SMS Eddie

REAL ESTATE MARKETING SELF-ASSESSMENT

YOUR BRAND DOESN'T NEED MORE POSTS. IT NEEDS A SYSTEM.

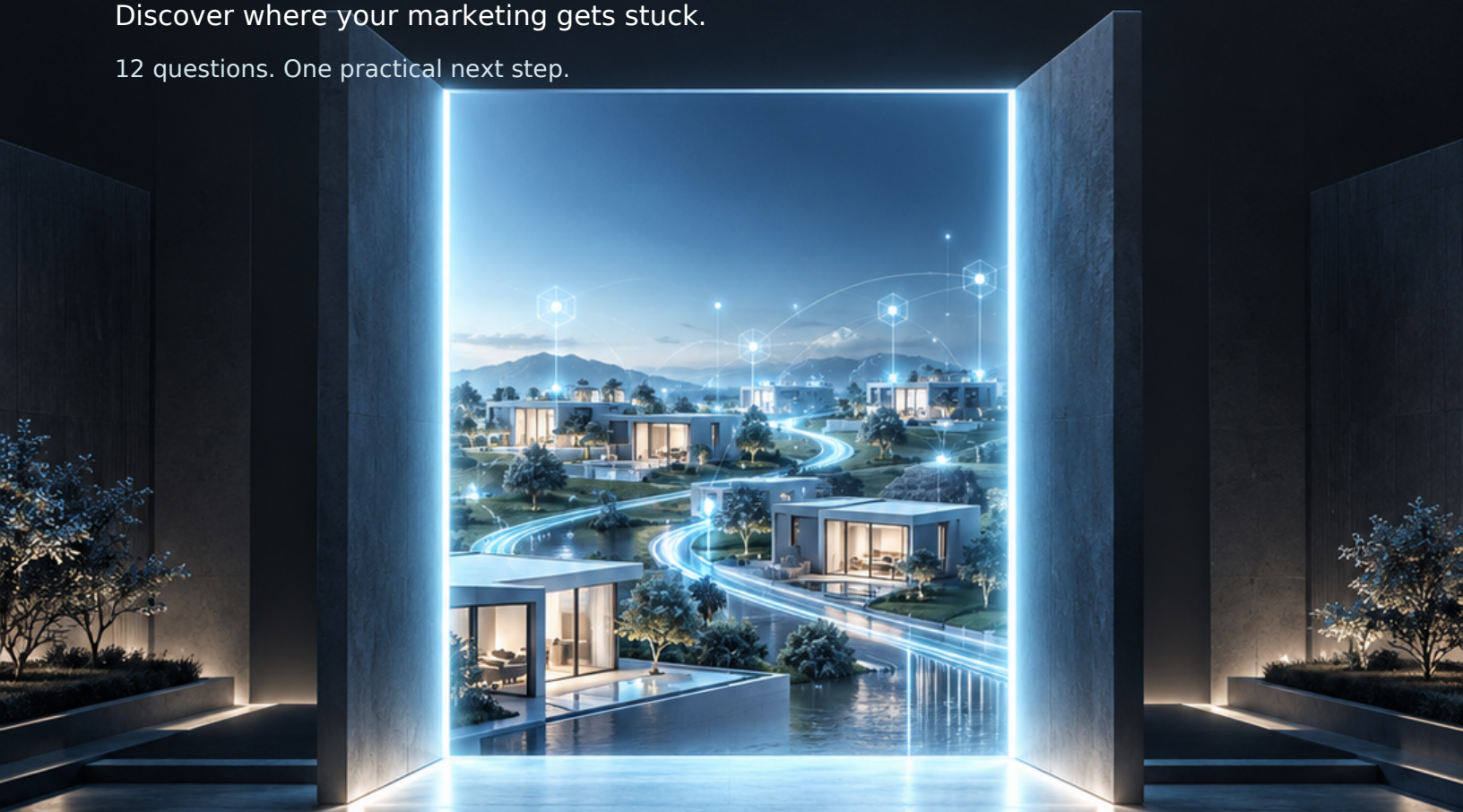


SPENDING TOO MUCH TIME ON MARKETING?

Find the time drains. Get your time back.

Discover where your marketing gets stuck.

12 questions. One practical next step.



By Edward Suriel

Founder, SMS Eddie

01 / CLARITY

Does your marketing look and sound like you?

Think about how your brand and your clients' listings show up online.

Choose one answer per statement. Save your completed copy in a PDF reader.

I can explain the value I bring in one clear sentence.

Picture someone asking what you do beyond buying and selling homes.

○ Yes ○ Sometimes ○ Not yet

My listing marketing goes beyond a single "Just Listed" post.

Check the presentation, useful property details, and follow-up plan.

○ Yes ○ Sometimes ○ Not yet

My marketing looks and sounds like the same brand everywhere.

Compare your visuals and wording. If a team helps, check their work too.

○ Yes ○ Sometimes ○ Not yet

My content gives people a relevant next step.

An invitation to ask a question, read a resource, or discuss their needs.

○ Yes ○ Sometimes ○ Not yet

Answer for the way you work today. An honest "Not yet" gives you a place to start.

02 / PRODUCTION

Can you keep going when business gets busy?

Think about the work between needing content and having something ready.

I can create useful content without getting on camera.

Think listing graphics, helpful answers, emails, or guides.

○ Yes ○ Sometimes ○ Not yet

I can quickly find the photos, logos, and brand details I’m cleared to use.

Consider brokerage information, photos, logos, and approved wording.

○ Yes ○ Sometimes ○ Not yet

I have a repeatable way to create a polished draft without starting over.

Think clear instructions, branded prompts, and a format you can reuse.

○ Yes ○ Sometimes ○ Not yet

I review facts, permissions, and required disclosures before publishing.

Include AI-generated drafts in that review.

○ Yes ○ Sometimes ○ Not yet

Answer for the way you work today. An honest "Not yet" gives you a place to start.

03 / LEARNING

Can you tell what deserves another try?

Think useful client conversations, time spent, and what you can keep up with.

I decide what each piece should accomplish before creating it.

For example: explain a process, invite a question, or introduce a resource.

○ Yes ○ Sometimes ○ Not yet

I record useful responses, not just likes or views.

Look for resource requests and real conversations with potential clients.

○ Yes ○ Sometimes ○ Not yet

I ask new inquiries what prompted them to reach out.

Record their answer rather than assuming which post caused the inquiry.

○ Yes ○ Sometimes ○ Not yet

I use what I learn to adjust my next piece of marketing.

Name one thing you repeated, changed, or stopped to make the work worthwhile.

○ Yes ○ Sometimes ○ Not yet

Answer for the way you work today. An honest "Not yet" gives you a place to start.

04 / YOUR NEXT MOVE

Choose one place to start.

There is no total score. Find what is taking time away from clients or home.

Several “Not yet” answers? You have found where support could help. You do not need to learn everything at once. Choose one change you can actually keep up with.

The one answer I want to change first:

Which marketing task takes you the longest—and what keeps slowing it down?

One realistic action I can finish in the next seven days:

What would progress look like: time saved, client conversations, or both?

My review date:

05 / KEEP THE MOMENTUM

Your answers tell a story. Let’s put them to work.

Maybe you know your marketing could look better, but you don’t have another evening to figure it out. Maybe your team creates plenty, yet none of it feels like one brand. Look back at your answers. Which gap keeps costing you time—or makes it harder to show clients the care you put into your work?

START WITH ONE REAL NEED

Pick the gap that keeps coming back.

Use the action you wrote down. Choose a listing, a buyer question, or a brand detail to improve. Check what changed before adding more work.

LET’S MAKE SOMETHING YOU CAN USE

Try the Free Working Kit.

Bring a listing link. Preview a social post, blog cover, or listing handout, then email yourself the design. See a small part of my process in action.

GIVE THE NEXT CAMPAIGN A HEAD START

Meet the Marketing Agent Playbook.

Answer questions about your business to get branded prompts you can copy into AI. Add your facts and images, review the draft, and repeat the process.

The Kit is optional. You can explore the Playbook directly.

Try my Free Working Kit

Start at smseddie.com/free-kit



HI, I'M EDDIE SURIEL.

Your marketing should reflect the expertise you bring.

Founder, SMS Eddie

I help real estate agents like you build a brand people in your area can recognize—and a marketing process that gives you more time for clients and home.

You can use ChatGPT. So can another agent. What will make your marketing yours? The questions you answer, the way you present a home, and the care you show beyond "Just Listed."

Picture your seller looking through your posts. Would they see the effort you promised? Every home deserves thoughtful presentation. Even without a cinematic reel, you can explain the layout, highlight verified details, and answer questions a buyer might ask.

And if a post gets few likes? Someone can read without reacting. Check reach, clicks, and client conversations before deciding what to change. A quiet post alone doesn't tell the whole story.

You don't have to love the camera or spend your evenings learning every tool. Bring me the part that keeps slowing you down. We'll make sense of it together.

I BUILT THE MARKETING AGENT PLAYBOOK

So you have somewhere to start. Answer questions about your business, get branded prompts, and copy them into AI. Add your facts and images, then review the draft. I help you learn a process you can keep using.

Want help putting a tailored process in place? Tell me where you're stuck. You'll be talking directly with me.

WANT TO TRY MY APPROACH FIRST?

Bring a listing link to my Free Working Kit. Preview a social post, blog cover, or listing handout, then email yourself the design. Let's give you something to build on.

Try my Free Working Kit

Start at smseddie.com/free-kit

Follow me on Instagram

@sms_eddie

Have a question? Email me: hello@smseddie.com