The Perfect
for you
REAL ESTATE BUSINESS

SAMPLE DELIVERABLE · C2 NICHE SOCIAL CAMPAIGN

Luxury & New Construction — 90-Day Campaign

Jerod Lee · Treasure Valley



PREPARED BY

Jerod Lee

The Perfect Real Estate Business

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

1. Niche positioning

The niche: luxury and new-construction buyers and sellers in Boise, Eagle and Meridian.

The claim: the agent who reads the plans. A design and engineering background means floor plans, site plans and builder specifications are read the way a designer reads them — and explained to the client the same way.

Credential line: Certified Luxury Home Marketing Specialist (CLHMS); licensed in Idaho since 2005.

Voice: restrained, editorial, specific. No superlatives, no urgency. Facts about homes, plans and process.

Home surface: jerodlee.com. Every post points there or to one episode page.

2. Three content pillars

1. **Read the plans.** What a floor plan, a site plan or a spec sheet actually tells you — one document per post.
2. **What luxury costs to sell well.** Pre-listing preparation, photography, staging, pricing rarity — the process, stated plainly.
3. **The builder's side of the table.** How builders price, what incentives are and aren't, what the builder's agent is there to do.

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

© 2026 My Home Connection · REAL Broker LLC · Licensed in Idaho · AB30242 · If you are already working with a real estate professional, please disregard this solicitation.

3. 12-week calendar

Week	Pillar	Format	Post
1	Read the plans	Reel	"The one line on a site plan most buyers never look at"
2	What luxury costs	Carousel	"Five things a pre-listing inspection finds in a $1M+ home"
3	Builder's side	Reel	"What a builder incentive is actually paying for"
4	Read the plans	Static	"Spec sheet, decoded: allowances vs. included"
5	What luxury costs	Reel	"Why luxury photography is scheduled, not booked"
6	Builder's side	Carousel	"Three questions to ask before you sign a builder's contract"
7	Read the plans	Reel	"A floor plan in 60 seconds: what the designer intended"
8	What luxury costs	Static	"Pricing rarity: when there are no comps"
9	Builder's side	Reel	"Who the builder's sales agent works for"
10	Read the plans	Carousel	"Elevation drawings: what changes and what doesn't"
11	What luxury costs	Reel	"Staging a large home: what gets staged and what doesn't"
12	Builder's side	Static	"Walk-through day: the list"

Cadence: one post a week on the pillar; a second weekly reel cut from the current episode. Every post ends with one link.

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

© 2026 My Home Connection · REAL Broker LLC · Licensed in Idaho · AB30242 · If you are already working with a real estate professional, please disregard this solicitation.

4. Six drafted pillar posts (two per pillar) — ready to publish

P1 · "The one line on a site plan most buyers never look at"

Most buyers look at the house. The site plan shows the setbacks, the easements and the drainage — the lines that decide whether the shop, the pool or the second driveway can ever exist. Before you fall for a lot, read the lines. I'll walk you through yours.

→ **jerodlee.com**

P1 · "Spec sheet, decoded"

"Allowance" means a budget you can exceed. "Included" means it's in the price. "Builder standard" means ask to see it. A spec sheet is a contract about what you'll get; read it like one.

→ **jerodlee.com**

P2 · "Five things a pre-listing inspection finds in a $1M+ home"

Roof flashing. Window seals. Irrigation controllers. Water heater age. Attic ventilation. None are dramatic; all of them show up in the buyer's inspection and cost more to negotiate than to fix. Sellers who inspect first keep the negotiation.

→ **jerodlee.com**

P2 · "Pricing rarity: when there are no comps"

At the top of the market the comps stop helping. Pricing a rare home means pricing the buyer pool — who they are, what else they're seeing, how long they'll wait. It's a different method, and it starts with honesty about demand.

→ **jerodlee.com**

P3 · "What a builder incentive is actually paying for"

A closing-cost incentive tied to the builder's lender isn't free money; it's a pricing tool. Compare the whole deal — rate, fees, price — not the headline number. A buyer's agent who knows the builders' side runs that comparison for you.

→ **jerodlee.com**

P3 · "Who the builder's sales agent works for"

The person in the model home is helpful, knowledgeable and employed by the builder. Representation is a separate question. Bring your own agent on the first visit — most builders require it to be registered then, not later.

→ **jerodlee.com**

(Posts are written to the FH framing rule — properties and process only. No comparative claims. Links to jerodlee.com or the relevant episode page.)

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

© 2026 My Home Connection · REAL Broker LLC · Licensed in Idaho · AB30242 · If you are already working with a real estate professional, please disregard this solicitation.

5. Profile-copy refresh

Lifted verbatim from the agent's social-identity package: LinkedIn headline and About; Instagram name + bio; Facebook intro; YouTube description.

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

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

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

© 2026 My Home Connection · REAL Broker LLC · Licensed in Idaho · AB30242 · If you are already working with a real estate professional, please disregard this solicitation.

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 (92/101)

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

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).

jerodlee.com · JLee@myhomeconnection.com · (208) 214-5595
My Home Connection by REAL Broker LLC · Licensed in Idaho · AB30242

6. Measurement sheet

Measure	Where	Baseline	Week 6	Week 12
Posts published on schedule	Calendar	—	/6	/12
Profile visits	Platform insights			
Link clicks → jerodlee.com	Netlify analytics / GSC			
Inquiries attributable	Form `source` field			
Appointments from the niche	CRM tag			

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

© 2026 My Home Connection · REAL Broker LLC · Licensed in Idaho · AB30242 · If you are already working with a real estate professional, please disregard this solicitation.