Anti-trust

- MIAMI Association of REALTORS®, Inc. ("MIAMI"), a not-for-profit trade association, is the voice for real estate, influencing and shaping the industry, and is devoted to being the business and public policy advocate for REALTORS®. MIAMI meetings and events often include real estate professionals and other industry stakeholders who compete with each other or work for competing businesses. MIAMI is committed to conducting all meetings and events in a professional, ethical, and lawful manner, including adherence to all antitrust laws. This ensures pro-consumer, pro-competitive marketplaces that facilitate the sale of real estate. To that end, the topics of this event or meeting will focus on advancing the interests real estate professionals and consumers of real estate services, increasing competition, reducing risk for all parties involved in real estate transactions, and sharing insights on business best practices. The following discussion topics are always prohibited: agreements to fix prices, limiting product or service offerings, allocating geographical territory or customers, and refusing to deal. Any discussion inconsistent with this policy will not be tolerated.

REAL GRADER

Go All in on Google and AI

MIAMI REALTORS

PRESENTED BY NATIONALLY RECOGNIZED PUBLIC SPEAKER: ALEX AYUB

Alex Ayub and Real Grader

MIAMI WIRE

NEWS BUSINESS MARKETING ENTERTAINMENT TECHNOLOGY ADVERTISE

Alex Ayub Helps Real Estate Professionals Build Their Brands and Boost Sales in 2022

"Any type of person, whether they are going to do business with you or not, while they are in the consideration process, the first thing they do is jump online, where they have infinite information available on Google,"

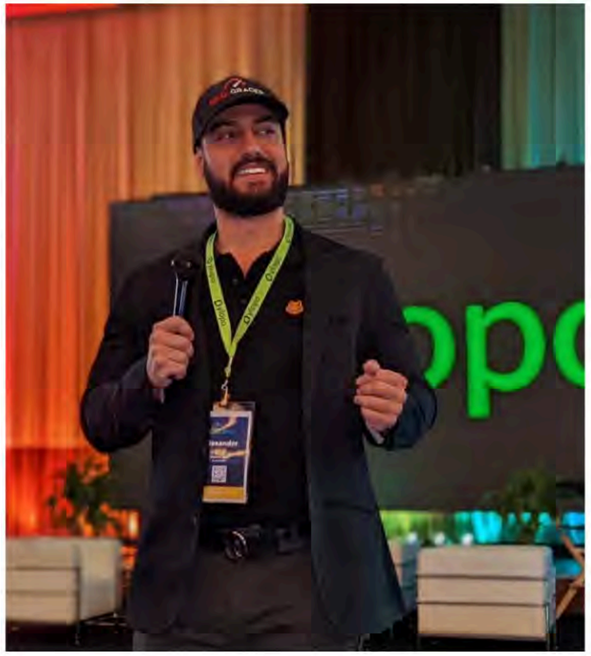
- Alex Ayub, Founder

HAUTE LIVING

Using Digital Platforms To Grow Your Real Estate Business? Alex Ayub Has The Secrets To Become A Real Estate Social Influencer

"As soon as there was a strong rise in opportunity for these digital platforms, I realized real estate professionals now had the chance to play smarter, not harder. You were either going to adapt or get beaten out."

- Alex Ayub, Founder



2025

THE ERA OF THE TRUSTED REAL ESTATE PROFESSIONAL

NATIONAL ASSOCIATION OF REALTORS®

BREAKING NEWS

NOW MORE THAN EVER CONSUMERS WILL SEARCH AND EVALUATE THE REAL ESTATE AGENT

YOUR BUSINESS IS WHATEVER GOOGLE SAYS IT IS

THE PROBLEM

93% of Real Estate Professionals

are not optimized with their Google and Social Media presence

(AND YET EVERYONE GOOGLES REALTORS!)

*Based on a study of 250,000 Real Estate Agent Digital Profiles

HOW DO YOU LOOK ON THE 8 SITES?

Google

Instagram

LinkedIn

YouTube

facebook

Zillow

Homes.com

realtor.com

Consequences of Doing Nothing

+ Missed Opportunities
+ No Credibility
+ No Presence Online
+ BUSINESS DEALS LOST

REAL GRADER

Average Grade

250,000+
Agent Profiles Graded

Common Costly Mistakes Made by Agents

- Inconsistent social media and lack of branding
- Broken links and outdated information
- Inappropriate or negative content
- Missing profiles or duplicate profiles
- Data not syncronized (Zillow, Realtor, Homes)

TIME HACKS

Download

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Download

Download

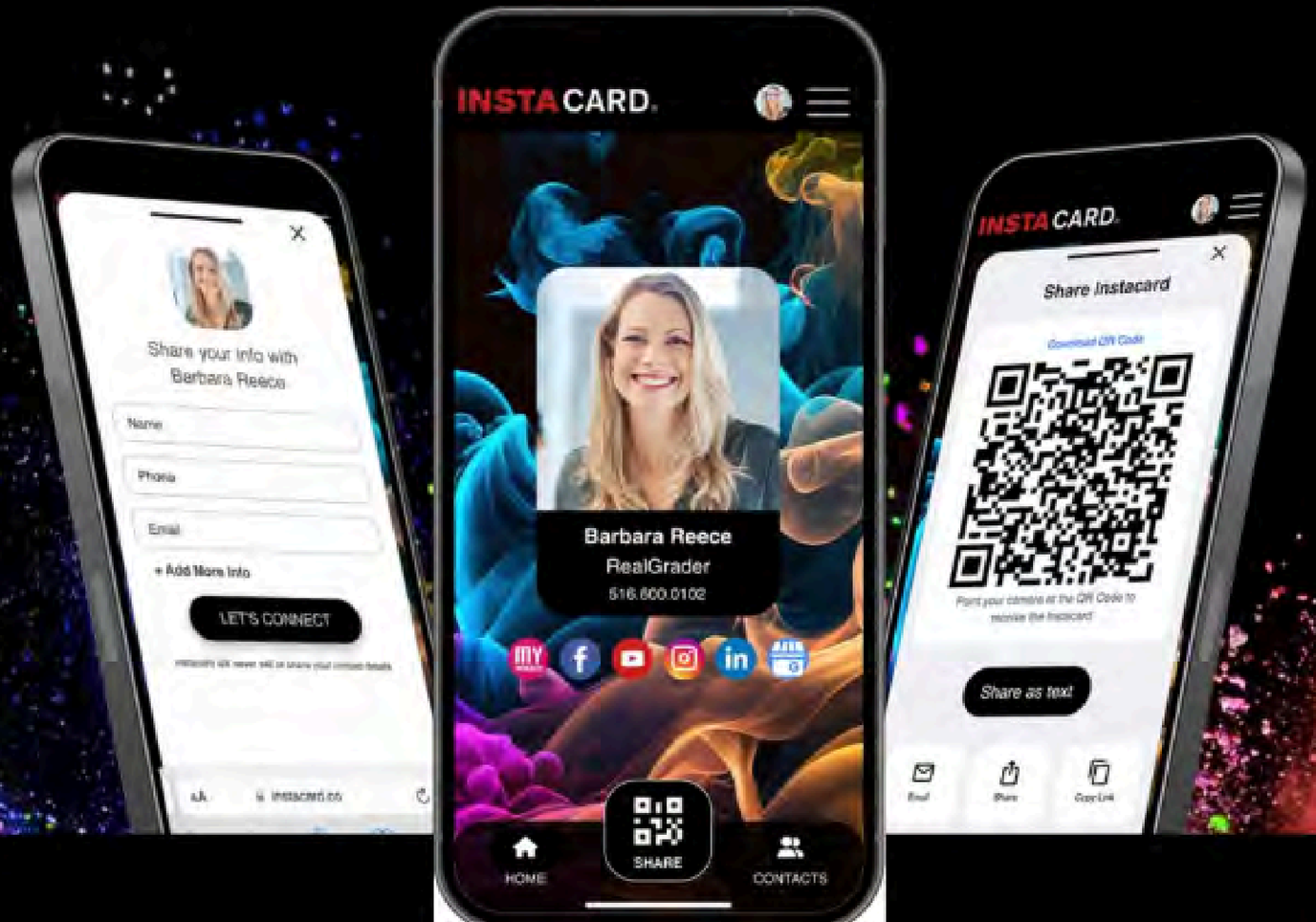
Download

INSTACARD®

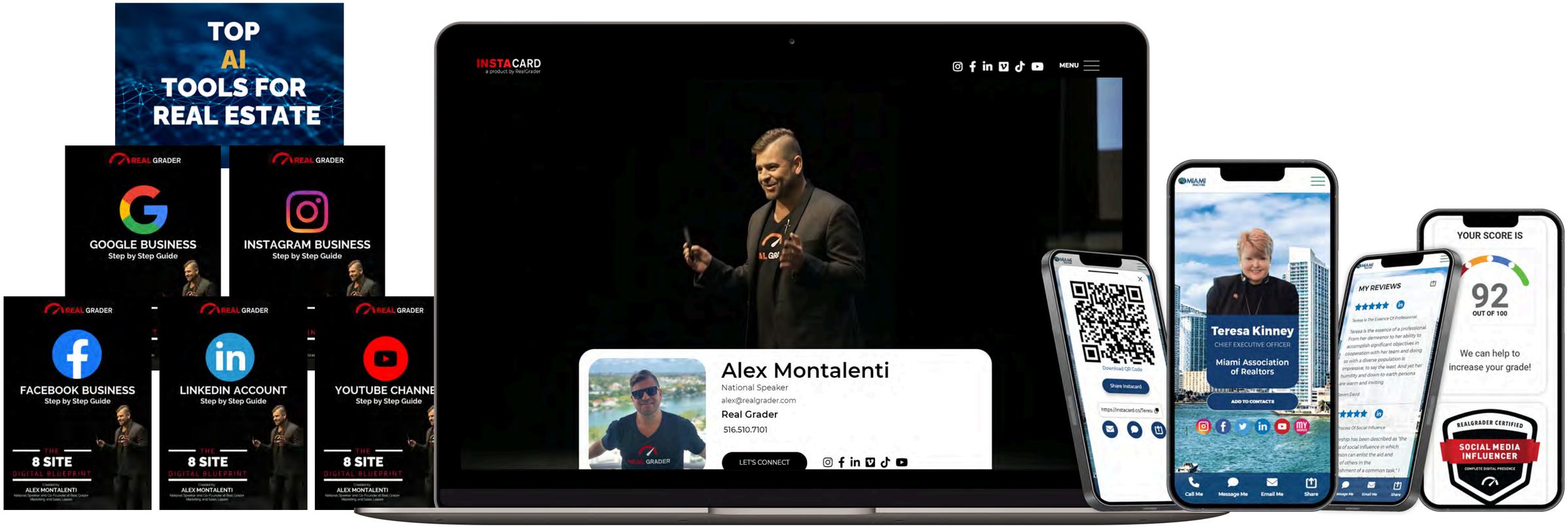
Your Digital Business Card

Connect. Share. Influence.

Create Your Instacard

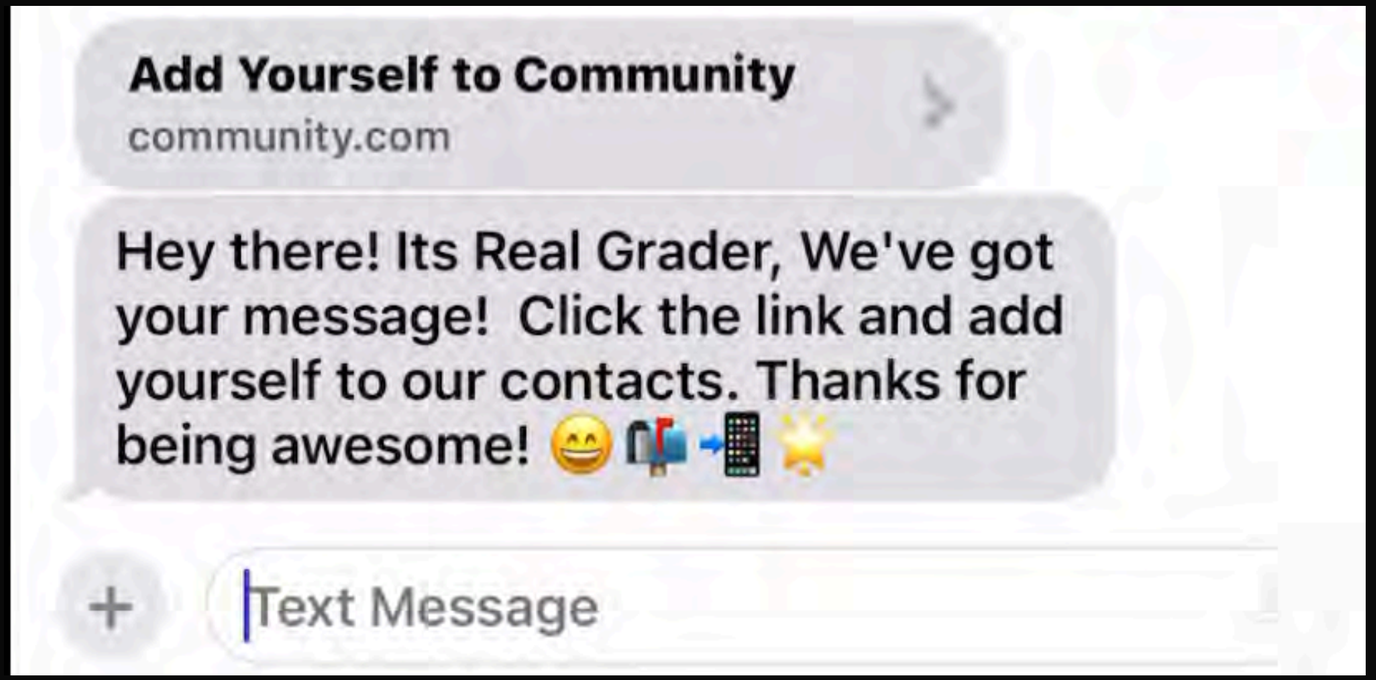


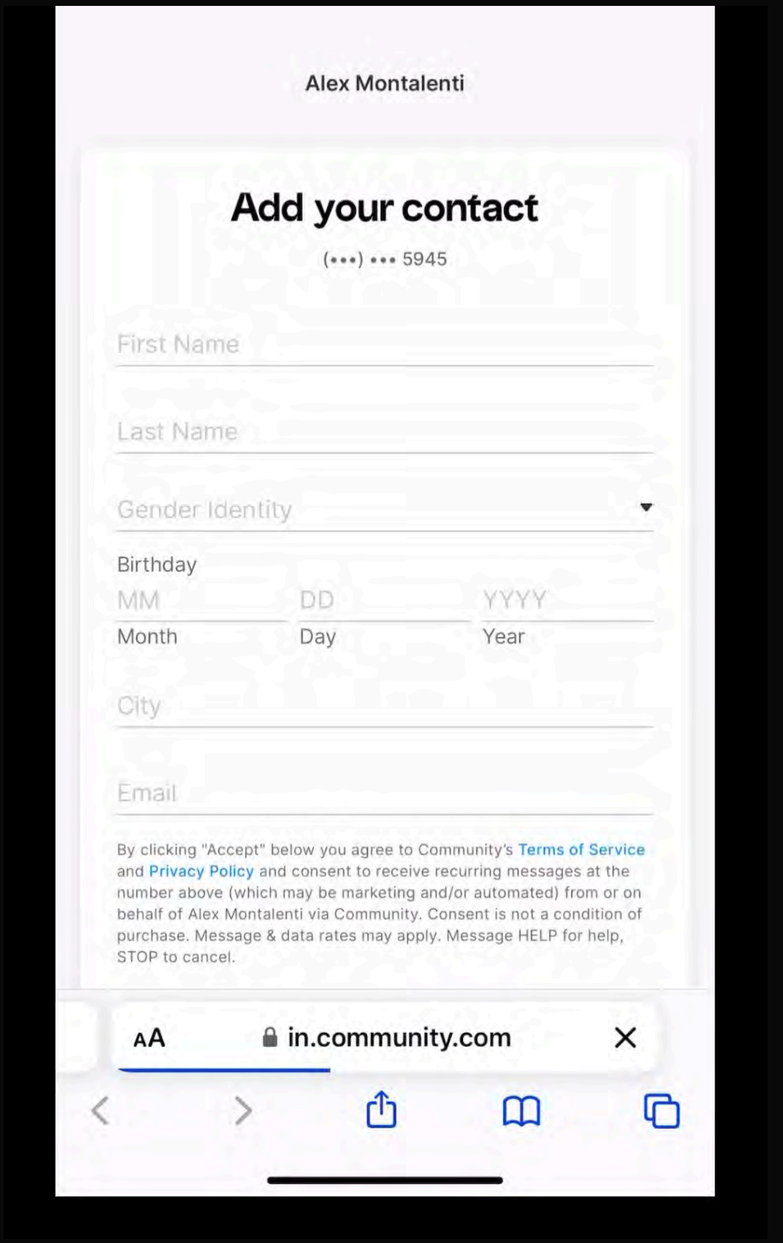
GET YOUR FREE GIFTS



TEXT "FREE" TO 516.400.4161

TEXT “FREE” TO 516-400-4161





DABBLE

VS

ALL IN

DABBLE

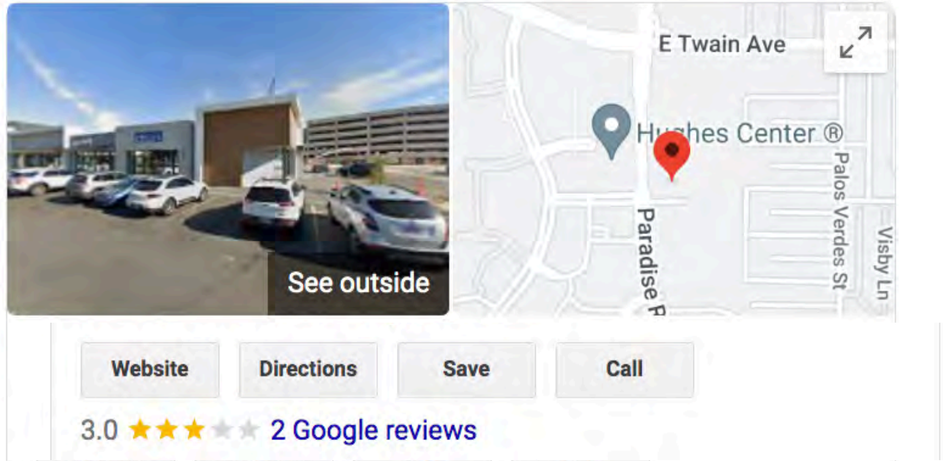
ALL IN

DABBLE - BEFORE OPTIMIZATION

realtor.com®

LinkedIn

Google



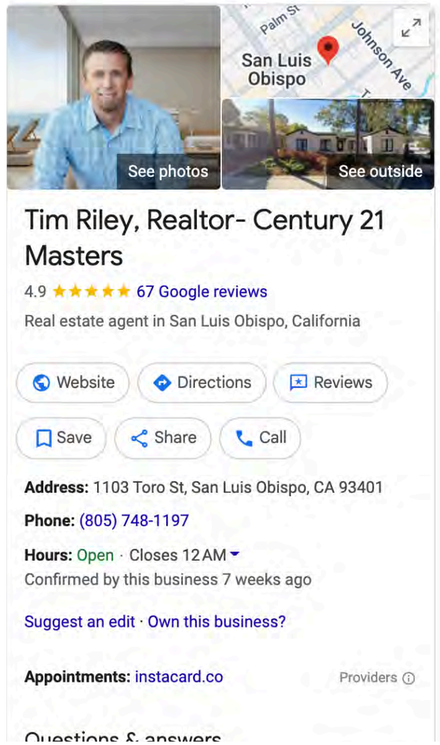
ALL IN - POST OPTIMIZATION

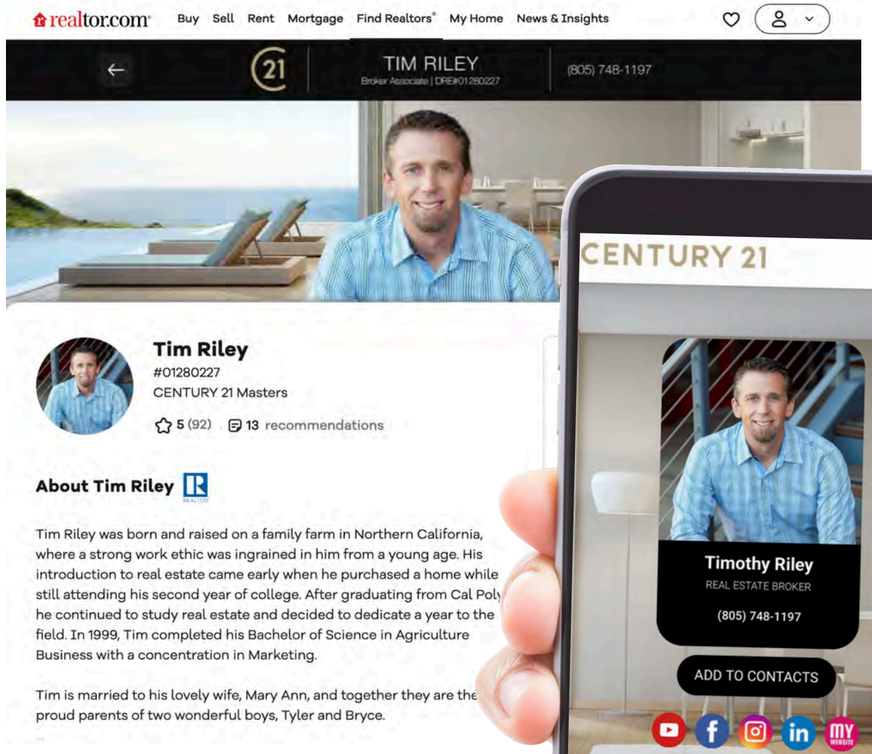
Google

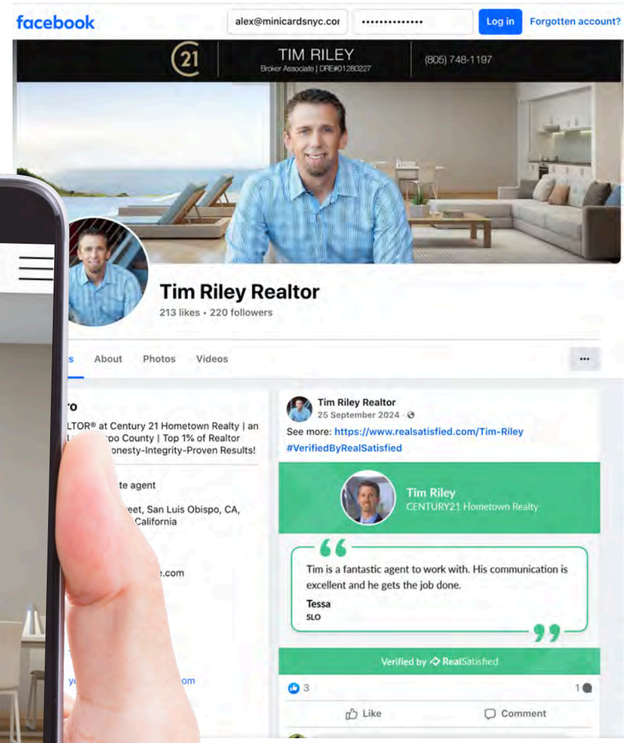
realtor.com®

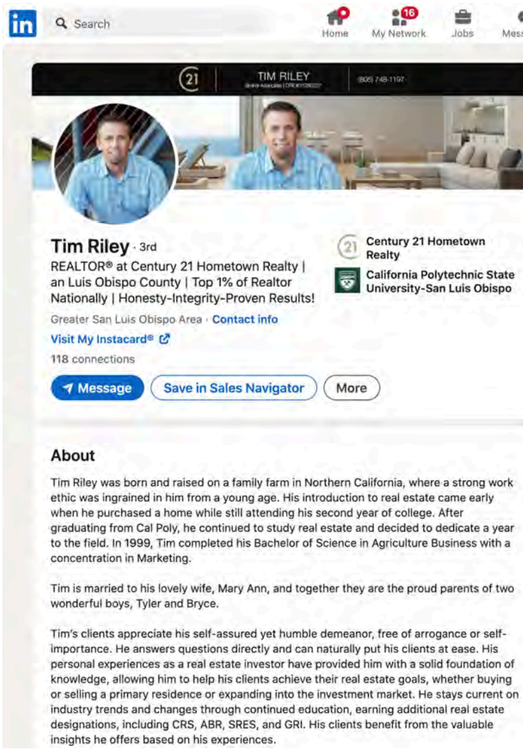
facebook

LinkedIn









Instagram

Zillow®

Homes.com®

YouTube

REAL GRADER

SECRETS

Learn to build your digital presence
Without losing your valuable time trying to be a techie

Who wants to jump in the hot seat?

WHAT'S YOUR BIGGEST TAKEAWAY?

REAL GRADER

Get Your COMPLIMENTARY Google Audit

facebook
Google
LinkedIn
Homes.com
Instagram
YouTube
realtor.com
Zillow