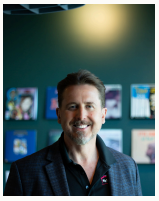
The Perfect
for you
REAL ESTATE BUSINESS

SAMPLE DELIVERABLE · C3 PERSONAL BRAND PACKAGE

Jerod Lee — Brand Package



PREPARED BY

Jerod Lee

The Perfect Real Estate Business

(208) 991-8505 · JLee@PerfectRealEstateBusiness.com

1. Positioning statement

For luxury and new-construction buyers and sellers in the Treasure Valley who want an agent who understands what they're looking at, Jerod Lee is the Associate Broker who reads the plans — a design and engineering background, a Certified Luxury Home Marketing Specialist (CLHMS), licensed in Idaho since 2005 — leading a team built on one idea: every client deserves an agent who specializes in their exact situation.

2. Bio in three lengths

One line (≤140 characters): Associate Broker & Team Leader, My Home Connection by REAL Broker LLC · CLHMS · Luxury & new construction · Treasure Valley, Idaho

Short (the locked public bio): Jerod Lee is the Team Leader and Associate Broker of My Home Connection | REAL Broker LLC, serving the Treasure Valley since 2005. A Certified Luxury Home Marketing Specialist (CLHMS) and Institute for Luxury Home Marketing member with a background in architectural design and civil engineering, Jerod leads MHC's luxury and new construction practice, facilitates the team's intensive client-psychology and negotiation training, and serves as Chief Brand Officer for the firm.

Sample prepared on Jerod Lee's own practice to show the shape of the work. Figures shown as ranges or marked illustrative.

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Long: LINKEDIN ABOUT (1211/2600)

I lead My Home Connection by REAL Broker LLC, a Treasure Valley team built on one idea: every client deserves an agent who specializes in their exact situation.

I've been licensed in Idaho since 2005. My background is in architectural design and civil engineering, so I read floor plans, site plans, and builder specifications (the documents that define exactly what a builder will deliver) the way a designer does. I'm a Certified Luxury Home Marketing Specialist (CLHMS) and a member of the Institute for Luxury Home Marketing, and I lead the team's luxury and new construction practice.

As Team Leader, I facilitate the team's intensive client-psychology and negotiation training program and match each client with the teammate whose specialty fits: first-time buyers, military and veteran families, divorce and life transitions, manufactured and modular homes, and rightsizing.

I also host the Treasure Valley Home Show, which answers the questions Treasure Valley buyers and sellers actually ask.

Service You Deserve, Consultants You Trust.

JLee@myhomeconnection.com · (208) 214-5595
My Home Connection by REAL Broker LLC · 1120 S Rackham Way Suite 300, Meridian ID 83642 · Licensed in Idaho · AB30242

3. Profile copy by platform

LinkedIn headline · LinkedIn About · Instagram name + bio · Facebook intro + details · YouTube description · TikTok bio · X bio — all verbatim from the v1.0 package.

LINKEDIN HEADLINE (176/220)

Associate Broker & Team Leader · My Home Connection by REAL Broker LLC · Certified Luxury Home Marketing Specialist (CLHMS) · Luxury & New Construction · Treasure Valley, Idaho

INSTAGRAM NAME + BIO (30/30) · (124/150)

Jerod Lee · Luxury Real Estate

Associate Broker & Team Leader · CLHMS
Luxury & new construction · Treasure Valley, ID
My Home Connection by REAL Broker LLC

FACEBOOK INTRO + DETAILS (92/101)

Associate Broker & Team Leader · My Home Connection by REAL Broker LLC · Treasure Valley, ID

Work: Associate Broker & Team Leader at My Home Connection by REAL Broker LLC · Website: jerodlee.com · Lives in: Treasure Valley, Idaho

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YOUTUBE DESCRIPTION (545/1000)

Treasure Valley real estate from Jerod Lee, Associate Broker and Team Leader at My Home Connection by REAL Broker LLC. Episodes of the Treasure Valley Home Show, luxury and new construction walkthroughs, and plain answers to the questions buyers and sellers across Boise, Meridian, Eagle, and Nampa actually ask.

Jerod has been licensed in Idaho since 2005 and is a Certified Luxury Home Marketing Specialist (CLHMS).

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TIKTOK BIO (75/80)

Treasure Valley luxury & new builds · My Home Connection by REAL Broker LLC

X BIO (132/160)

Associate Broker & Team Leader, My Home Connection by REAL Broker LLC · CLHMS · Luxury & new construction in Idaho's Treasure Valley

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4. Visual direction and headshot brief

- **Treatment:** Elevated — Cormorant Garamond headings, Montserrat body; navy #27387C field, gold #D4A843 rules only; no red floods.
- **Photography:** one environmental headshot (on site at a new build or a finished luxury interior, natural light, long lens, shallow depth) + one studio cutout on white for panel use. Minimum 600 px long edge; supply RAW.
- **Wardrobe:** dark solid, no logos, no patterns that moiré on camera.
- **Banner set:** LinkedIn 1584×396 · Facebook 820×312 · YouTube 2560×1440 (safe area 1546×423) · X 1500×500 — all from the same key image, wordmark bottom-left, one line of positioning.
- **Do not:** use the MHC lockup beside the PREB wordmark; use stock imagery of people; add credential logos (text form only).
- **Production:** quoted separately or referred to a designer who works from this brief.

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