



THE LOCAL EXPERT FRAMEWORK™

Stop Chasing Leads and Start Building Authority

A simple system to become the most visible and
trusted Real Estate Agent in your local area.

The Problem isn't effort.
It's lack of a System.



Jason Fox



THE REAL PROBLEM ISN'T LEADS

IT'S VISIBILITY



Most agents think they need:

- ✓ More leads
- ✓ Better scripts
- ✓ More time.

Buyers and sellers don't wait:

- ✓ They search
- ✓ They watch
- ✓ They compare

You're not showing up where
people are looking.

And the agents they see the most
becomes the one they trust.

OLD WAY vs. NEW WAY

First, let's break down the trap most agents fall into

CHASING LEADS



- ✗ Buy leads
- ✗ Cold call strangers
- ✗ Use pushy scripts

VS

BUILDING AUTHORITY



- ✓ More leads
- ✓ Better scripts
- ✓ More time

Chasing leads is exhausting

**Being the Local Expert
is Empowering**

People don't want to be leads,
they want to find the **best agent**

THE LOCAL EXPERT PYRAMID™ – Visibility Hierarchy of Real Estate Agents –



THE 5 **AUTHORITY** CHANNELS

— That Build Visibility and Trust —

Build visibility in the right places—and trust follows.



VISIBILITY ISN'T RANDOM

IT'S BUILT



Authority is built through **Systems**, *not random activity.*

The agents who win don't do more.
They do the right things—consistently.

And that's where the **Local Expert Framework™** comes in.

HOW AUTHORITY **ACTUALLY BUILDS**



When you consistently:

- ✓ Create helpful content
- ✓ Show up in search
- ✓ Build trust signals
- ✓ Generate opportunities

Something powerful happens: **It compounds.**

Visibility → Trust → Clients
Over and over again.

THIS IS NOT JUST MARKETING

IT'S A SYSTEM



Local Expert System™

CONTENT	VIDEO	SEO/ANSWERS	REVIEWS	SOCIAL
DATABASE	FOLLOW UP	LISTINGS	BRAND	COMMUNITY
CONVERSION	TIME	TRACKING	GROWTH	CONSISTENCY

Every piece connects. Every piece compounds.

Miss one... and the system breaks.

WHY MOST AGENTS NEVER BECOME THE LOCAL EXPERT



They start then stop

Post for a week
Disappear for a month



Nothing connects

Video Here
Post There



Rely on self motivation

When I have time
When I feel like it



Focus on tactics, not strategy

Trying tools
Copying trends



They never build momentum

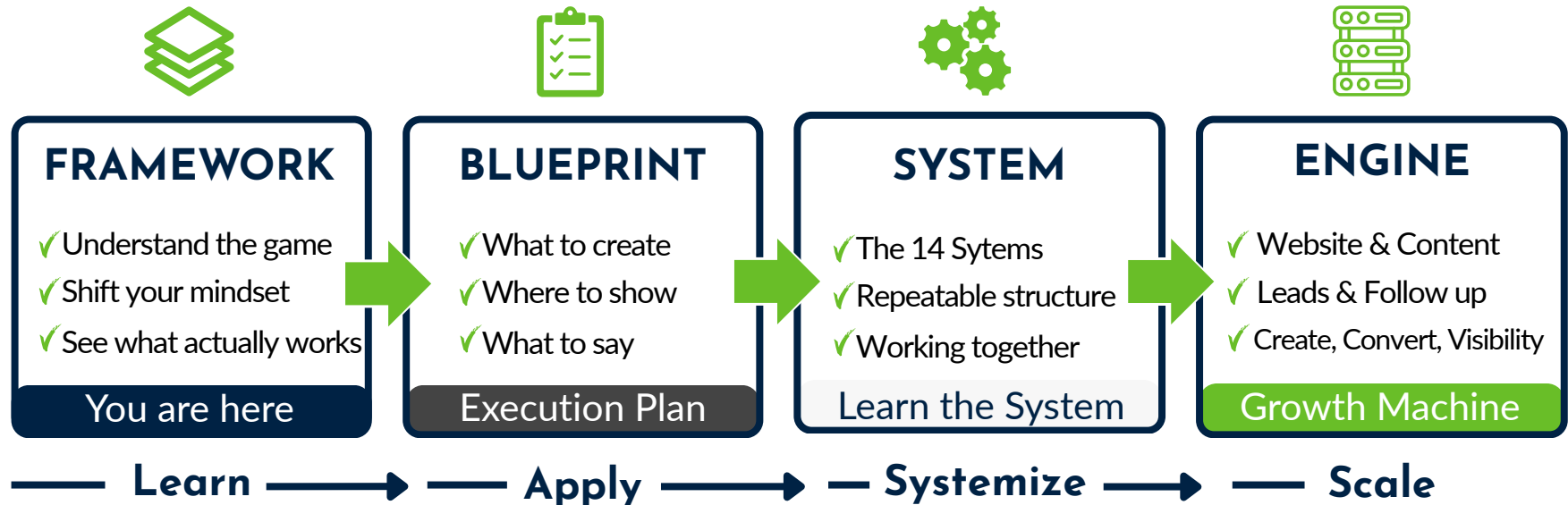
Always starting over
Never compounding

It's not because they
don't work hard.

It's because they
don't have a system.

So they stay busy but
never **Build Anything**

THERE IS A CLEAR PATH TO BECOMING THE LOCAL EXPERT



Most agents stop at learning. **Top Agents Build the System**

BUILD YOUR **VISIBILITY PLAN**

You have seen the Framework now it is time to build your plan

This is where everything comes together.

Get The Local Expert Blueprint

- >> What to create
- >> Where to show up
- >> What to say
- >> How to stay consistent

Where visibility **becomes a plan**