

FROM ZERO TO TOP PRODUCER



How We Helped a New Agent Build a Thriving Business and Beat One of the Worst Real Estate Markets in History

Targeted Facebook Ads produced leads that filled his database!



2024 was one of the toughest years in real estate history, but for Tim Bushnell, it was the year everything changed. As a brand-new agent in a small market, Tim started the year with no database, no money in the bank, and just one pending deal keeping him afloat. Yet, against all odds, he closed 70 transactions by year-end, achieving what many seasoned agents only dream of.

How did he do it? We are proud to say one key element in his success was leveraging ReminderMedia's Facebook Ads service to build a database, generate consistent leads, and turn opportunities into closings. This case study dives into Tim's incredible journey, showing how targeted Facebook Ads helped him close 10 of his 70 deals and set the foundation for his thriving business.

If you're ready to see examples of the ads we ran for Tim and discover how you can replicate his success, keep reading.

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“I don’t have the time or know-how to do all that is needed—my priorities are to have conversations and set appointments. ReminderMedia takes care of the rest. The images they use stop the scroll, their copy hits the right note, and they put me in front of the right audience.”

“When I moved to Lynchburg, I didn’t have a database of contacts; I didn’t have a sphere who could send me referrals. But the Facebook ads solved my problem. I captured hundreds of leads that I could call and put on a drip campaign. I still get new leads every day.”

Tim Bushnell

Acree Brothers Realty Team
Lynchburg, Virginia
tim@acreebrothersrealty.com

Time as an agent: 21 months
2024 results:

- Transactions: 70
- Sales volume: \$15.35M
- Avg. home price: \$227K



A D O V E R V I E W

The concept of this ad is simple and crazy effective. Rather than advertise a specific listing or an open house you are hosting, this ad works by advertising a list of homes in your ideal client's price range. A big advantage to this is that it does not need to be updated as often as advertising a specific listing. This gives Facebook's targeting algorithm more time to optimize which leads to a cheaper cost per lead.

When a prospect clicks the LEARN MORE button they will be taken to a form that collects their relevant contact information. For Stephen's ad he uses Facebook's built in Lead Forms instead of a custom web page.

Once you have their information simply contact them with the list of homes from the MLS and request more detailed criteria of what they are looking for. We'll give you the basic scripts for the initial contact on the next page.

It's that simple. :)

Acree Brothers Realty Team
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🔴🔴🔴 Attention ... Forest, VA ... Residents!

Are you or someone you know looking to buy a home in the Lynchburg area for under \$350,000?
Sign up below for the list of homes we've compiled in that price range!
Plus, we will keep you informed on any new homes that hit the market!

Under \$350K: Exclusive List of Forest Homes. [Learn more](#)

[See insights and ads](#) [Boost post](#)

👍❤️ 83 7 comments

👍 Like 💬 Comment

Primary Text

Attention ... {YOUR AREA HERE} ... Residents!

Are you or someone you know looking to buy a home in the Lynchburg area for under {YOUR TARGET PRICE RANGE} ?

Sign up below for the list of homes we've compiled in that price range!

Plus, we will keep you informed on any new homes that hit the market! 📌

Image

Replace with your best image of a house in the target price range. This can be an interior or exterior shot. It just needs to be enticing for people looking for homes in your target price range.

Headline

Get the List of {YOUR AREA HERE} Homes for Under {YOUR TARGET PRICE RANGE}

Call to Action

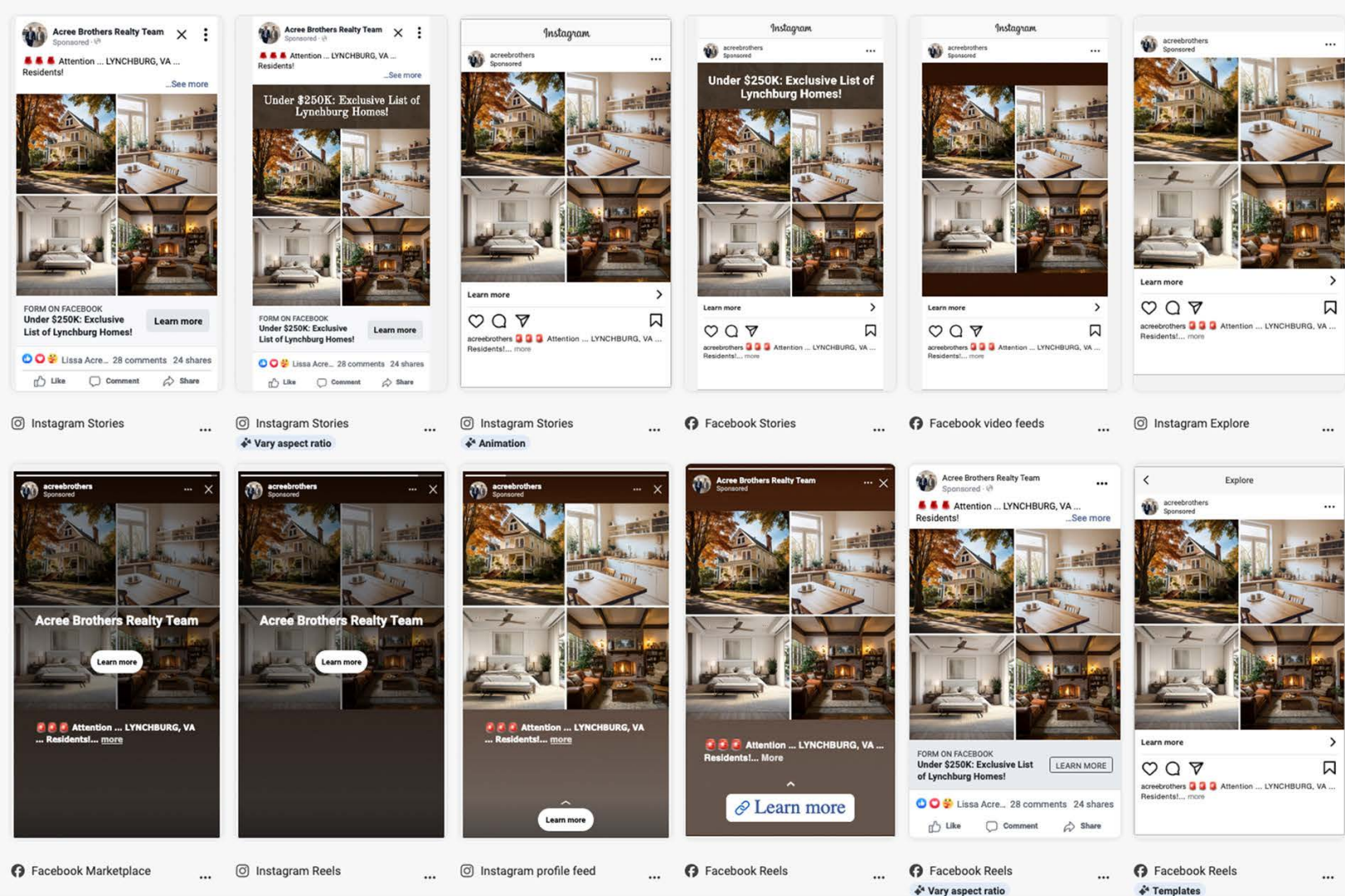
Learn More

More Examples
On the Next Page



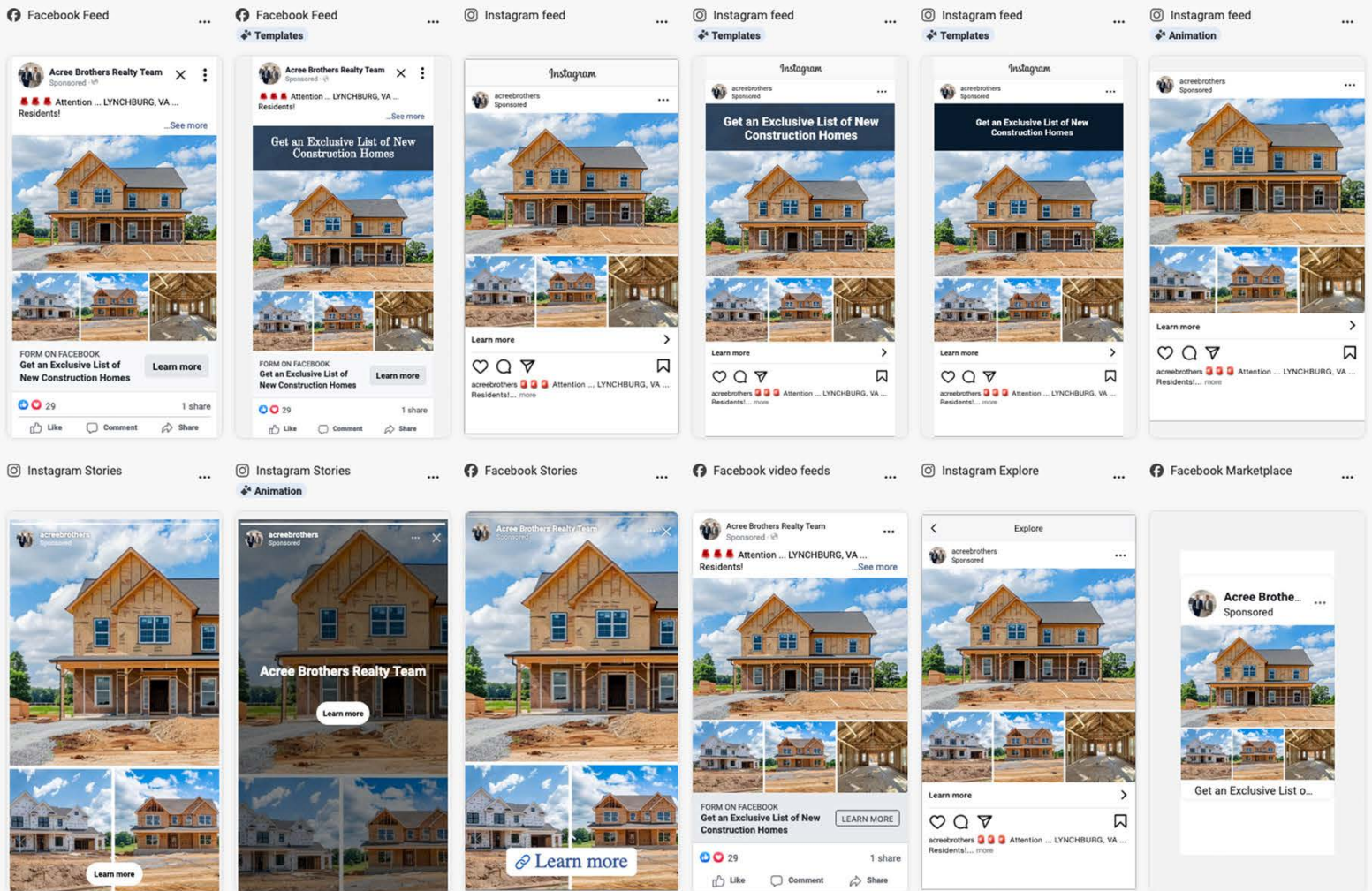
Example Ad Formats Targeting a \$250K Price Range

Pro Tip: Our team uses AI to create realistic looking images of homes within the price range we are targeting, for our clients. We have found these images typically perform better at stopping people from scrolling and generating a low cost per lead.



Example Ad Formats Using the Same Basic Template But Targeting New Construction Instead of a Price Range.

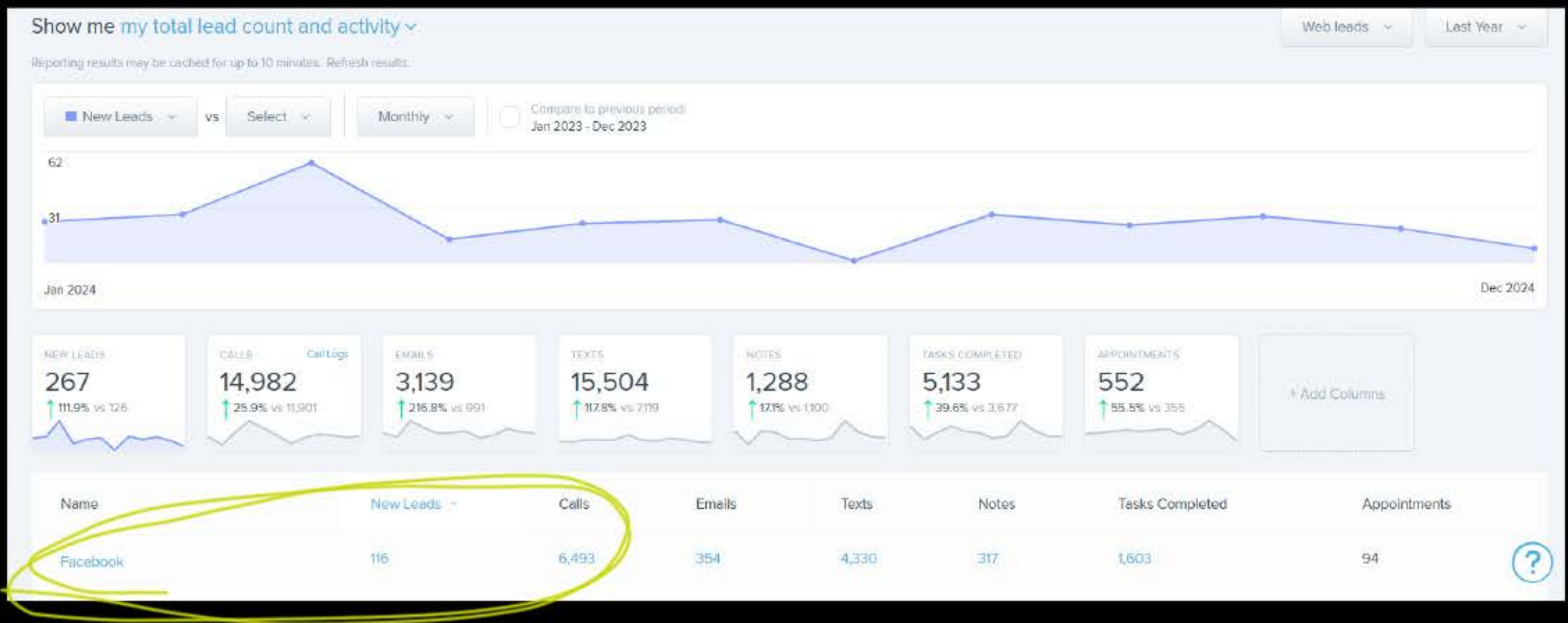
Pro Tip: Create a version of this ad with criteria you know is popular in your area.
For example: List of Homes with Pools, Homes with Land, New Construction. Etc.



Best Practices

Do the activity.

Prior to becoming an agent, Tim's work often put him in close contact with real estate agents. "The difference that I found between okay agents and really great agents," he says, "is the amount of action they take. Okay agents are doing the right things—they're just not doing enough of them."



Be persistent.

When he began in 2023, Tim was fed a Facebook lead that the team had been nurturing for four years. Many agents would probably give up on such an old lead, but he remained committed and reached out. After 93 calls and several meetings, that four-year-old lead closed on a \$500K sale and a \$400K purchase.

"Anyone who is ever thinking about buying is a lead," Tim noted. "Some are opportunities in the next 90 days, some may be 6 to 12 months out, and some are 'some day'—but they're all leads."

Want us to handle everything for you?

We'd love to give you a quick 15 minute overview of how it works!

Schedule a No-Obligation Demo Below!



remindermedia.com/leadgen

WE HANDLE EVERYTHING

Ads Manager Setup META Account Connections Lead SMS Notifications Email Updates
AI Image Creation Audience Targeting Ad Creation Lead Form Creation Follow Up Scripts
Campaign Monitoring Reporting Dashboard Follow Up Automation And More!