

# A Huge Timesaver...

*Leveraging PropertyBoost to market listings and generate leads on Facebook.*



SUCCESS SNAPSHOT

**5-8K**

Impressions/boost

**11**

Avg. Leads/boost

**Shaun Pickering**

eXp Realty, Brokerage – Ontario

## INTRODUCTION

Shaun has transformed his listing marketing strategy by leveraging PropertyBoost. With its ability to generate affordable leads, deliver high impressions, and provide valuable data, Shaun has not only made his sellers happy but has also used these insights to win more listings. Here's how PropertyBoost has become an essential part of Shaun's marketing arsenal.

"Every seller wants to hear the number of people that you're getting in front of to market their listing. PropertyBoost generates 5,000-8,000 impressions in the first week. I can track impressions, clicks, and leads, and pass that information along to my clients."

### Why PropertyBoost:

"My favorite thing about PropertyBoost is the impressions and the potential buyers you get."

Whether you're targeting sellers or agents, the cost per lead is fairly low, and you don't have to create or manage the ads yourself – which is a huge timesaver."

## CHALLENGE

Shaun faced the challenge of effectively marketing his listings while managing costs and time. He needed a solution that could:

- Attract attention to new listings during the critical first 7-10 days.
- Generate leads without spending excessive time creating and managing ads.
- Provide measurable results to show his sellers.



**Listing  
Impressions**



**Efficient Lead  
Generation**



**Measurable  
Results**

## SOLUTION

Shaun implemented PropertyBoost for every new listing, knowing its ability to target the right audience through advanced algorithms. With guaranteed impressions and affordable lead generation, Shaun found it to be the perfect fit for his business.

Available in the Marketplace, [learn how PropertyBoost](#) can help market your listings to maximize impressions, generate leads, and impress sellers.



# Key Benefits Shaun Experienced

1

## Impressions That Make Sellers Happy

PropertyBoost's algorithm ensures Shaun's listings receive 4,000-8,000 impressions within the first week. Combined with his own social media efforts, he confidently tells his clients their listings will reach up to 20,000 impressions. Sellers appreciate this visibility.

2

## Affordable and Effective Lead Generation

Shaun values the low cost per lead that PropertyBoost offers. These leads come with contact information from their social profile and are delivered to his CRM.

3

## Actionable Data to Win Listings

The detailed tracking of impressions, clicks, and leads allows Shaun to showcase measurable results to his clients. This transparency not only strengthens relationships with current sellers but also becomes a compelling tool to win new listings.

4

## Ease of Use

Shaun loves how simple it is to use PropertyBoost compared to creating and running ads manually on platforms like Meta. The time saved allows him to focus on engaging with leads and servicing his clients.



**Step up your listing marketing game and boost today!**  
Pricing starts at only \$59/boost.

**Boost Now**



## IMPLEMENTATION

Shaun also developed a lead follow-up plan to ensure he maximizes every opportunity. As soon as a lead is generated through PropertyBoost, Shaun follows a structured approach:

- **Immediate Response:** Shaun reaches out within minutes to establish initial contact.
- **Personalized Follow-Up:** Based on the lead's response, he tailors his communication to their specific needs.
- **Ongoing Engagement:** Shaun keeps in touch with regular updates, ensuring no potential buyer or seller slips through the cracks.

## CONCLUSION

PropertyBoost has become a cornerstone of Shaun's listing marketing strategy. Its ease of use, cost-effectiveness, and measurable impact have allowed him to deliver outstanding results for his clients while growing his business. For agents looking to elevate their marketing efforts, Shaun's success demonstrates the power of PropertyBoost.