plan your first ad with you, free.

He always communicates before and after the visit, his work is always amazing, and Vincent is so friendly.

Rachel Holley

[Book a strategy call](#)

MADE BY VIRTUAL VIEW TOURS

The media behind the ads.

Every example in this kit is real VVT work. When your listing needs the same, we are one call away.



BLACK MARBLE FIREPLACE



MARBLE & BRASS BATH



TWILIGHT, POOLSIDE

[See our work](#)

[Book a strategy call](#)

WHAT'S NEXT

Bring your numbers to the next call.

This system works best when your ads run alongside the content we've already built for you. Have a question about your ad performance? Bring your numbers to your next strategy call and we'll optimize together.

WHAT HAPPENS ON THE CALL

1. We read your questionnaire and draft script before we get on.
2. We tighten the script line by line and plan where to film.
3. You leave with a shot list, a launch date and your first three creatives mapped.

Book your strategy call