

APRIL 2022



# THE MONTHLY RENT

NEWSLETTER


# Inflation



# TOP 20 REAL ESTATE INFLUENCERS IN THE US

**1**  **13.4M** Grant Cardone  
@grantcardone

- 494K
- 3.3M
- 438K
- 1.69M
- 6.6M
- 928K

**2**  **4.1M** Ryan Serhant  
@ryanserhant

- 170K
- 1.5M
- 139K
- 1.16M
- 425K
- 224K

**3**  **3.8M** Graham Stephan  
@gstephan

- 62K
- 211K
- 3.3K
- 3.34M
- 10K
- 269K

**4**  **3.5M** Barbara Corcoran  
@barbaracorcoran

- 736K
- 598K
- 1.2M
- 8.2K
- 525K
- 438K

**5**  **2.09M** Fredrik Eklund  
@fredrikeklundny

- 150K
- 1.4M
- 1.3K
- 11K
- 537K

**7**  **1.3M** Cody Sperber  
@cleverinvestor

- 17K
- 1.2M
- 30K
- 75K
- 38K
- 20K

**6**  **1.7M** Kristoffer Andrew Krohn  
@KrisKrohn

- 87
- 202K
- 892
- 700K
- 6.5K
- 830K

**8**  **1.02M** Josh Altman  
@theshaltman

- 87K
- 596K
- 6.6K
- 110K
- 226K

**9**  **1.01M** Carlos Reyes  
@carlosreyes

- 753K
- 1.9K
- 4.4K
- 10K
- 247K

**10**  **1.01M** Tom Ferry  
@tomferry

- 53K
- 188K
- 47K
- 441K
- 296K

**11**  **539K** Chad Carrol  
@chadcarroll

- 6.7K
- 505K
- 12K
- 1.7K
- 14K

**12**  **404K** Stefan Aarnio  
@stefanaarnio

- 7.9K
- 224K
- 16K
- 26K
- 11K
- 118K

**13**  **365K** Andy Dane Carter  
@andydaneccarter

- 379
- 311K
- 3.2K
- 12K
- 34K
- 3.7K

**14**  **346K** Tony Giordano  
@tonygiordanoteam

- 61K
- 213K
- 14K
- 441K
- 26K
- 31K

**16**  **305K** Sean Terry  
@flip2freedom

- 22K
- 197K
- 2.2K
- 39K
- 43K
- 527

**15**  **333K** Ricky Carruth  
@rickycarruth

- 1.9K
- 207K
- 19K
- 74K
- 30K

**17**  **244K** Jake Leicht  
@jakeleicht

- 122
- 233K
- 1.6K
- 1.1K
- 8.4K

**18**  **241K** Tracy Tutor  
@tracytutor

- 7K
- 167K
- 3.7K
- 694
- 63K

**19**  **239K** Raphael Vargas  
@realraphaelvargas

- 1.7K
- 185K
- 1.2K
- 14K
- 5.4K
- 31K

**20**  **191K** Alex Saenz  
@alexsaenz

- 1.6K
- 174K
- 5K
- 10K
- 1.2K

Here are some examples of real estate marketing strategies to attract accredited investors that we've learned.

### **1 – TARGET CONSUMER AND TRADE MEDIA WITH BYLINED THOUGHT LEADERSHIP ARTICLES**

This very article is an example of this strategy! Consumer and trade publications are excellent outlets for gaining exposure for business owners, their companies, and the products they offer. Reaching out to accredited investors via these outlets with bylined thought leadership articles that explain what real estate investment is and why it's advisable is a smart real estate marketing strategy – and it's a great storytelling vehicle to subtly promote your business.

Targeting consumer media such as the Wall Street Journal, local business journals, and national publications like Entrepreneur and Forbes with thought leadership articles will cast the widest net because their readership is so large, and most high-net-worth investors tend to follow these publications.

Keep in mind that thought leadership articles for consumer publications will need to be more general and less technical than articles for real estate trade media – like GlobeSt.com, Connect Media, and National Real Estate Investor – whose readers are generally savvier about the subject matter. While everyone knows about investing in the stock market, many people don't realize that they can invest in real estate beyond owning a home. What's more, even if they're used to investing in stocks, many accredited investors don't realize that real estate investment is a viable and often safer option. The stock market is notoriously volatile, whereas the real estate market tends to be much steadier, leading to stronger returns over time.

#### Gain investor trust

The type of publicity that bylined articles in these publications engender helps to establish the author (you) as a thought leader and expert source, which will intrigue accredited investors and incline them to trust you on the investment front.

Begin by sussing out the editors and reporters who cover business, investment, and real estate for each consumer publication – as well as those trade media editors and reporters who cover your geographic or niche area of the industry. Write them a short, direct pitch for a bylined piece on some aspect of investing in real estate. Make the topic relevant to your particular area of expertise and of interest to the publication's readers. Be sure to elaborate on what your expertise is, how what you have to say is germane to that publication, and how it can help the outlet's readers. Then, offer to provide the article in the publication's format, and ask if they are interested.

Another great way to publicize yourself and your company while sparking attention from the accredited investor community in your investment offerings is by writing thought leadership articles for the media about real estate investing. Public relations and marketing professionals with solid expertise in real estate marketing strategies, as well as established relationships with the media, can help spearhead and streamline these efforts for you.

# 4 REAL ESTATE MARKETING PLAN STRATEGIES TO ATTRACT ACCREDITED INVESTORS

by Jody Brower Francher,  
GroundBreaker.co

## 2 – FORM RELATIONSHIPS WITH FINANCIAL INFLUENCERS

Knowing how to use real estate social media marketing to attract accredited investors can be a huge advantage. Social media influencers can ramp up your business' social media presence exponentially. Influencers and real estate agents are in great demand for their ability to draw attention to various products and services and increase sales for stakeholders. Think of how having a celebrity tout a new snack food or cosmetic on their Instagram page drives up sales of that product.

The same is true on the financial front. Financial influencers who tout specific investment opportunities on their social media platforms, in their blog posts, and in podcasts can have a big impact on people's investment decisions. This is why connecting with financial influencers who have a strong following among accredited investors and encouraging them to promote your company and investment opportunities can significantly increase the number of high-net-worth investors who do business with you.

Build a qualified audience

Financial influencers have the ability to help syndication businesses reach a large, qualified audience quickly and easily, without the need to spend a significant amount of advertising dollars. Working with influencers is a smart addition to a targeted real estate marketing strategy that gets businesses noticed by potential clients and customers.

Once you've found the right financial influencers – and again, experienced PR real estate agents and marketing professionals can help you do this – reach out to them with a note explaining who you are, what your company does, and how you can help accredited investors increase their return on investment. If you don't get a response initially, be persistent (and creative!) in your approach. Eventually, through your marketing efforts you are likely to gain their attention, their interest, and hopefully, their public endorsement.

## 3 – DRAW COMPANIES TO YOUR WEBSITE THROUGH BLOG POSTS, VIDEOS, PODCASTS, AND EMAIL CAMPAIGNS

Another effective real estate marketing strategy to attract accredited investors is to draw them to your website via blog posts, videos, podcasts, and email campaigns. Blogs are excellent platforms for providing valuable information about a particular topic while also promoting your firm's expertise. These posts are crucial tools in any real estate marketing plan, and they're a great way to achieve some storytelling about your business while reaching your target audience, which has proven to be one of the most effective marketing strategies for real estate agents.

Blogs are ideal for attracting accredited investors because these individuals are generally working alone on their investments and will likely want to learn as much as possible about an investment category before placing capital in it. Like the thought leadership pieces we suggested you write, blogs imbue the writer with a certain authority that is hard to match through other marketing methods.

Blog articles

Focus on writing blogs about how real estate is a smart option for accredited investors and how placing capital in your particular area of concentration can yield favorable returns for them. Remember that many accredited investors may be new to real estate, so be sure to explain industry terminology and concepts thoroughly, clearly, and in plain language. And always leave the door open for your readers to contact you for more information.

Blogs should “live” on your website and be easily accessible from your home page. Promote them liberally on your social media platforms and link them to bylined articles when you submit them to publications – or have an experienced marketing professional help you with this often time-consuming task. One great strategy to get started is to simply open up a word or google doc and dictate into it. Choose a topic and speak your heart out. You can then come back to these sources of knowledge and turn them into articles or hand them off to a professional writer to make it into a final article that will be well written and jam-packed with knowledge.

#### Videos and podcasts

Videos and podcasts also help establish you and your company as a thought leader that understands the market and can help guide investors on the best course of action for achieving their goals. Episodes can feature expert guests or simply be hosted by a key executive at your company. Simply choose a topic that accredited investors might want to know more about, outline what you will cover, and record it. The episodes may run as is or be edited with help of a PR or marketing professional for the most favorable impact.

While videos and podcasts are not commercials for your business – rather, their purpose is to educate investors on the industry so that they can make more informed decisions – subtly weaving in information about your business is a time-tested marketing strategy that can be accomplished briefly in the introduction and throughout each episode. Videos and podcasts should “live” on your website as well as podcast applications and YouTube.

#### Email campaigns

Email campaigns are another effective way to draw accredited investors to your website. Once you have a critical mass of accredited investor email addresses, you can begin your campaign.

Emails can take the shape of a newsletter with teasers about and links to your website content. However often you disseminate them, send them consistently – for example, on the first Tuesday of the month at 10 a.m. – to establish a regular readership and increase your open rates. The effectiveness of an email campaign can be measured via Google Analytics with the help of a PR or marketing professional.

### **4 – LEARN SEO-OPTIMIZATION TECHNIQUES AND USE THEM ON YOUR REAL ESTATE MARKETING STRATEGY**

Lastly, implementing SEO techniques on your website is a crucial real estate marketing strategy to attract accredited investors. SEO, which stands for search engine optimization, is a great way to boost a company's online profile and help people who are looking for professionals who specialize in a certain area find them on the internet more easily.

A well-rounded SEO strategy involves “planting” well-searched keywords into blog posts so that these posts will appear in the results of your target audience's internet searches. The more you use these keywords in your posts, the higher up in the search results your posts will be. Again, the use of public relations professionals can ensure that this is done correctly so that the copy remains interesting and informative.

Some advertising methods such as purchasing Google Ads or boosting LinkedIn posts can increase SEO and place companies more prominently in front of potential customers. Although it costs money, this is a tool to consider as part of your real estate marketing strategy for reaching accredited investors. Marketing professionals are also typically well versed in when and how to utilize this type of advertising for maximum impact.

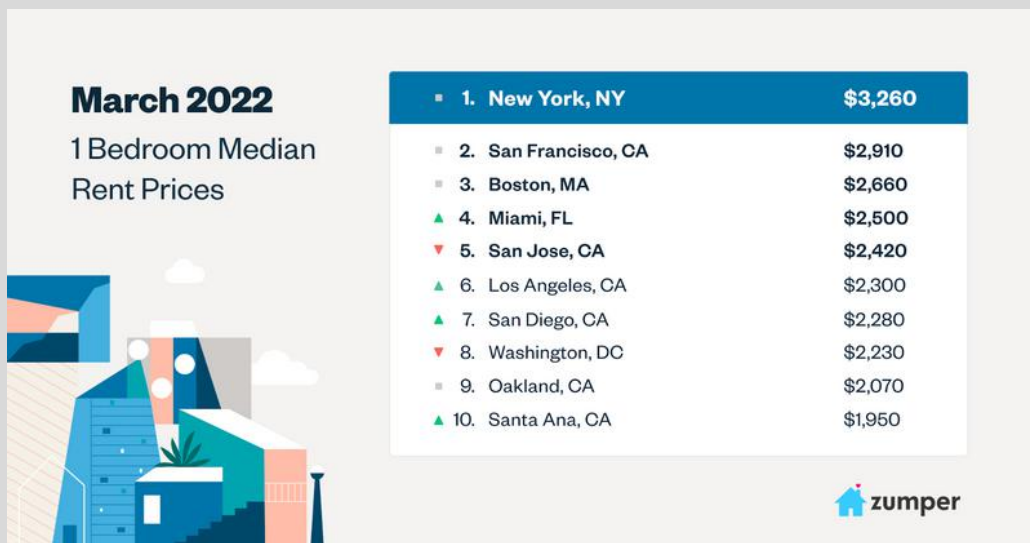


# Zumper National Rent Report

by Jeff Andrews

## Notable Trends

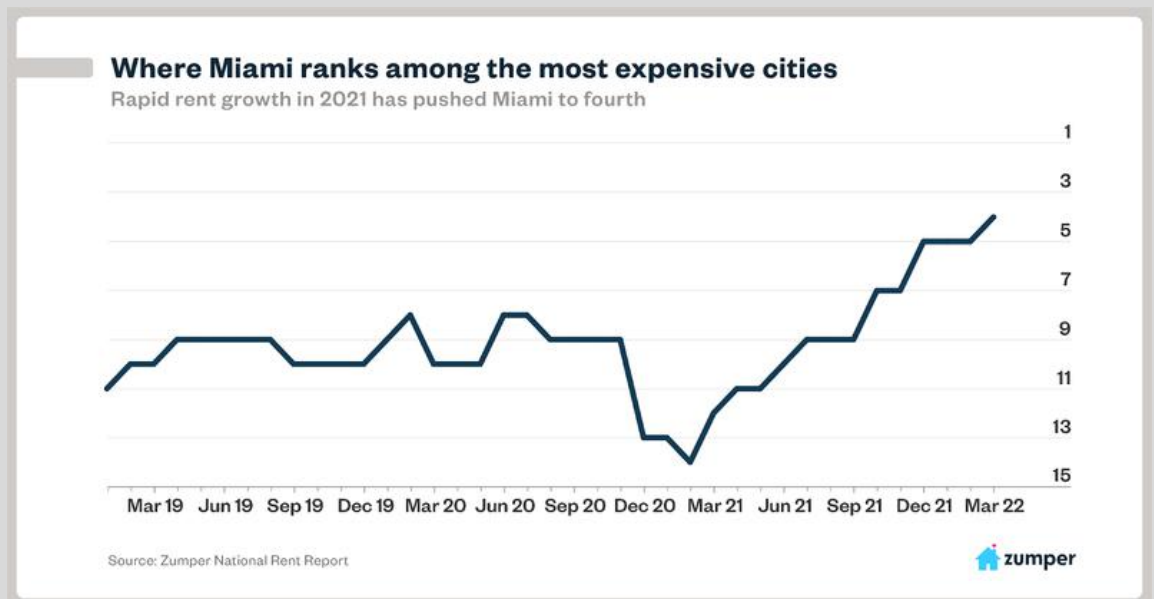
1. After a year of explosive rent growth, Miami has passed San Jose to become the fourth most expensive rental market in the country. The shift in the rankings underscores just how quickly rent has risen in Miami and how sluggish rent growth in the Bay Area continues to be two years since the beginning of the pandemic.
2. Through the first three months of the year, 2022's national rent growth is outpacing 2021's rent growth. That's hard to believe given that 2021 may have experienced the sharpest rise in rent of any calendar year in our lifetimes. But in Zumper's March data, not only does the median one-bedroom nationally hit an all-time high at \$1,400, but it represents a 2.5 percent increase for the year so far, ahead of the 1.9 percent growth at this time last year.
3. Nashville was a buzzy destination city even before the pandemic began in March 2020, but it's been even more so since the vaccine rollout at the beginning of 2021, after which rent growth has escalated rapidly. However, rent in Tennessee as a whole has been more mixed, with some cities clocking only modest rent growth.



Miami leaps ahead of San Jose to become the fourth most expensive market in the country.

The City of Miami experienced the most rent growth of any city in the country in 2021, and as a result, it's risen on Zumper's Top 10 list of most expensive markets in the country. As of March, Miami has jumped San Jose to fourth on the list, with a median one-bedroom rent of \$2,500. That's a mindblowing 38.9 percent increase over March of last year.

Rising to fourth on the Top 10 list highlights what's been a roller coaster rent journey for Miami since the pandemic began in March 2020. Like most cities on the East Coast, rent went into free fall in Miami in the months following COVID-19's emergence in the United States, dropping 10.1 percent in nine months. Going into the pandemic, Miami was ranked near the bottom of Zumper's Top 10 list, but by 2021, it had fallen out of the list altogether, landing at 14th in February 2021.



But in the winter of 2021, the vaccine rollout prompted residents who left cities on the East Coast to return. Rental vacancies dropped and rent began to rise again. The combination of recoveries in East Coast cities and booming home sales in the South and Southwest pushed rent up in 2021 at a staggering clip. But nowhere did rent rise like it did in Miami. The city's ascent up the Top 10 shows that while rent is rising all over the country, Miami's is rising even faster than its peer cities.

It's not just the city though. Many of Miami's suburban markets are also scorching. Aventura, Coral Gables, and Delray Beach are among the markets where both the median one- and two-bedroom rents are up by more than 30 percent year-over-year. And if you zoom out even further, most of Florida's rental markets are rising rapidly. Orlando, Tampa, and Jacksonville aren't showing huge month-over-month gains in March, but year-over-year they're up considerably.

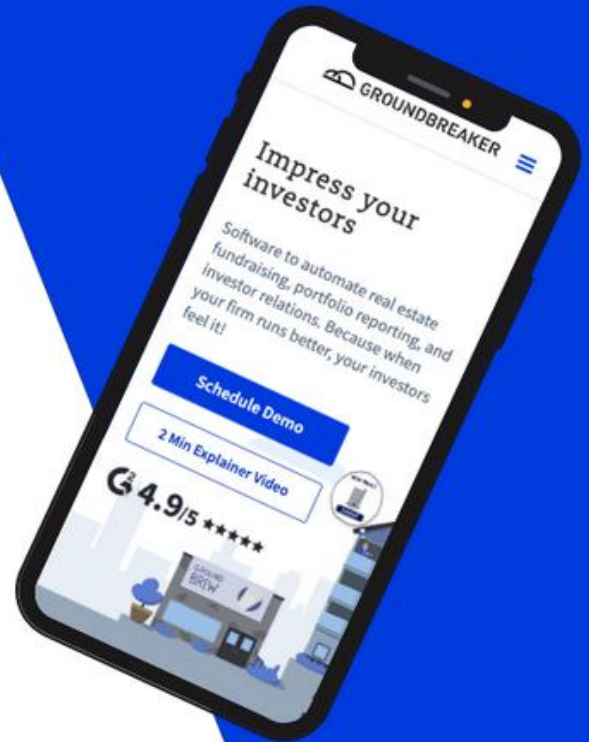
[Access the Full Article Here.](#)

Source: [www.Zumper.com/blog](http://www.Zumper.com/blog)



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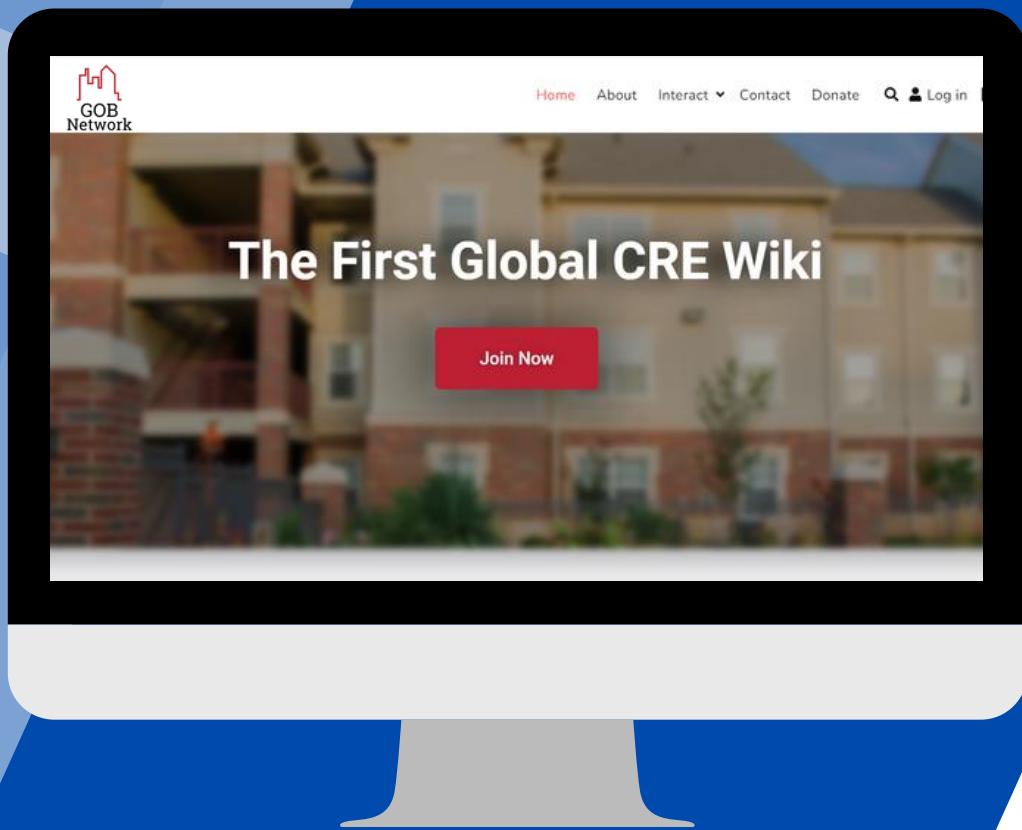


 GROUND BREAKER



# Launch

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