



We'll Grow Your Business Then We'll Buy It

Own an asset worth more than your house in
2 - 3 years. Your business.

Today it's un-salable... worth peanuts.

Convert your real estate business into a
hands-off cash flow generating asset
and retire to the beach.

Introduction

This eBook is a comprehensive overview of how you could exit the industry in 2-3 years if you choose to, or still own the business (your Micro-Monopoly as a salable asset) and keep your income flowing - and growing. All hands-off, like any business owner who owns a portfolio of companies. Then sell when you're ready.

There are 2 barriers to immense success in real estate sales. The ability to easily secure listings, and the inability to sell your "business", after many years of hard work, to another agent or an investor. We broke through both barriers. Did you know that a real estate sales agent (not the brokerage) has the highest ROI of ANY business when NOT valued based on an existing client base.



Once established, you'll be able to **sell your very valuable, high GCI Micro-Monopoly for a substantial lump-sum**. It's value will be in the hundreds of thousands, or even a million or more.

You'll **never have to walk away from years of hard work** when you decide to fully exit/retire. It'll add listings in the double digits and *keep increasing your cash flow till then, year over year*.

When the time comes, we'll even **find the buyer, finance the acquisition, or buy it ourselves - retaining first right of refusal**. The best part? **The buyer doesn't even need to be a real estate professional**. In addition to real estate agents, this opens up the buyer market to over 50,000 investors who maintain a portfolio of businesses.

A real estate business, when set up properly, like the way we'll set you up, has the highest ROI, by far, of ANY business, making your business extremely desirable to any investor holding a portfolio of companies.

Your **Micro-Monopoly will NOT be valued using your client base**, but as a business producing a consistent stream of future cash flow, which is the standard valuation method for all businesses.

However, your Micro-Monopoly **must be set up correctly from day one** in order for it to become **a salable asset** and a business that can be owned and operated by anyone. Including you, if you want to step away and just collect the income for a few years before you sell it.

This eBook details how you can achieve that, and the **details of our done-for-you service**. It also includes a bit about me (the founder) at the bottom of this document.

Over the last two years, this strategy was developed by me, a former investment and corporate banker, in

conjunction with my wife and business partner, a 27-year veteran and broker in the real estate industry.

Your primary limitation is that we're only offering our services to create 10 high GCI, high value Micro-Monopolies in Pittsburgh.

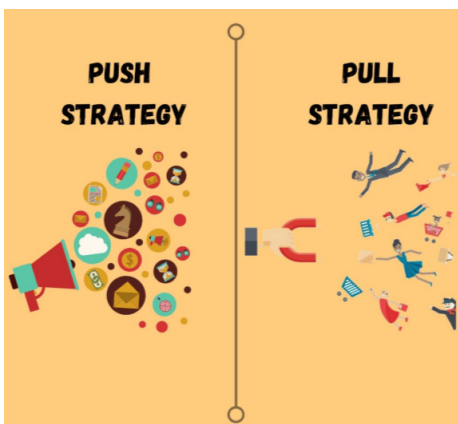
Done-for-you pricing is guaranteed, because we have a **100% money-back guarantee on not just our services, but on ad spend**. Who does that?

Let's get started.

8 Key Points To Creating Your Financial Freedom And Exit Strategy

1. Learn how we **create your Micro-Monopoly** - how it's defined, developed, valued, and sold. And why it **MUST be set up correctly from day one**.
2. Find out **how we capture 80% of the target market in listings** over time (3-5 years) - well over 100 listings in a small Micro-Monopoly.
3. Discover our **secret strategy** to achieve a marketing ROI of 1,100.14% (not a typo).
4. Find out about our **proprietary technologies** and how they work for you.
5. Learn how we **sell your Micro-Monopoly, finance it, or buy it ourselves and why the buyer does not have to be an agent or a broker**.
6. Find out **how to continue to own your Micro-Monopoly** for cash flow and still **exit day-to-day work**. Own it like a CEO of a "holding" company. Like any other investor.
7. Learn **how we can offer a 100% money back guarantee after year 1 on our services AND your ad spend** - which no one else can do.
8. About why this opportunity is **limited to 10 Micro-Monopolies** in the Pittsburgh area.

The Slow Death Of "Push" Marketing



To fully understand how to not only grow your business but exit with wealth, I thought it was important to first cover how marketing works.

There are two very distinct types of marketing, and 99% of agents focus on the wrong type - it's all they know. *It's also a large part of the reason they build "un-salable" businesses* and why their cost of new client acquisition is so high.

What they don't know is that they end up doing BOTH, but the hard (and expensive) way.

Push Marketing

Any type of marketing that seeks to grab attention is called "push marketing," where the objective of the ad is to grab attention.

The agent initiates contact, using outbound tactics to reach potential customers and persuade them to act.

This type of marketing is proactive and seller-driven, focusing on immediate sales and visibility, and it's often disruptive, aiming to capture visibility as the top priority.

Push marketing is getting more and more expensive because:

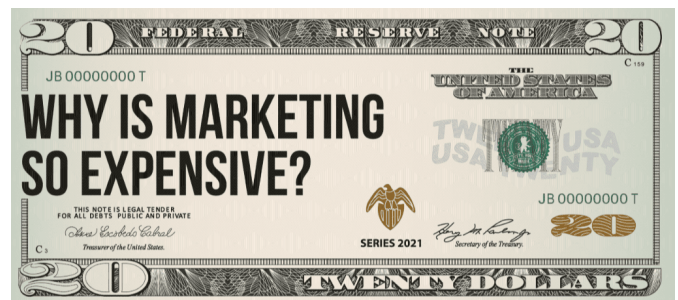
1. It's getting harder and harder to grab attention online, which is why it takes, on average, 26 instances on any digital platform for the advertiser to achieve "recall" by the prospect.
2. People are using ad blockers and getting more and more information on platforms like Perplexity, Grok, etc. A lot more information in great detail - and with no ads.
3. New privacy and regulatory rules are making it harder to "push" information in front of people and to get their private information.

The other type of marketing, which is 100x more effective, is called "Pull Marketing".

Pull Marketing

Pull marketing attracts customers by creating demand and drawing them to the product/service through value-driven, inbound efforts.

The business builds brand awareness or reputation, encouraging customers to seek them out organically. This strategy is reactive and customer-driven, focusing on long-term relationships and trust.



It relies on content, reputation, and visibility to "pull" interest.

How It Works Now

When you apply push marketing strategies, at a high cost per lead, the aim is to get them into your pipeline so you can provide the reports, the information the prospect wants to deliver value and build trust, hoping that when the time comes, they'll deal with you.

This strategy is based on sheer volume, and the conversion rates are low because you're now engaged in pull

marketing with people who are not ready to take action.

You first use **push marketing to capture a lead**, then you use **pull marketing to attempt to convert**. In effect, you've **doubled your marketing costs** because nurturing is also costly in time and systems usage.

How A Micro-Monopoly Bypasses 90% Of Individual Nurturing



When you target a specific area, add a lot of value, become familiar, trusted and considered to be the local de facto authority and expert, you're **ONLY** engaged in "pull" marketing because, in effect, **you're "nurturing" a target geo-area of thousands of homeowners at the same time**. They're all in your "pipeline."

60% of inbound contact by a prospect, using pull marketing, is from people ready to take action.

Just by doing that one thing, not only have you reduced your direct marketing costs (cost of new client acquisition - CAC) by, on average 50%, but your conversion rate skyrockets.

The rest of this eBook goes into detail about how this works.

Only 10 Available Real Estate Micro-Monopolies



In the Pittsburgh metro area, with over 8,000 agents in the market (according to Zillow), there are **only 10 exclusive "Micro-Monopolies" available**.

You could reap **extraordinary gains year-over-year in GCI, and the ability to SELL your Micro-Monopoly** like any other business in any industry, and **exit for between \$500,000 to potentially well over \$1,000,000**. We'll facilitate the deal and even offer financing for the buyer, or we may buy it. Or, you may choose to continue to own it as a "CEO" without having operational duties. No day

to day work.

Essentially, You've Built An "Unsalable" Business

At great emotional and financial expense, and unwittingly, you've built an "unsalable" business. Real estate agents create, invest in, and operate a business type where the focus is always on current cash flow - not on business value or cash flow from a business they can own and operate hands-off, like any other business.

Invariably, the time to exit arrives, often an emotional and financially painful experience, *knowing that you're either walking away from a very successful business or you can expect only pennies on the dollar.*

What can you do? You can try referral deals, selling client lists, joining succession programs, consulting, licensing systems, part-time referrals, selling to teams, partnering with buyer's agents, creating content, or farming contracts. More work, with no significant long-term compensation - and no clear way to value your "book of business."

This is the plight of all real estate agents - except you - if you happen to own a Micro-Monopoly.



This is where we come in. But you must start now. If you're interested in exploring this opportunity further, [book a strategy session](#). **Do it now before all 10 Micro-Monopolies have been locked down.**

What You Can Expect At Your Strategy Session

This meeting will allow us to confirm whether your specific micro-monopoly area remains available and explore how your business aligns with the potential for significant growth, which is our key focus.



It's also an opportunity for us to get to know you better and ensure that your operation is well-positioned to handle the substantial client volume we aim to deliver. This could be the perfect fit!

Below, I'll also describe in detail how you can exit the industry and **sell your Micro-Monopoly for hundreds of thousands of dollars, potentially for millions.** You'll see how I arrive at this valuation, which any accountant can verify.

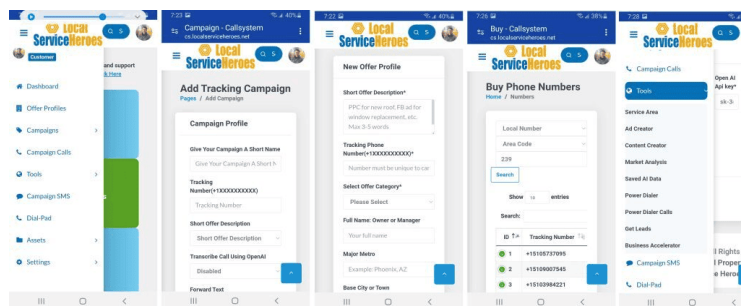
Let's explore this model, the ROI and the costs involved for our services and your marketing. I'll lead you through the steps and process step by step.

We'll start with a quick introduction to our proprietary software, followed by an overview of the familiar concept of "farming," which will make understanding the mechanics of a Micro-Monopoly much easier to understand. Then we'll take it to the next level and demonstrate how we'll create your salable Micro-Monopoly.

Technology: LeadNexus AI And Shared Cost Marketing Software

You'll have full access to our proprietary platform, such as to **LeadNexus AI: A Phone System Built For Ad Conversions & Sales Optimization** so you can follow along with what we're doing - if you choose to - but not necessary.

And to Shared Cost Marketing (SCM) software on the same platform where you can see your marketing strategy get structured and deployed. Complete with stats and campaign performance analysis. As mentioned, our process is 100% done-for-you.



Without any hyperbole, what you discover here will unquestionably alter your world view of real estate sales - and your financial future on exit. Now let's move on to how geo-target marketing "farming" works.

If You're Already Doing Geo-Target Marketing

If you already have a "farm area," applying conventional marketing techniques, you can't "sell it" and you won't want to lose it to a competitor. Once begun, this strategy is unstoppable and far more powerful than what you're doing now. You'll discover why as you read on.

Even Basic Geo-Marketing (Farming) Generates The Highest ROI

Consider this practical reality. If a homeowner received a postcard, flyer, door hanger, and a special local report from you every few weeks over about 8-10 weeks, and they've also been referred to your services by local businesses they're already familiar with (more on this later), they would absolutely remember your name and brand. *Everything in marketing begins with familiarity.*

Understand that only 4 instances of physical marketing lead to easy recall of your name and brand. However, in digital marketing, 26 instances are required for recall - familiarity.

With standard digital marketing campaigns, even after 26 exposures, they still won't trust you or see you as the local expert or as having any kind of authority. Nor have you delivered any "value." Which is why you're faced with a long "nurture horizon" with low, 1% to 3% conversion rates. It's a very expensive, long-term slog, as you know,



requiring a “fat” lead pipeline and complex “nurturing software.”

In your Micro-Monopoly area, however, they'd develop a *high level of trust in you (very quickly)* because of your *demonstrated local and industry expertise* through your regular reports - which we also create for you. That makes YOU the *authority* in the area. You'll also be *the most convenient* to call. Especially *since you're omnipresent* - always at their fingertips.

Convenience is also a major factor in sales and marketing. Which is why 70% of people engage the first agent they call. The key is to be the first agent *every time*.

Even under the standard (although very expensive and inefficient) farming model, 80% of listings do go to “established farmers.” That is **a fact, not an estimate**. The reasons are because the “farmer” is:

1. **Omnipresent** - therefore *familiarity* is reinforced.
2. **Trusted** since 87% percent of people *trust* physical advertising over digital.
3. Perceived as the **authoritative local expert**. Perceived *expertise* is a key component in the consumer decision making process.
4. **Easily recalled** in memory.
5. Since you're omnipresent, you also become **convenient**.

Which means as a “farmer” you have *closed the loop in high ticket sales*. **Familiarity, trust, perceived expertise, authority, easy recall, and familiarity**. Why would they call anyone else? They don't.

Even with the high cost of marketing and admin under the conventional farming model, it's still worth it because the leads are all 1st party, not paid for 3rd party leads. Nor would you need to pay for any referral fees.

But it's still very expensive, too labor intensive, farm areas are typically too small, and you still can't sell it and walk away.

Why Is Predictive Market Analysis & Nurturing A Business Killer?



There are service providers who use hundreds of data points trying to predict the homeowners who will sell in the next few months.

Targeting and nurturing leads like this results in 1% to 3% conversion, often over a much longer horizon than a few months.

Whether you're only using digital or conventional farming or micro-targeting strategies based on predictive data, all approaches are complex, expensive, and time consuming, and where the technology service providers make

the most money - because they are selling their services to EVERYBODY.

If everyone else is using the same or similar systems, deploying the same strategies (farming or otherwise), where's your competitive advantage? It comes down to spending more money on your marketing just to out-do your competitor.

When you own a Micro-Monopoly, you have an **ABSOLUTE advantage** because our **service is "Exclusive"**. Your marketing expenses will DROP year over year while your GCI goes UP.

When you add into the mix the new FCC rules (as of January 2025), the scenario gets even more complicated and expensive, **concurrently putting pressure on commission rates and exit strategies.**

Trying to predict who are among the 5% to 10%, in order to target them specifically is much too expensive and incredibly inefficient, though maybe still better than the "standard insanity"... competing online and buying 3rd party leads to build your nurturing pipeline.

Guaranteed Listings - No Guesswork Or Data Required

Since 5% to 10% of homes are listed in any given area each year, you know with 100% statistical certainty that in any area of 1,000 homes, 50 to 100 homes will be sold every year. No predictions required. It's a historical fact.

Getting 20-50 listings annually, then over 100 over time is well within expectations, even within a relatively small farming area, (the geo-area of a Micro-Monopoly is much larger than standard "farm areas") and they're all first party leads. Again... No lead or referral fees.

Statistically, 50% are also high-value leads ready to sell within 3 months. *Despite the high marketing costs and the extra work, there's no real downside to applying conventional "farming" methods to increase your GCI. It still works, and generates the highest ROI of any marketing strategy.*

Which leads me to the next important point.

You Don't Need Data Or AI To Follow the Money

In any area of 4,000 homes, even at a very low 5% sale ratio, a *minimum* of 200 homes WILL be sold every year. Taking an average area home value of \$350,000, and a 2.5% commission, that's \$1,750,000 in annual GCI in this ONE small area.





Even if you were to "only" pick up 10% of those listings in the first year, or 20 listings, the commission yield would be \$175,000 in GCI. It could rise to \$350,000 in year two, \$475,000 in year 3, and so on.

All without **lead costs**, without **referral fees**, without **expensive software**, and without **painfully protracted nurturing**.

As a member, you'll also enjoy a **DROP in marketing expenses** year over year against the **cost of new client acquisition**.

If you allocated just 8% to 10% of GCI in the first year, and just 5% in the following years to achieve this, wouldn't it be worth it? Of course! Especially if it came with guaranteed results and was done-for-you, which eliminates significant admin, expenses, and stress.

I'll break this down next.

There Are Two Parts To The Micro-Monopoly Strategy

Part one of this strategy is simple. We ensure you become omnipresent *FAST*; we'll also ensure you demonstrate "over the top" expertise, which for the homeowner translates into *incredible value, familiarity, and trust, while reducing your marketing costs by up to 90%*.



We leverage the established trust in the client base of local familiar businesses and we share marketing expenses. Below, I explain how that works.

Part two of this strategy demonstrates that, if done right from day one, a Micro-Monopoly is a "gold mine".

An established real estate business structured as a Micro-Monopoly, has the SAME value as ANY other conventional business, and can be valued and sold, like any other business, using standard valuation methods. But it must be set up and structured in a very specific way - from day one.

Valuing Your Micro-Monopoly in Comparison

Let's look at a comparative example. If you were to buy a coffee shop, a real estate brokerage, or a real estate Micro-Monopoly, each of which have an annual revenue of \$500,000, Which would you buy?

I've used standard valuation methods, but I'll leave the math out. Any accountant can calculate this.

In the most basic sense, the value of any business is based on proven historical and expected future profitability.

Coffee shops typically run at 15% EBIDTA, so you'd buy the coffee shop for \$225,000 since your profits are about \$75,000 per year against gross sales of \$500,000 per year.

Real estate brokerages typically run at 20% EBIDTA, so you'd buy the brokerage for \$250,000, since your profiting about \$100,000 a year against \$500,000 of revenue.



Real Estate Micro-Monopolies are *insanely profitable* because they face very low overhead and expenses, essentially limited to marketing costs and service fees. They have limited staff, no buildings, no infrastructure, and future sales are based on 100 years of data - that's the 5% to 10% of homes sold every year and your sales. Also, you'd be consistently increasing your market share.

You'd be selling a proven revenue stream with disproportionately low overhead. You could eventually capture 80% of the listings - a proven metric.

As noted above, it's been proven a hundred times that an "established farmer" gets the lion's share of business. However, a conventional "farm", which is not a Micro-Monopoly remains unsalable.

A Micro-Monopoly with \$500,000 in GCI, based on standard valuation methods would be calculated by any accountant at about \$2,300,000. Even with a "fire-sale" exit price of \$1,500,000, you'd be quite happy, I'm sure, to sell it.

The buyer could finance the purchase, and be clear in 3-4 years, while increasing it's value, since your market share could be as low as 20%, increasing to a maximum of 80%, while almost instantly earning - as a starting point - \$500,000 in GCI, *with the lowest overhead of any other type of business.*

It's a perfect opportunity for an agent to enter the business at the top, or to expand an existing local "empire". Our proprietary technologies were created to execute this strategy for you.

Disposing of Your Micro-Monopoly: We'll Facilitate The Sale



Because we've created your Micro-Monopoly with a strategy that leads to eventual sale, we'll facilitate the sale of your Micro-Monopoly when you feel it's time to exit the industry - we may buy it ourselves, or perhaps we may finance the buyer, so you don't walk away from many years of hard work with peanuts - or with nothing at all. *Below is a detailed explanation of exactly how your Micro-Monopoly is defined and built.*

Why Only 10% Of Successful Agents Apply A Farming Strategy

There are three reasons that only 10% of agents apply some form of farming strategy. First, brokers, vendors, and the industry are caught in the "everything is technology" trap. Second, there's no specific or formal training available on executing any kind of farming strategy, and third, which is likely the biggest barrier - the high cost of targeted marketing.

With respect to cost: The challenges in executing even a basic farming strategy are rooted in the cost and complexity of creating, managing, tracking, and optimizing highly targeted marketing campaigns. Creating/providing high-value localized market information to build familiarity, add value, demonstrate expertise, create authority, and build trust adds a lot of work and expense to an agent's already full plate.

Having to pay for campaign tracking software, research market reports, and creating localized market information for a specific geo area is costly. One report can easily cost \$1,000 - the cost of research, editing and design. Imagine doing 12 or more of these a year? On top of 12-18 standard branding and offer promoting campaigns, which also need to be created and designed.

Not to mention *the cost of print, distribution, campaign tracking, analysis, optimization - and managing relationships with other local businesses to leverage their client base, market presence, familiarity, and trust.* It would be an expensive logistical nightmare.



Pittsburgh Real Estate Market Overview

Selling In A Competitive But Stable Market: What You Need To Know

I've prepared this special report for you in case you're thinking about listing your home, or for someone you may know who is looking to list in your neighborhood. Your home is likely your largest investment, so getting the lay of the land could mean a difference of thousands, if not tens of thousands of dollars in your pocket.

Key Points

- Research suggests the Pittsburgh real estate market is stable, with median home prices around \$250,000 in early 2025, up 5.3% from last year.
- It seems likely that off-market values align with assessed values, averaging \$250,000, based on recent sales data.
- The evidence leans toward home prices increasing steadily over the past decade, with projections for slight growth or decline in 2025, depending on economic factors.
- Neighborhoods like Squirrel Hill and Shadyside are among the best areas, with high home values and desirable amenities, while Bloomfield offers affordability and cultural richness.



In fact, the **“special reports”** and information brochures must also serve to **educate** and **filter and qualify prospects**, which dramatically reduce the need to nurture - and increase the probability of only getting calls from high-value prospects.

Special Reports & Guides - Critical to Establishing Monopolistic Market Presence



Top 10 Mistakes Made By Sellers

The Difference Between Thousands of Dollars & Months on The Market

I've prepared this special report for you in case you're about to list your home. It's a big decision, and it's about the biggest investment of your life. Getting it right, making the process smooth and painless, while getting your home sold fast for top dollar is not hard. But it's critical.

A large part of the process is simply knowing what to do and knowing what not to do.

I've compiled a list of The Top 10 Mistakes Made By Sellers. I've had to preface the list with a few points that also bear direct impact on how fast - and for how much - your home is sold.

When it comes time to consider offers, many people take them personally. Experienced agents, representing potential buyers, know this, and they do it to knock you back - to get you emotional. An experienced agent working in YOUR best interest will easily be able to navigate these negotiating tactics.



Which is just one, but very important, reason not to hire a weak agent. A strong, locally experienced agent will also create a marketing strategy perfectly aligned with targeting buyers for YOUR area, home's decor and type.

Just about every home owner at some point considers selling their home without an agent. Possible, of course. If you're very experienced in real estate investment and transactions, then it could work for you.

However, keep in mind that homes sold by owners typically sell for less, so the financial rewards are

In addition to what I covered above in terms of establishing brand familiarity, trust, expertise, and convenience, **these reports can streamline client relationships.**

The reports **provide free value** and serve to **educate them** - up front - on the market, also on the **“ground rules of the listing and sales process”** while at the same time presenting you as the de facto expert and local authority.

All reports are 100% custom tailored to your brand and your target market.

The Bottom Line: Current DIY “Farming” Strategies

Despite the clearly obvious fact that geo-farming is by far the most effective way to skyrocket your business; for an agent, however, this represents a lot of high fixed costs, expensive testing periods, more software, and an administrative nightmare, if executed alone. After all that effort, the “farm” area will still not be “salable” unless structured properly from day one as a Micro-Monopoly.

When we create a Micro-Monopoly for you, we’re building you a salable business. Another key point is that in taking a DIY approach, the size of the farm area will likely be much smaller, since costs increase dramatically as farm area size increases.

Our Micro-Monopolies are substantially larger than an average farm area by up to 20 times, and marketing costs can be as low as 10% of the cost of what conventional “farmers” are expending per campaign.

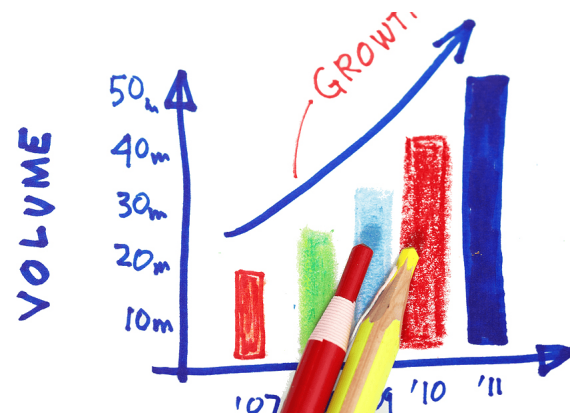
What We Do & Why We Can Guarantee Results

In terms of the marketing campaigns in your Micro-Monopoly, our **services include handling the strategic planning and analysis, ad campaign creation, distribution, tracking, and optimization.** We also **provide all research and value-added reports branded to you.**

In order to reduce the time required to generate results (in typical farm areas) by up to 75%, we implement a **"Turbo-Spin-Up"** marketing campaign strategy. This strategy also drives direct and indirect referrals - which leads to even more listings, putting sphere-of-influence (SOI) marketing on steroids.

All marketing is tailored to you, your brand, and your geo-area. We don't apply "blanket solutions." You, and your market, are both unique.

By leveraging local, established, and trusted businesses, we're able to reduce your marketing expenses by up to 90%. Our collaborative marketing software (SCM) facilitates this process to streamline complex, high-volume campaign creation, management and deployments.



How We Leverage Trusted Local Businesses For Your Benefit

The sample postcard below demonstrates just one of 100+ marketing strategies, all of which are multi-faceted.

Please Note: *The home service businesses in the sample postcard are actual companies serving the Pittsburgh area, but we do NOT have any client relationship with them, nor do we endorse them. It's simply an example. The real estate brokerage is fictitious.*

1. As the primary advertiser, in this example, you're **offering VALUE through your market report** and giving a clear and explicit "call to action" to get the report.
2. **Three other local businesses appear with you.** Statistically, 80% of homeowners will know, like, and trust at least one of the other businesses. **This transfers trust to you as an indirect referral** - like an endorsement.
3. **Each of the other businesses also have an offer**, so the homeowner may not need your services (yet) but will call one of the services they do need now. Nevertheless, you're reinforcing your familiarity, trust, and expertise.
4. **Each marketing partner benefits from "transferred" trust as an indirect referral.** The home owner thinks "Well, Higgins painting did a great job for me last year, so if they like and trust Jane Smith, I'll give her a call." This applies to all marketing partners in all combinations.

HOUSES

JUST LISTED \$786,000
Get my Shadyside Market Report

My Service Team Helps Get You SOLD for TOP Dollar!

HIGGINS PAINTING

Get 3 Rooms Painted ONLY \$250
Call Now (724) XXX-XXXX

LOCAL ROOTS
LANDSCAPING

Spring Yard Clean Up Save 15%
Call Today!
(412) XXX-XXXX

J&R Pressure Washing
EXCEPTIONAL QUALITY
Call (724) XXX-XXXX
Full House Wash - Save \$150
Book Your Cleaning Today

Jane Smith
Direct: (412) XXX-XXXX
Call / Text for my Special Report on the Shadyside Market
Houses Realty Inc.
MyWebsite.com

5. In this case, **marketing expenses are shared** by 4 of you. If the card has 2 sides, it could be up to 8, or even 10 business owners. **This drives the cost of a \$1,400 campaign to about \$175 each.** Which means **stretching a \$1,400 marketing budget to about \$11,200 of targeted exposure.** No one will ever be able to compete with you!

6. In some cases, you will not be the primary advertiser, but **join another local business's campaign.** Literally, for pennies, you become omni-present. Each time, you'll **provide a call to action and offer some type of value.**

7. You're advertising with your **"service team,"** which clearly **demonstrates VALUE and local expertise** to get the job done - to sell their home for top dollar and fast. Typically, real estate agents promote their "team" of agents. What real value does that bring to the homeowner? The fact is... none. Perhaps to some homeowners, the perception of high commission is the message it conveys. With this method, **you and your service team represent value** to the homeowner.



11 Benefits of Owning An Exclusive & Salable Micro-Monopoly Instead of a "Farm"

70% of top producers rely on sphere-of-influence (SOI) over paid leads. A Micro-Monopoly turbo-charges that strategy, and with us, it's done-for-you, while slashing new client acquisition costs by up to 90%. No referral fees or lead expenses, and all leads are first party, with most being high-intent.

1. **Omnipresence** in your market.
2. Predominantly **high-intent leads** with little to no nurturing.
3. You and your brand become the **de facto local expert.**
4. **80% of listings** in an established Micro-Monopoly **go to the Micro-Monopoly owner.**
5. **100% first party leads that you own.** No lead costs or referral fees.
6. **Untouchable brand differentiation** in your local market.
7. It's **predictable and scalable** since 5% to 10% of homes are listed in any given area nationwide. Like clockwork. The price range, or even the targeted geo-area you work in, does not matter. It's about volume.
8. We **leverage other local businesses**, their trust, and their direct and indirect referrals.
9. Your **established Micro-Monopoly will be very difficult and very expensive to penetrate** by your competition because they will not have the strategy or access to leveraged marketing, nor will they be able to replicate your "omnipresence", trust, authority, or expertise. It's like building a moat around your Micro-Monopoly.
10. **Your marketing costs DROP year-over-year**, dropping client acquisition costs through the floor.
11. We'll **facilitate the sale of your Micro-Monopoly.**

Working with Us - Aside From Our No Risk Guarantee - Is a Smart Plan

With our hyper-accelerated "Turbo-Spin-Up" program, within 2-3 months, it'll seem like "you've always been there" as the local, familiar, authoritative, and trusted expert.

1. **100% done-for-you.** All-In-One.
2. **No software to learn.**
3. **No admin.**
4. **Lowest cost per lead - by far**, as marketing ROI against GCI. And with no admin time, this also factors heavily into ROI.
5. **Assigned a dedicated Micro-Monopoly Account Manager (MMAM).**
6. **Custom reports** (branded to you) provide an incredible stream of value demonstrating your local expertise, building trust and credibility as the de facto local expert and authority in your Micro-Monopoly market.
7. We **leverage the established trust and referrals of participating local businesses.**
8. We **reduce the cost of advertising by up to 90%.**
9. We provide and **manage all lead tracking and call routing with notifications and transcripts** using our proprietary **LeadNexus AI Performance Tracking software**, so your team never misses an opportunity.
10. **Marketing campaign performance reports**, so we can **continue optimizing campaigns** for you.
11. Each campaign is **individually tracked and analyzed; then optimized** for performance.



How We Define Your Micro-Monopoly (MICMO)

Although we know that 5% to 10% of homes are sold in any given area, with an average of 6.5%, there are a number of criteria which need to be considered.

In the broadest sense, the average home value in any given area is not necessarily a determining factor, since **volume trumps margin in sales**, and turnover in the highest-priced areas may be lower, with the same GCI.

You probably have a "niche" market you've developed over the years, so we can tailor your Micro-Monopoly to that area - or we can add a new market for you.

We do 100% of the marketing for agents, backed by a 200% all-in cost guarantee based on Agent GCI

We'll facilitate the sale of your Micro-Monopoly when you decide to exit.

Micro-Monopolies (MICMOs)	Area in Square Miles	*Average Home Value	*Average Homes Sold/Yr	*12 Month Listing Appt. Target	*Listings - 50% Close Ratio	*12 Month GCI Target On SALES	GCI On 50% Related Transactions	Total GCI 12-18 Months	*Value Of Micro-Monopoly in 3 Years
4	16.49								
MICMO 1,2,3,4	4.12	\$440,000	138	30	15	\$188,736	\$94,368	\$283,104	\$ 403,423
1	16.7	\$400,000	167	37	18	\$208,537	\$104,269	\$312,806	\$ 445,749
2	15.44								
MICMO 1,2	7.72	\$400,000	126	28	14	\$156,917	\$78,458	\$235,375	\$ 335,410
2	20.30								
MICMO 1,2	10.15	\$400,001	151	33	17	\$188,406	\$94,203	\$282,609	\$ 402,718
4	6.08								
MICMO 1,2,3,4	1.52	\$380,001	152	33	17	\$179,896	\$89,948	\$269,844	\$ 384,527
2	16.00								
MICMO 1,2	8.00	\$350,001	155	34	17	\$169,069	\$84,534	\$253,588	\$ 361,363

Take a look at the spreadsheet to get an idea of Micro-Monopoly structuring. Click the link to open the sheet in your browser for the [Pittsburgh Micro-Monopoly Data Overview](#). These are only general numbers to give you the land.

If you've read this far, you're likely interested in not missing out on your preferred areas. Get more information on our website at: [THE ULTIMATE EXIT STRATEGY](#).

Keep in mind that we can only help 10 top agents in the Pittsburgh; once prime areas are locked down, potentially with more than one area by any agent, they're gone!

[Book a strategy session now](#) to ensure that your preferred Micro-Monopoly area is still available, and whether our services are a good match for your business, your ability scale, your vision, and your exit plans.

Thank you for taking the time to explore the opportunity to take your real estate business to the stars!

Don
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About The Founder of Local Service Heroes



Don is a former economist, trader, corporate/investment banker, home builder, and marketing software developer. Throughout his diverse career, whether his days were spent helping high value, established corporations scale to increase production and sales, or scaling his own construction business, or building marketing software, he found that selling, admin, scaling (and converting) applies to all businesses—small, medium, local, or national.

Adapting the complexities and cost of marketing, branding, and offer creation strategies that

large corporations (with enormous budgets) use to dominate and explode their market share proved to be quite a challenge. Eventually, he and his team worked it into a system that's not only affordable for local businesses, but gives small business owners "monopolistic super powers".

This system was created for all hard-working local business owners, including Real Estate agents, who ARE the economic backbone of any one geographic area. The determination of Don and his team paid off. It's finally complete, and it was made for you. It's called Local Service Heroes. He's proud and excited to help local business owners take their businesses to heights they probably never dared imagine.