

January 12, 2022

The Close



2022 Will Make or Break Most Agents: Here's How 10 Thought Leaders Are Preparing

By **Emile L'Eplattenier**

203K Unique Monthly Visitors

Agent Branding Will Matter More Than Ever in 2022

Ryan Serhant, Founder & CEO of [SERHANT](#).



“We are living in a digital-first world and our online feeds are becoming oversaturated, cluttered, and overwhelming. For agents to break through the crowd and grow their business—today, in 2022, and beyond—authenticity and genuine connection are more important than ever. Agents need to use their online presence to position themselves as trusted partners.

A clear, compelling, memorable personal brand built on *YOU* is the most important marketing strategy that will help any agent cut through the noise and stand out in a sea of salespeople in their market. *People hate being sold, but they love shopping with friends—this is more true now than it's ever been.*

“Having a memorable personal brand has also never been easier, thanks to the power of social media. Agents just need the blueprint. I've figured out the secret sauce as I worked my way to becoming the most-followed real estate brand in the world over the past 13 years and I've broken it down into three steps:

1. **Understand your core identity**
2. **Share consistent content**
3. **Shout your successes from the mountaintop**

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“The Serhant Brand Strategy System will be taught in the latest Sell It Like Serhant course, [How to Build Your Personal Brand](#).”

Realtors Who Create Local Content That Highlights Lifestyle Will Get More Leads

Krista Nickols, Associate Broker, [SERHANT](#).



“The importance of hyper-local neighborhood videos and activations in 2022. The best agents will lean into lifestyle perks and the importance of producing fresh and local content. With buyers purchasing sight unseen or requesting videos prior to setting up showings (often due to busy schedules during the holidays), it is more important than ever for agents to get creative with their marketing materials. At a new development in the FiDi, Jolie, we’ve put together a few out-of-the-box series and activations that showcase the neighborhood.

“This week we are inviting guests for a ‘Taste of FiDi,’ where we will showcase our top restaurant picks in this thriving neighborhood (this will also be filmed and shared on our Instagram feed). If agents take the time to make their content exciting and up-to-date, then clients and prospectives will continue to check back at their feeds and listing pages to see what’s coming up. You never know what can translate into a sale!”

<https://theclose.com/2022-thought-leaders-trends/#more-26033>