The Perfect
for you
REAL ESTATE BUSINESS

THE PERFECT REAL ESTATE BUSINESS · CONSULTING

One thing, built properly, with a fixed fee and a date.

Consulting is for the agent who knows what they want built and wants it done right — a business plan, a niche campaign, a brand — without an ongoing commitment. A written scope before any work. A deliverable at the end. The price on this page.

C1 · Start here

Personal Business Plan Build

$1,950 · 3 weeks

The intake, a 90-minute discovery session, then your plan written by Jerod: fit summary, two lead-source lanes (one short-term, one long-term), a 30/60/90, a six-month scorecard, a marketing budget, daily-number math and an accountability cadence. Delivered with a 60-minute walkthrough and a 30-day check-in call. This is month one of PREB Coaching, available on its own.

C2

Niche Social Campaign

$1,450 · 3 weeks

A 90-day campaign for one niche — first-time buyers, new construction, rightsizing, relocation, military, prefab and manufactured homes, divorce and life transition. Niche positioning, three content pillars, a 12-week calendar, six drafted pillar posts, a profile-copy refresh and a measurement sheet.

C3

Personal Brand Package

$1,150 · 2 weeks

Your positioning statement, a bio in three lengths, profile copy for LinkedIn, Instagram, Facebook and your Google Business Profile, and a visual-direction and headshot brief. Design production — logo, layouts — is quoted separately or referred to a designer who works from the brief.

C4

Best-Practices Working Session

$395 · 1 week

Ninety minutes on one topic, with a one-page written follow-up and next actions. Topics: listing presentation · database and client events · open houses · working with builders · response-time and client-experience systems · choosing a brokerage or team structure.

Every engagement is invoiced by The Perfect Real Estate Business — half at scope approval, half at delivery.

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How every engagement runs

- Written scope first. Nothing starts until you approve it.
- Fixed fee. The price does not move if it takes longer.
- A defined deliverable and a delivery date.
- No ongoing commitment.
- The fee credits in full toward PREB Coaching if you enroll within 60 days of delivery.

Which is right for you?

If you would say…	Start with
"I don't know which business I should be running."	C1 — the plan is the answer to that question
"I know my niche. I need the content engine built."	C2
"People can't tell what I do from my profiles."	C3
"I have one specific thing I keep getting wrong."	C4

Who does the work



Jerod Lee, Associate Broker and Team Leader at My Home Connection by REAL Broker LLC, licensed in Idaho since 2005; Certified Luxury Home Marketing Specialist (CLHMS). He runs a team and transacts in the Treasure Valley today. The work is grounded in business psychology and built around you, not sold in a box.

Start

Request a scope at PerfectRealEstateBusiness.com/consulting — or call or text (208) 991-8505 · JLee@PerfectRealEstateBusiness.com

Request a scope

Book a conversation

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