

KWYP

ADVANCE: 2026

WHY SOCIAL MEDIA?

- Traditional prospecting = one conversation at a time
- Social allows you to connect with thousands
- Every time you log on → Add Value
- Educate or entertain
- You don't need a huge audience → you need an engaged audience

THE ALGORITHM

- Platforms want people to stay longer
- #1 metric → WATCH TIME / DWELL TIME
- Engagement tells the algorithm to keep pushing your content

DIFFERENT CONTENT
HAS DIFFERENT JOBS

REELS → Reach / new eyes

CAROUSELS → Trust / dwell time

STORIES → Conversion / DMs

LISTING CONTENT

Stop posting listings like ads

- Just Listed graphics + MLS descriptions don't create connection
- Tell the story of what it's like to LIVE there
- Hook them with price + location + 2 selling features
- Always ask Realtors to share the listing

SELL THE LIFE → NOT
JUST THE FEATURES

BECOME THE DIGITAL MAYOR

- Create hyper local content people are already searching for
- WHAT ARE PEOPLE GOOGLING ABOUT YOUR AREA? → CREATE CONTENT ABOUT IT.
- Don't just be known as the person who sells houses.
- Be known as the person who knows your town.

Your content helps teach people + AI:

- Who you are
- Where you work
- What you know
- What you're known for

REAL ESTATE IS WHAT YOU
DO → NOT WHO YOU ARE.

BE A HUMAN

20% real estate

80% life and other content pillars

People connect with people they have something in common with

CONVERSATIONS → APPOINTMENTS

Stop asking: "Are you looking to buy, sell or invest?"

- Are you thinking about moving this year?
- Have you wondered what your home could sell for?
- Would a quick breakdown of your neighborhood be helpful?

7 DAY CHALLENGE

- REPLY TO 5 STORIES/DAY
- RESPOND TO ENGAGEMENT
- ASK A REAL QUESTION

SOCIAL MEDIA IS
SUPPOSED TO BE
SOCIAL.

CHAT GPT + CONTENT

Before posting → give ChatGPT your hook/caption and ask: Rewrite this as a storytelling, unhinged, scroll-stopping hook.

Ask for 10 options → choose the one you never would've thought of yourself.

Chase Belperding

TOPIC: 7 PRINCIPLES FOR BUILDING A LEGACY

YOUR REPUTATION ARRIVES BEFORE YOU DO

Character opens more doors than talent

Talent gets you in the room → character keeps you there

Reputation = how people describe you when you aren't there

People are watching how you handle challenges + how you show up

GIVE BEFORE YOU ASK

The people who become indispensable → become impossible to ignore

Your most valuable people rarely have to ask for opportunities

Ask: Am I a giver or a taker?

Help others. Make introductions. Serve first. Encourage people.

OPPORTUNITY + INFLUENCE + INCOME
GROW FROM PROVIDING VALUE FIRST

FIND THE GOOD

Life is going to happen → you get to choose your perspective.

Find the good OR become the victim.

- Growth happens in broken places
- Hard seasons can make relationships + moments more meaningful

GRATITUDE IS THE SHORTEST DISTANCE
BETWEEN WHERE YOU ARE + JOY

RUN YOUR OWN RACE

Comparison steals, kills + destroys

Social media shows highlight reels → not reality

Stop measuring yourself against someone else's timeline

You may not actually be behind → you may be chasing someone else's dream

THE FASTEST WAY TO WASTE
YOUR LIFE IS TO CHASE
SOMEONE ELSE'S DREAMS

YOUR IDENTITY IS BIGGER THAN YOUR CAREER

Titles change. Markets change. Rankings change. Then what?

- Your identity isn't your GCI
- It isn't your title
- It isn't your team size
- Success + failure are temporary

WHAT YOU DO IS TEMPORARY → WHO YOU BECOME IS PERMANENT.

LEAD GENERATE FOR RELATIONSHIPS

Why don't we lead generate for relationships?

Relationships pay the highest dividends

Intentionally network + seek out people who have done what you want to do

Ask people for their time → don't assume they won't give it

Evaluate the 5 people with the most influence in your life

NOT EVERYONE EARNS
EQUAL ACCESS OR RIGHT
TO SPEAK INTO YOUR LIFE.

YOUR INNER CIRCLE IS WRITING THE OPERATING SYSTEM YOU'LL LIVE BY.

ENJOY THE JOURNEY: YOU AREN'T PROMISED THE DESTINATION

Stop spending your whole life trying to "arrive"

Find the good when plans change

Work will still be there

Don't reach the end wishing you had enjoyed more of it

SUCCESS = WHAT YOU ACHIEVE
SIGNIFICANCE = WHAT YOU LEAVE BEHIND