

NEW YORK EDITION

# TOP AGENT

## MAGAZINE

**A STEP-BY-STEP GUIDE TO  
CONVERTING  
INTERNET LEADS  
TO REAL LIFE SALES**

**How to Incorporate  
Current Events to  
Your Email Blasts  
and Stay Relevant**

**MAKE  
SOCIAL MEDIA  
MARKETING**  
Your Calling Card

**EMOTIONAL  
FLUENCY:**  
*HOW TO COMMUNICATE  
WITH CLIENTS WHEN  
TENSIONS ARE HIGH*

**COVER STORY**

*Area Specialist*

**SUSAN BATTERTON**

**NEW YORK EDITION**

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**SUSAN BATTERTON**

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**FOR AD RATES AND INFORMATION**

*Top Agent Magazine is the premier real estate magazine featuring the  
best real estate agents, mortgage professionals, and insurance agents in  
the USA, Europe, Canada, Australia, and New Zealand.*

A man in a dark suit and striped tie is shown from the chest up, holding a glowing, blue-tinted cityscape in his open palm. The cityscape is a dense collection of skyscrapers and buildings, with a bright light source on the left creating a lens flare effect. The background is a blurred cityscape with a blue and white color palette.

A Step-by-Step Guide to

# Converting Internet Leads to Real Life Sales

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In the era of apps, instantaneous social platforms, and text messaging, it's little surprise that the modern homebuyer begins his or her search for real estate representation online. Even if you've got a top-notch website or an influential social media presence, how do you connect with web surfers who have yet to commit to the services you offer? Take a look below to learn a few key techniques to bridge the gap between digital interest and real-world sales.

## RESPONSIVENESS IS KEY

Like it or not, our digital culture relishes immediacy and instant gratification. With that in mind, be sure to stay on top of online interest forms, e-mails, or newsletter sign-ups. Don't let an online lead go to waste by taking too long to engage and follow-up. Things move fast, and it's easy for potential clientele to forget which websites they've visited. Even if your lead isn't ready to commit then and there, you demonstrate your

# *Mastering the fundamentals of digital communication is the first step to converting digital interest into concrete business.*

accessibility and attentiveness by following up swiftly—a characteristic anyone would seek in an agent or lender.

## **ENGAGE WITH OPEN-ENDED CONVERSATION**

When online back-and-forth goes stale, communication drops off quickly. If you're following up via e-mail, social media, or text, be sure to keep topics focused squarely on the potential client. Ask open-ended questions to give your lead the opportunity to loosen up and engage on a personal level. There's no better way to cement a digital lead than to take a pointed interest in the specifics of their situation. Doing so transforms the impersonal invisibility of the internet into a true connection.

## **GIVE ADDED VALUE**

Plenty of businesses send impersonal, automated messages in response to an online inquiry, but establishing a true connection may mean providing your lead with something of value. Perhaps you're forwarding a property for sale that fits the interests of your lead, or a relevant article, or maybe you take the time to send a personal message—demonstrable value and a personal touch separate your follow-up response from spam. Other ideas to consider when

adding value to your follow-up technique: incorporate area promotions and access to local events, make a date for coffee, or offer a brief consultation free of charge to make the first move.

## **DON'T STOP MAKING CONTACT**

If you don't connect with your internet lead right off the bat—don't be discouraged. It often takes multiple tries before a follow-up interaction sticks. Folks are busy and frequently flooded with e-mail blasts and junk mail. A lead may not engage without a little prodding that shows you're committed to their business. Remember: it's the squeaky wheel that gets the grease.

Digital leads don't have to be difficult to capture. The internet plays a powerful role in funneling modern clientele your way, but in order to take full advantage of the web's reach, you'll need to tailor your follow-up technique. Mastering the fundamentals of digital communication is the first step to converting digital interest into concrete business. Keep these tips top-of-mind as you build your online presence and mine the vast world wide web for an endless wealth of clientele. Earning a command of digital lead conversion is the surest way to bolster your business in the ever-evolving digital era.



# How to Incorporate Current Events to Your Email Blasts and Stay Relevant

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Email marketing is a cost effective and straightforward method of getting your name and services in front of clients with just a few keystrokes. This tried-and-true approach to digital marketing is a favorite of many, and there are countless ways to customize (and maximize) your email blasts to reap superior results. Despite this, many real estate profes-

sionals are content to standardize their email advertising and take a broad, one-size-fits-all approach to capturing interest and leads. While an up-front sales pitch certainly has its uses and benefits, it doesn't hurt to shake up your routine and refresh your email marketing approach by adding specifics that draw renewed interest from your audience.

One way to accomplish this is by tying in current events and local happenings to your email blasts. After all, your sphere of influence likely receives countless marketing emails per day. To cut through the noise, sharpen your message with a few specifics that separate your communications from the pack. Not every email should be focused on closing a sale, or else your audience will learn to stop listening. How do you build your brand, stay top of mind, and keep the lines of communication open with your clientele? Here are a few ideas to get you started.



### **Sports news makes a splash**

People love to rally behind the home team. Is a regional, local university, or professional sports team in your area headed to the playoffs or the championship? Are they facing off

against an old rival? Do they host themed fan days honoring veterans or catering to families? Tailoring your communications to a local sports franchise's big news or next event can draw intrigue and provide added value for your clients. Remember, not every communication you send should be focused on pitching and closing a sale, otherwise your audience will tune out your emails altogether. Instead, incorporate fun, community-oriented content that lets readers know you're a resource for much more than real estate.



### **Become a one-stop-shop for holiday fun and seasonal ideas.**

From Mother's Day to Thanksgiving, anyone can send an email wishing clients a happy holiday. While the sentiment is a good one, you'll be one of dozens flooding inboxes with

your well-wishes. Instead, go beyond the traditional greetings and good tidings and become a hyper-specific resource for clients. Create a gift guide for Mother's Day, outline family-friendly local events occurring in your area around the holidays, or engage in a promotional partnership with a local business who's offering a holiday special of their own. In other words, don't settle for just saying hello during certain times of the year. Instead, up the value of your email blast by offering clients curated information that relates to their interests and area. Doing so makes your emails a must-read, while demonstrating your ability to go the extra mile.

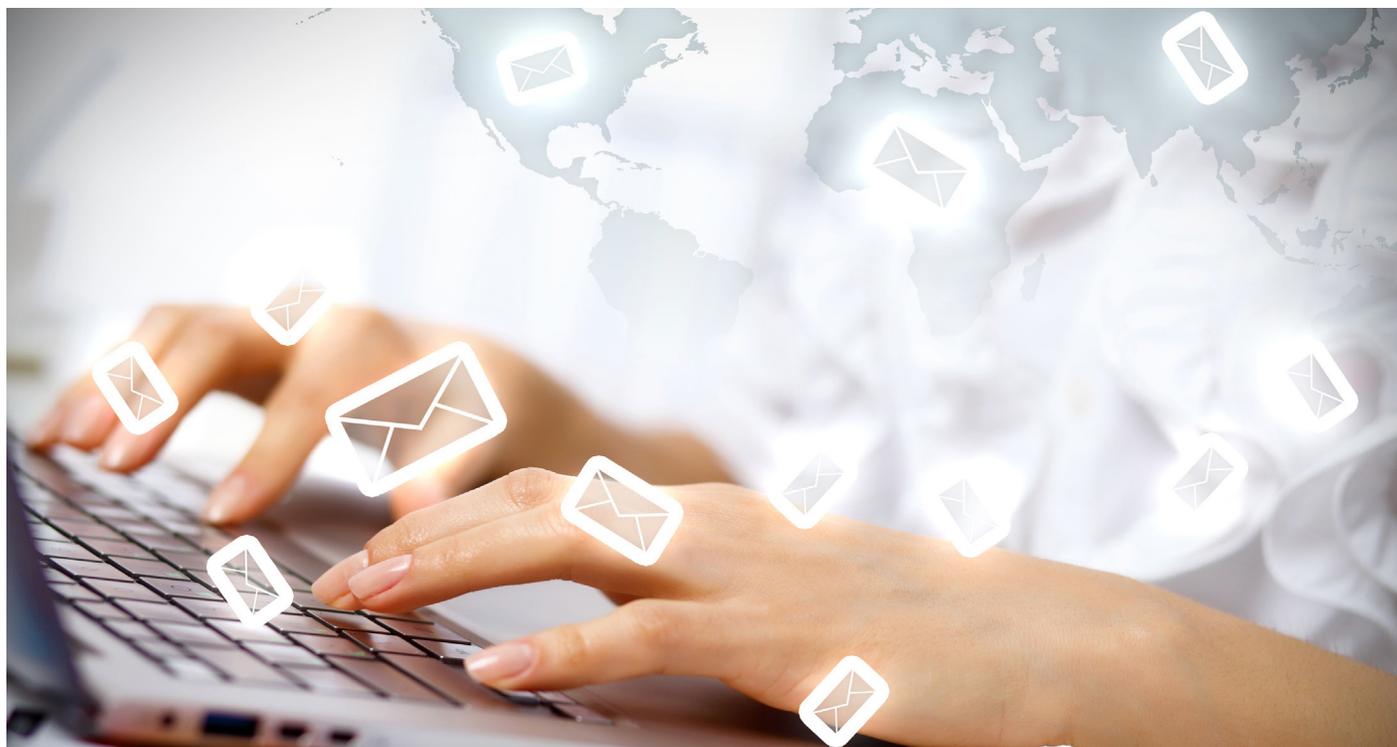
## **Pop culture serves as a fun and timely tie-in.**

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Is a new gaming app sweeping the nation? Have your social media feeds been flooded with the same viral video? Is everyone gossiping about the same TV show premiere? Pop culture tie-ins in your email marketing campaigns can be extremely effective, but in order to for

them to work, you'll need to move quickly and keep your focus on the phenomenon, rather than your service pitch. The goal behind pop culture marketing tie-ins is communicating the progressiveness and hip factor of your brand, while capturing timely, topical interest that's at a fever pitch. Everyone wants to be in on a running joke or trend, and if you leverage trending pop culture moments in your email marketing, you'll be able to draw views and clicks from a wide audience.

Plenty of services offer standardized email marketing templates and content for today's real estate professionals, and while the motivation behind marketing is transactional, your communications don't have to be. The surest way to make an impact in your clients' inboxes is to add original value and break apart from the pack. Consider updating some of your routines with these current events oriented techniques and your email audience is sure to take a second look.



# TOP AGENT

MAGAZINE



*Area Specialist*

SUSAN BATTERTON



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*Top Agent Susan Batterton is honored and feels privileged to be chosen as a Founding Member of REALM—membership of the most accomplished real estate professionals ever assembled: A global platform for the top 10% of agents by sales volume.*

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“TO AFFECT THE QUALITY OF A DAY, THAT IS THE HIGHEST OF ARTS” —Henry David Thoreau

Susan Batterton is a passionate individual who specifically focuses on making a difference in people’s lives. She has a Master’s Degree from Columbia University, Teachers College, and 25 plus years of experience as a Special Education teacher. Because of her career experience, she has a significant level of sensitivity and compassion. When she retired from teaching, she knew she still wanted to assist others to reach their personal and business goals. Susan’s innate insight of others and well-honed communication skills make her a go-to agent. She really understands her clients and makes certain each client feels like they are her only one. Susan is also a powerful businesswoman and is proactive, foreseeing challenges before they occur. Her persistence is evident as she thrives on negotiating and advocating for her clients. Susan doesn’t see real estate as a job. She loves guiding people through the process of selling or buying a home. Her positive attitude, smile, and sense of humor are contagious. Working in real estate allows her to facilitate a transition her clients want, starting a new chapter in their lives. She loves watching homeowners sell their homes or find a new place to call “home” and create lifetime memories.



As it's one of the biggest decisions people make in their lives, the process of buying or selling a home can be daunting even if you've done it before. It's a thrilling, emotional, and exhausting time, made much easier when you have the right partner, and Susan Batteredton is that partner. Susan's willingness to explain processes thoroughly translates to how she interacts with clients as well. It's important to Susan that they

understand the market and how to achieve the best price. To do this, she really wants to get to know them as if they are family. "I want my clients to feel that they can trust me from day one and that means getting to know them on a deeper level." She keeps in close contact with previous clients who always become friends and part of her family. She likes to send handwritten notes on any occasion such as weddings, babies born,



birthdays, and anniversaries of sale/purchase. Susan takes great pride because she consistently receives referrals from past clients.

She is determined and perseveres until she accomplishes anything she sets her mind to. Susan fervently believes in advocating for anyone who needs help and negotiates on their behalf until there is a solution that meets her high standards. She has an intuitive sense of people and a huge heart. Innately nonjudgmental, she unconditionally cares for everyone, as all are equal in her eyes. Susan's primary goal is to support and nurture people of all ages in their physical, mental, and emotional needs. Susan has lived in Larchmont for over 25 years. She grew up in NYC and understands the importance and significance of having the best of both worlds. As they say "You can take the girl out of the city, but not the city out of the girl." She loves the convenience of hopping on a half-hour train ride to New York City for her big city "fix"-theater, concerts, shopping, and restaurants. After being a single mom for 10 years, Susan now has a beautiful blended family with three stellar daughters and also dotes upon

her furry 4-legged children. She can often be found with them at the nearby parks, beaches, or at the gym (known as a gym rat).

She is honored and feels privileged to be chosen as a *Founding Member of REALM*. The membership connects her to top-tier agents for referrals and delivers unmatched data and insights not available elsewhere through a brokerage or other professional community. This gives her a huge advantage to serve her clients infinitely better. REALM is a membership of the most accomplished real estate professionals ever assembled: A global platform for the top 10% of agents by sales volume. It is the largest data consolidator for HNW and UHNW individuals. Sell with the confidence of extensive knowledge regarding your clients and prospective buyers. REALM's proprietary matching technology is a powerful differentiator that provides a competitive advantage, whether working with buyers or sellers. REALM has 425 members, among 100 brands in 33 states and 10 countries, with 160k clients, and 1,700 listings totaling about \$6.5 billion in current inventory.



An accomplished agent, nominated for *Top Agent Magazine 2022*, this incorporates nationally highly achieved agents' sales, by sales price and volume. Additional awards include *Five Star Professional 2022* based upon clients' referrals and she is also a certified *Global Luxury Specialist*.

Susan is infinitely committed to educating others. She provides guidance to every member of her team, including a full-time assistant, marketing director, and social media manager. "Over the past eight years, I've seen what works and have tweaked our strategy to become better and better." Susan and her team's powerful negotiation and unparalleled marketing skills drive the price up for sellers and down for buyers and have achieved rapid success. All of their listings sell at list price or up to 103% of the list price. After several sales of owners who said, "I can't sell my home the way it looks now." Susan soon recognized she had developed a niche, supporting sellers' emotional and empathic needs when accepting and embracing the concept of a big change in their lives, moving and all the overwhelming parts to get to the finish line.

A systematic approach has been implemented to assist sellers with this transition. Susan walks through the house several times to discuss what to do to increase market value. "I work to net the owners much more money than they thought was conceivable. Equally as

important, what *not* to do to save their money, as it won't increase the sales price. Perhaps they are widowed, their parents have passed away, they want to downsize, or they simply want to take advantage of this insane sellers' market." Susan thrives on negotiating. She under prices the list price always (if sellers are on the same page) where numerous persons want to make an offer and thus, buyers' bidding begins and driving the sale price up. Her listings sell within days; starting with *a coming soon* on the MLS, act as a teaser, similar to a trailer of a movie, where buyers are anxiously awaiting to visit the home when *active* on market.

Since elementary school (at graduation awarded most volunteer service) she has been devoted to navigating and negotiating challenging situations and bettering people's quality of life. She is deeply involved in volunteering in various non-profit organizations. She is proud to have the opportunity to share her time and love with others who aren't as independent as they wish. She knows from personal experience how emotionally challenging, unbearable at times, and distressing it is to watch one's self deteriorate. She is a member and volunteers her time with *At Home on the Sound*, not for profit organization that assists local residents in the Larchmont-Mamaroneck community. Their mission is to assist those over the age of 60 to maintain a vibrant lifestyle as they age while remaining in their own homes.



In addition, she volunteered at The Jewish Guild for the Blind and Candy Striped at Lenox Hill Hospital with Dementia and Alzheimer's patients. She became involved with the Delta Society and trained her dog to become a therapy dog. Susan visited nursing homes and people in assisted living residences with her dog; brought smiles and laughter to everyone that she visited. Her parents have sadly both passed and had long-term illnesses. She cared for them as they declined for years; seeing and imparting only positive vibes and sunshine through a dark place.

For the whole of, five years ago, Susan was appointed as a *Board Member of the Town of Mamaroneck Board of Assessment Review*. She loves working with Veterans and as a *Board Member of ECAD* "Educating Canines assisting Disabilities," which is a great way to change a veteran's quality of life. Susan is dedicated to stopping the drug and alcohol abuse that is destroying children and adult lives and tearing families apart. Also a *Board Member of Mamaroneck Drug Culture Committee* and a *Board Member of Radar*; (Responsible Action, A Drug and Alcohol Resource) a *community coalition* that supports teenagers and their families...and assists people in recovery and encourages a healthy lifestyle.



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call 914-826-5266 or visit [susanbatterton.com](http://susanbatterton.com)



# 4 Qualities of Exceptional Employees

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Hiring a new employee is one of the more stressful parts of being a business owner. After all, you're taking someone on and trusting that they'll not only be a valuable addition to the team, but won't do anything to hurt your business's hard earned reputation.

Sometimes a person comes in and you click right away, and other times you might be blown away by an impressive resume. But there are things you should look for that might not be as obvious at first. Employees that have the following qualities are ones you should seek out, because they will definitely be well worth the time and energy you invest in them.

## 1. They have the confidence to be innovative

There's a reason people are drawn to those who think outside the box. Not only do innovations often lead to an extremely profitable business, even when that thinking doesn't pan out, creative thinking is something that will energize your business and will motivate more employees to start taking chances.

Innovative thinkers also usually have great leadership skills. Ironically, you want an employee who isn't afraid to speak up to authority and is someone who knows how to bend the rules without breaking them. They know that

the success of the team and business is what's most important, as long as it's done ethically and with respect for everyone involved.

## 2. They are constantly reviewing their past performance

A good employee looks forward, but they also look back. They are always evaluating what worked and what didn't work in past performances and then adjusting their plans going forward accordingly. If they are coming off a big win, they know how to capitalize on that by using the momentum and cementing in everyone's minds the value that they add to the team.

If things didn't go as planned, they assess what they can do better next time, and they don't get bogged down in insecurity. They take responsibility and they have confidence that they won't repeat past mistakes. They know that failure is a temporary state, and are able to learn lessons from their mistakes, that will make them a better employee going forward. While no one wants to fail, having the confidence to try something and fail will one day let you strike gold. Someone who lets failure shut them down, leads to a dead end and will soon make them a dead weight on your team.

## 3. They value teamwork

Even though an exceptional employee might be a rising star, they realize that success is

not an individual endeavor, it relies strongly on who you're working with. Exceptional employees make sure that everyone is contributing and valued for their input. They put the interests of the company above their own, and thrive in an environment where ideas and information are shared freely.

Shared success is the ultimate goal for every project. Exceptional employees have the confidence to know that even when they're not singled out for praise, they're an irreplaceable component of a larger machine.

## 4. They are self-motivated learners

A key thing to remember is that while experience is a valuable commodity, intelligence and intellectual curiosity is usually something that can't be taught. Yes, you might request employees get additional training or attend seminars, but exceptional employees will be seeking out educational opportunities constantly. Even if they don't have a lot of money for weekend retreats, they will be getting books from the library, downloading audiobooks, and most importantly, taking advantage of one their greatest resources, YOU.

Exceptional employees know that the way to stay ahead is to always be at the forefront of new technology and systems. They don't see educating themselves as a burden, they actually enjoy it. They realize that everything they take in, will one day make them not only an exceptional employee, but an exceptional boss as well.

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## Emotional Fluency:

# How to Communicate with Clients When Tensions are High

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Managing emotions, expectations, and personalities are central to a successful real estate career. After all, this is a business based on relationships and interpersonal communication. Likewise, real estate is built on one of life's central milestones—homeownership. This means that stress, disappointment, excitement, and competition are *inherently*

involved in the process. As an agent, you take on the real estate world every day, but most of your clients aren't well-versed in the norms of the industry and are likely riding an emotional roller coaster throughout. Acknowledging this, how do you steer the ship when emotions and tensions are running high?

For starters, it's not always intuitive. Just like you add tools to your arsenal when it comes to marketing, social media, or lead generation, you also have to add emotional tools to your repertoire. Here are a few ways to diffuse tense situations and keep clients on an even keel—even during the ups and downs of the transactional process.

### Create realistic expectations from the outset and reinforce them as you go

As a seasoned agent, some aspects of the industry may seem run of the mill to you, but may come as a shock to your clients. That's

why communicating expectations from the beginning can help create reasonable touchpoints in the minds of your clients. In addition to talking through the steps of the transactional process with your clients, consider writing out a checklist or compiling a buyer's guide that can serve as a resource for them throughout. Think of it like a security blanket, but one that's built by facts, figures, and anecdotal experience. If you paint a clear picture of what to expect, clients are less likely to be taken by the surprise and react impulsively as a result. What's more, reinforce next steps, expectations, and possible outcomes as you go. If your client is left to wonder or guess at what's ahead or

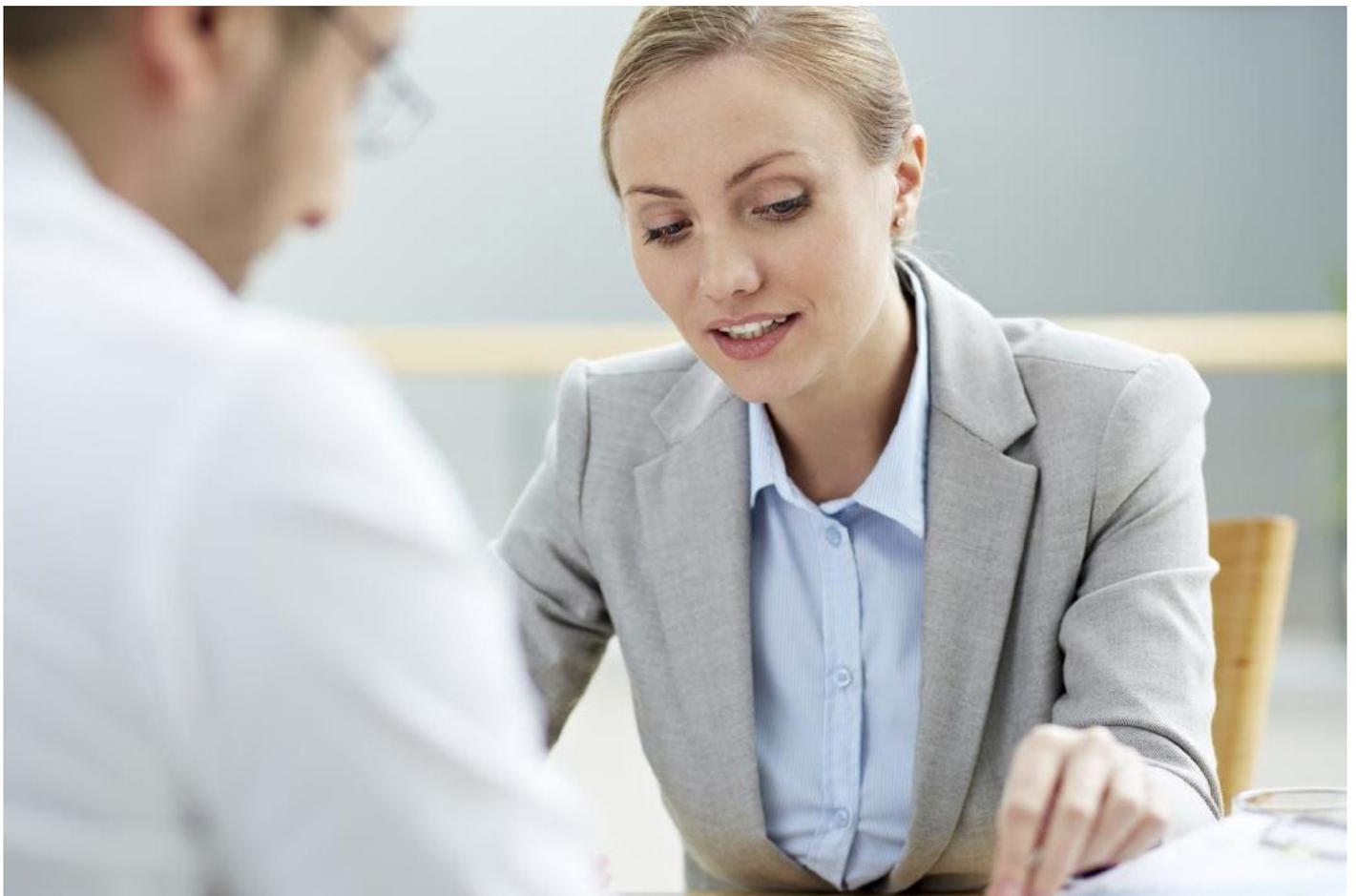


what will happen, they will either envision the worst-case scenario and panic, or they'll misjudge the next step and be disappointed or left anxious as a result. Minimize surprises by communicating regularly, clearly, and with all options on the table.

### **When unveiling a problem, come to clients with potential solutions in hand**

Any agent worth his or her salt knows that bumps in the road are likely to occur along the way. You can't promise a transaction free of stress or unforeseen issues, but you can minimize the ensuing stress by preparing you client in advance for any potential problems, and by addressing any problems

clearly and with solutions already in hand. Clients are likely to become agitated if a problem arises and they can't understand why or what it means. That's why slowing it down, talking it through, and offering potential avenues for recourse can quell fears and remind clients why they chose *you* to facilitate the transactional process. This means you'll have to be vigilant, proactive, and on the ball. Of course, it's much easier to be an agent when everything is going great and flowing naturally. It's when things take an unexpected or negative turn that true talent is really tested. Accordingly, show your clients that you are confident and in control by remaining adaptable, communicative, and clear in your problem-solving approach.





## Never underestimate the power of listening

As an agent, you are probably well-versed in putting out fires and sourcing solutions. Sometimes, however, clients are really looking to you as a confidante and a listening ear. You'd be surprised how much nervousness you can resolve by simply offering a listening ear and offering reassurance. Sometimes it's not about providing a band-aid or a practical solution; oftentimes, it's all about listening. Clients need to feel like they're being heard, even if you've heard it all before. By listening to their fears, acknowledging their perspective, and reiterating their goals—you display your empathy and understanding, which is often just what a client

needs to feel better. In other words, you don't have to break out the graphs and data each time a client airs his or her insecurity. First, slow down, listen, and interact on a personal level. You may stop an emotional upheaval in its tracks simply by putting your listening cap on.

Not all clients are alike. Some will require a little more hand-holding than others, but it's your job to put yourself in their perspective, recognize the milestone at hand, and managing the personalities you're working with. The next time you feel frustrated by a client's unpredictable emotional energy, keep these insights in mind as you diffuse the situation, steer them to a place of comfort, and fortify your interpersonal skillset in the process.



# Make Social Media Marketing Your Calling Card

These days, it's no secret that buyers begin their home search online. As the industry continues to take a digital turn, Realtors in the know must learn to utilize a whole new range of tools available to them—and for good reason. Social media is a dynamic hybrid of personal contact and targeted marketing. To make the most of this new medium, agents can't settle for the occasional post and expect results. Instead, let's consider a few techniques that will make your social media presence

interactive, unmissable, and effective in generating business.

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## Your Profile is a Portal

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Ideally, you'll have profiles across Facebook, Instagram, LinkedIn and otherwise—but no matter what portal you're utilizing, make sure your profile page is up-to-date, well-curated, and easily navigated. Consider your profile a landing page.

Your photo, location, contact information, homepage, and a brief bio should all be readily visible so that potential clients can get an immediate sense for who you are and what your voice is. If a client wants to connect with you, it should be obvious how to do so. You might also incorporate a few savvy tools that make your profile more engaging—like hashtags. These searchable tags can help you lure potential clientele and give your audience a chance to explore deeper. #DreamHome #JustListed and #HomeInspiration are popular, existing tags to choose from, but you can cultivate your own hashtag by consistently tagging posts, which gives clients an extensive thread to comb through.

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## Interacting with Your Audience

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Posting regularly is a great way to appear in feeds, but engaging with your audience is just as important—and it helps you reach a new audience in the process. It's a positive start to like your audience's posts, pictures, and statuses, but commenting takes your engagement a step further and separates you from typical respondents. It's also important that you diversify your engagements. In other words, don't center every communication around your business, propositioning your services, or trying to sell. If applicable, present your value-add, but otherwise steer your engagement towards the personal. Let your clients know that you're there, you're human, and

ready to work at their pace. Which leads us to our next point...

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## Blending the Professional with the Personal

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Engaging with your audience is one thing, but what about generating original content? How do you strike the right balance between a Call to Action, industry updates, and a personal touch? Think of it this way: any post you create should provide a point of connection for your audience. Sometimes, you might be sharing a family photo, or commenting on some unifying current event—like the Super Bowl! Other times, you may be sharing a Coming Soon listing, or providing tips to spruce up a home for spring. Regardless, you should focus on quality. Is your copywriting engaging? Does it express your unique voice and personality, while maintaining clarity? Are you giving your audience something to *connect* with, even if you are sharing property photos or advertising an open house? Instill some fun and some personalization to every piece of content you make, so that clients can picture the voice and person behind the post.

Things are always changing on the social media frontier, but some rules never shift. Adding clarity, consistency, and personality to your online presence are three surefire ways to grow your business and make social media second nature.

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