

PEGGY RITCHIE

REALTOR®

CLIENT PERFORMANCE REPORT

Visibility Performance Report™

JUNE 24, 2025 – JULY 31, 2026

LOCAL RELEVANCE STRENGTHENS PEGGY'S COMPLETE-HISTORY VISIBILITY

Peggy's Facebook strategy generated 102,664 organic views by combining real estate campaigns with locally focused content. Community-event posts give her more reasons to stay visible in area groups between listing and transaction updates.

PERFORMANCE AT A GLANCE

102,664 Organic Facebook Views

2,219 Content Interactions

1,300 Facebook Link Clicks

81 New Facebook Follows

TOP-PERFORMING CONTENT

Peggy's audience responded to listing activity, successful closings, accepted offers, and practical seller guidance:

- Open House / Just Listed — 5.3K combined views
- Just Closed — 2.1K views
- Open House / Just Listed — 1.7K views
- Offer Accepted — 1.4K views
- Seller Concessions Explained — 1.2K views

THE STRATEGY BEHIND THE RESULTS

Consistent publishing and deliberate distribution extended Peggy's visibility beyond her existing followers. Property campaigns demonstrate activity; educational and local-event content add relevance and more opportunities for visibility in aligned groups.

MARKETING By McLENNAN SUMMARY

More than 102,000 organic views, 2,219 interactions 2.6K Audience Actions — including 1.3K Campaign Link Clicks and 1.3K Facebook Page Visits and 81 new follows show that Peggy's varied content generated visibility and action. Local events keep her brand present in the communities she serves.

VISIBILITY & AUDIENCE ACTIONS

129,718 total views • 102,664 organic • 1,300 Page visits

LOCAL COMMUNITY VISIBILITY

Peggy's locally focused campaigns featured Happy Day Farm, Fall Festival, Laurita Winery's Oktoberfest, Anne Ellen Christmas Tree Farm and Battleview Orchards. These timely posts kept her branding visible through local-group distribution.

SUSTAINED AUDIENCE RESPONSE

Peggy generated 2,219 interactions across 281 different days—sustained response that was not dependent on only one or two campaigns.

MARKETING By McLENNAN | Strategic Visibility Through Organic Marketing



SCOTT MARTINEAU

REALTOR®, CIPS

CLIENT PERFORMANCE REPORT

Visibility Performance Report™

JANUARY 17, 2025 – JULY 31, 2026

CLIENT HISTORY-TO-DATE: VISIBILITY THAT DRIVES ACTION

Scott's Facebook campaigns generated 367,206 views. More than 97% were organic—evidence of sustained visibility built through active listing content and deliberate distribution.

PERFORMANCE AT A GLANCE

356,232	Organic Views
6.1K	Content Interactions
1.4K	Campaign Link Clicks
9.5K	Facebook Page Visits

97% OF ALL VIEWS WERE ORGANIC

367,206 total views | 10,974 from ads | 285 follows

LISTING LIFECYCLE™ VISIBILITY**LISTING LIFECYCLE™ MARKETING**

Scott's leading posts consistently highlighted active market activity. Among the five top posts shown, Under Contract campaigns generated 6.4K combined views and Just Closed announcements generated 4.3K combined views.

AUDIENCE ACTIONS

- 6.1K content interactions
- 1.4K campaign link clicks
- 9.5K Facebook Page visits
- 285 new follows

TOP-PERFORMING CONTENT

Scott's audience responded especially well to current listing activity and Gulf-focused property marketing, including:

- Under Contract — 6.4K combined views
- Just Closed — 4.3K combined views
- Price Reduced Listings
- Gulf of America Property Marketing
- Listing Lifecycle™ Updates

THE STRATEGY BEHIND THE RESULTS

Consistent listing updates, personalized content, deliberate distribution, and direct Calls-to-Action worked together to expand Scott's visibility and convert attention into measurable website traffic.

MARKETING By McLENNAN SUMMARY

Scott's complete-history results show a clear progression from visibility to engagement and audience action. The program kept his listings, transactions, and brand consistently in front of buyers and sellers.

Consistent visibility turns listing activity into measurable marketing performance.

MARKETING By McLENNAN | Strategic Visibility Through Organic Marketing

**SCOTT MARTINEAU**

REALTOR®, CIPS

Cell: 850-420-7200

Office: 850-837-5500

ScottMartineauRealtor.com

Scott@TheMartineauGroup.com





Marketing By McLENNAN

DEAN MARKMAN

REALTOR®

CLIENT PERFORMANCE REPORT

Visibility Performance Report™

NOVEMBER 18, 2024 – JULY 31, 2026

CLIENT HISTORY-TO-DATE: VISIBILITY BUILT ON ACTIVITY AND TRUST

Dean's Facebook campaigns generated 284,586 views. More than 97% were organic—showing how consistent listing activity, professional milestones, and deliberate distribution kept his brand visible.

PERFORMANCE AT A GLANCE

276,323	Organic Views
4,919	Content Interactions
1,171	Campaign Link Clicks
7,232	Facebook Page Visits

97% OF ALL VIEWS WERE ORGANIC

284,586 total views | 8,263 from ads | 126 follows

TWO VISIBILITY DRIVERS

LISTING ACTIVITY + PROFESSIONAL TRUST

Among Dean's five leading posts, Open House, Just Sold, and Just Listed campaigns generated 7.4K combined views. His award recognition and 26-year anniversary added another 4.4K combined views—reinforcing both market activity and long-term credibility.

SUSTAINED AUDIENCE RESPONSE

- Interactions recorded on 504 different days
- Page visits recorded on 529 different days
- 1,171 campaign link clicks
- 126 new follows

TOP-PERFORMING CONTENT

Dean's strongest visible campaigns combined real estate activity with personal credibility:

- Listing Lifecycle™ — 7.4K combined views
- Professional Milestones — 4.4K combined views
- Open House / Just Listed — 3.0K views
- Just Sold — 2.4K views
- Award Recognition — 2.3K views

THE STRATEGY BEHIND THE RESULTS

Timely property updates create immediate market relevance, while awards and career milestones establish experience and trust. Personalized branding and deliberate group distribution extend both messages to aligned audiences.

MARKETING By McLENNAN SUMMARY

Dean's results show a consistent progression from visibility to engagement and action. His campaigns kept current listings prominent while strengthening the professional reputation behind every transaction.

Current market activity earns attention.
Experience and trust make it memorable.

MARKETING By McLENNAN | Strategic Visibility Through Organic Marketing



RE/MAX
PROPERTIES, LTD.

Dean Markman

REALTOR®

215-630-8822

215-968-7400

FastTrackHomes.com

Dean@FastTrackHomes.com



ELLEN M. SHAW

Broker-Associate®

CLIENT PERFORMANCE REPORT

Visibility Performance Report™

OCTOBER 31, 2024 – JULY 31, 2026

CLIENT HISTORY-TO-DATE: CAPE MAY VISIBILITY AT EXCEPTIONAL SCALE

Ellen's Facebook campaigns generated 600,970 views—all organically. Listing activity and locally focused Cape May event content worked together to attract traffic, extend community reach, and keep her branding visible without paid advertising.

PERFORMANCE AT A GLANCE

600,970	Organic Views
4,269	Content Interactions
6,458	Campaign Link Clicks
6,394	Facebook Page Visits

ALL 600,970 VIEWS WERE ORGANIC

Zero paid views | 96 new follows

TWO VISIBILITY DRIVERS

LISTING LIFECYCLE™ + CAPE MAY EVENTS

The visible listing leaders—Just Closed, Just Listed, and Open House—generated 36.7K combined views. Cape May event and community posts broadened the content mix, attracting locally relevant traffic while keeping Ellen connected to the market she serves.

SUSTAINED AUDIENCE RESPONSE

- Views recorded on 631 of 639 days
- Interactions recorded on 368 days
- Page visits recorded on 428 days
- 96 new follows

TOP-PERFORMING CONTENT

Ellen's strongest visible campaigns reflected active real estate marketing and locally relevant information:

- Listing Lifecycle™ — 36.7K combined views
- Just Closed in Cape May — 12.1K views
- Just Listed — 17.8K combined views
- Open House — 6.8K views
- Community Market Campaign — 5.2K views

ELLEN'S DISTINCTIVE VISIBILITY STRATEGY

Active listings create immediate real estate relevance. Cape May Music Festival, 175th-anniversary and historic content, holiday/community events, market reports, and buyer resources attract local interest between transactions—reinforcing Ellen as both a Broker-Associate and a Cape May resource.

MARKETING By McLENNAN SUMMARY

More than 600,000 organic views demonstrate the cumulative power of consistent publishing and deliberate distribution. Ellen's program progressed from visibility to engagement and action—without relying on paid advertising.

Property activity earns attention.

Cape May relevance expands the audience.

MARKETING By McLENNAN | Strategic Visibility Through Organic Marketing

LONG & FOSTER
REAL ESTATE

ELLEN M. SHAW

Broker-Associate®

Long & Foster Cape May, NJ - Realty

Cell: 609.425.7406

Office: 609-884-1007

EllenShawRealtor.com

ellen_shaw@comcast.net



@SpiritCatcherPhotography



JORGE MORAN

OWNER - HOMETEAM INSPECTION SERVICE

CLIENT PERFORMANCE REPORT

Visibility Performance Report™

JUNE 8 – JULY 31, 2026

A POWERFUL START IN FEWER THAN EIGHT WEEKS

As a new Marketing By McLennan client, Jorge generated 7,196 Facebook views—all organically—in just 54 days. Rapid gains in viewers, interactions, Page visits, and follows show that his visibility program began building both awareness and measurable audience response almost immediately.

PERFORMANCE AT A GLANCE

7,196	Organic Views
2,611	Unique Viewers
144	Content Interactions
352	Facebook Page Visits

12,100% INCREASE IN ORGANIC VIEWS
7,800% increase in viewers | 0 paid views
74 new follows in only 54 days

EARLY MOMENTUM THAT MATTERS VISIBILITY MOVED QUICKLY INTO ACTION

The program produced 144 interactions, 11 campaign link clicks, 352 Page visits, and 74 new follows. That progression—from exposure to engagement and audience action—is especially meaningful for a business page at the beginning of a new marketing program.

VIDEO + CONSISTENT ACTIVITY

- Views recorded on 43 of 54 reporting days
- Peak day: 1,482 views on July 2
- 258 three-second video views
- 1 hour 15 minutes of watch time

TOP-PERFORMING CONTENT

Jorge's visible leaders quickly established reach, credibility, and professional relevance:

- Happy Fourth of July — 2.2K views
- ReviewBook / Client Reviews — 1.3K views
- Top 3 Selling Challenges — 876 views
- Jorge Moran + Real Estate Agents — 677 views
- GFCI Outlet Education — 472 views
- Pre-Listing vs. Buyer Inspection — 400 views

A FAST-BUILDING CREDIBILITY ENGINE

The ReviewBook launch created immediate proof of HomeTeam's service quality. Practical campaigns about GFCI outlets, pre-listing inspections, homeowner awareness, and seller confidence also gained meaningful attention—positioning Jorge as a useful professional resource, not simply an inspection provider.

MARKETING By McLENNAN SUMMARY

In fewer than eight weeks, a coordinated organic strategy created substantial visibility, broadened Jorge's audience, and turned attention into measurable activity. The scale and speed of these early results provide a strong foundation for continued quarterly growth.

A remarkably strong organic start.

MARKETING By McLENNAN | Strategic Visibility Through Organic Marketing



JORGE MORAN

Owner

HomeTeam INSPECTION SERVICE
of Monmouth County
Direct Dial: 732.704.8918
HomeTeamJMoran.com
JMoran@HomeTeam.com
Home Inspector Lic.# 24G100200700
Se habla Español



MARY BIANCHI

Broker Associate®

CLIENT PERFORMANCE REPORT

Visibility Performance Report™

FEBRUARY 25, 2025 – JULY 31, 2026

CLIENT HISTORY-TO-DATE: CONSISTENT, 100% ORGANIC VISIBILITY

Mary's Facebook campaigns generated 74,673 views—all organically. Professional recognition, practical buyer and seller guidance, client reviews, and seasonal content worked together to keep her expertise and branding visible without paid advertising.

PERFORMANCE AT A GLANCE

74,673	Organic Views
2,447	Content Interactions
388	Campaign Link Clicks
3,537	Facebook Page Visits

ALL 74,673 VIEWS WERE ORGANIC

Zero paid views | 83 new follows

CONTENT THAT BUILDS CREDIBILITY RECOGNITION + EDUCATION + REVIEWS

Mary's leading post celebrated professional recognition, while seller-repair guidance, a seasonal buying guide, and a client-review campaign turned that attention into useful information and social proof. Seasonal messages kept her brand present between real estate decisions.

SUSTAINED AUDIENCE RESPONSE

- Views recorded on 519 of 522 days
- Interactions recorded on 344 days
- Page visits recorded on 287 days
- 943 three-second video views

TOP-PERFORMING CONTENT

Mary's visible leaders show a balanced campaign program built around trust, education, and timely relevance:

- Professional Recognition — 2.2K views
- Seller Repair Guidance — 1.0K views
- Winter 2026 Buying Guide — 896 views
- Client Review Campaign — 660 views
- Thanksgiving Message — 620 views

MARY'S DISTINCTIVE VISIBILITY STRATEGY

Mary's content does more than promote transactions. Awards establish professional credibility; buyer and seller resources demonstrate expertise; reviews reinforce client trust; and seasonal campaigns maintain familiarity. This mix keeps her visible before a homeowner is ready to act.

MARKETING By McLENNAN SUMMARY

Mary's 100%-organic results show the cumulative value of consistent publishing and deliberate distribution. Visibility progressed into measurable engagement and audience action, including 388 link clicks, 3,537 Page visits, and 83 new follows.

Credibility earns attention.

Useful content keeps Mary top of mind.

MARKETING By McLENNAN | Strategic Visibility Through Organic Marketing

REALTYONEGROUP
EMERGE



Mary Bianchi, CRS
Broker Associate

Cell: 732.684.9758

Office: 732.477.0200

MaryBianchiRE@gmail.com

MaryBianchiRealtor.com



KAREN MARTINEAU

Broker Associate®

CLIENT PERFORMANCE REPORT

Visibility Performance Report™

October 21, 2025 – JULY 31, 2026

ORGANIC VISIBILITY THAT OUTPERFORMS AUDIENCE SIZE

Karen's Facebook marketing generated 24,269 views—all organic—reaching far beyond her 106-follower audience without paid advertising.

PERFORMANCE AT A GLANCE

24,269	Organic Facebook Views
4,044	Individual Viewers
517	Content Interactions
\$0	Paid Advertising

100% ORGANIC RESULTS

229 organic views per follower.

CLIENT HISTORY-TO-DATE SPOTLIGHT

24,269 Organic Views... From Just 106 Followers

Consistent posting, personalized campaigns, and deliberate distribution expanded Karen's visibility well beyond her existing audience while producing meaningful interaction without paid advertising.

WHY THIS MATTERS

- Reached 4,044 individual viewers
- Generated 517 content interactions
- Produced 24,269 views with \$0 in paid advertising

TOP-PERFORMING CONTENT

Karen's strongest visible campaigns combined seller guidance, seasonal relevance, property marketing, and local market information:

- If Your House Isn't Getting Offers — 1.8K
- Happy Halloween / Safety Tips — 1.1K
- New Price on the Coast — 1.0K
- For Sale on the Coast — 689
- Housing Market Report — 677

THE STRATEGY BEHIND THE RESULTS

Personalized content and deliberate distribution sustained Karen's visibility and credibility beyond her existing followers.

OPERATING SYSTEM™ PERFORMANCE

The Marketing By McLennan Operating System™ produced 24,269 organic views with no paid advertising.

A repeatable system—not follower count—drives results.

MARKETING By McLENNAN | Strategic Visibility Through Organic Marketing

Creating Value on the Coast

MG

KAREN MARTINEAU
Broker Associate

CRS, CLHMS, SRS, CDPE, IRES, GMA
RE/MAX Hall of Fame Member
Karen@KarenMartineau.com

Cell: 850-499-6930
KarenMartineau.com

KAREN MARTINEAU
Integrity, Experience, Results





ANN BLASKO TEAM
CROSSCOUNTRY MORTGAGE®



Marketing By McLENNAN

ANN BLASKO

SENIOR LOAN OFFICER

CLIENT PERFORMANCE REPORT

Visibility Performance Report™

OCTOBER 4, 2024 – JULY 31, 2026

CLIENT HISTORY-TO-DATE: DAILY, 100% ORGANIC VISIBILITY

Ann's Facebook campaigns generated 78,737 views—all organically. Homeownership inspiration, practical financing education, and timely community messages worked together to keep her expertise and branding visible every day of the reporting period.

PERFORMANCE AT A GLANCE

78,737	Organic Views
1,220	Content Interactions
191	Campaign Link Clicks
1,615	Facebook Page Visits

ALL 78,737 VIEWS WERE ORGANIC
Zero paid views | 131 new follows

CONTENT THAT CONNECTS

HOME + LIFE | EDUCATION + COMMUNITY

Ann's leading content pairs the emotional appeal of homeownership with useful mortgage guidance. Down-payment and renovation-loan campaigns demonstrate expertise, while Memorial Day and July 4th messages keep her brand relevant within the community.

SUSTAINED AUDIENCE RESPONSE

- Views recorded on all 666 reporting days
- Interactions recorded on 252 days
- Page visits recorded on 344 days
- 1,000 three-second video views

TOP-PERFORMING CONTENT

Ann's visible leaders show a balanced campaign program built around aspiration, education, and timely relevance:

- Homeownership / Love — 2.4K views
- Memorial Day Message — 2.0K views
- Down-Payment Education — 1.7K views
- July 4th Message — 1.3K views
- Renovation-Loan Guidance — 1.1K views

ANN'S DISTINCTIVE VISIBILITY STRATEGY

Ann's campaigns make mortgage information approachable. Lifestyle-focused posts create emotional connection; educational campaigns answer real financing questions; and community messages maintain familiarity between transactions. This mix supports trust before a borrower is ready to act.

MARKETING By McLENNAN SUMMARY

Ann's 100%-organic results show the cumulative value of consistent publishing and deliberate distribution. Visibility progressed into measurable engagement and audience action, including 191 link clicks, 1,615 Page visits, and 131 new follows.

MARKETING By McLENNAN | Strategic Visibility Through Organic Marketing



ANN BLASKO TEAM
CROSSCOUNTRY MORTGAGE®

ANN BLASKO
Senior Loan Officer
NMLS# 145516

Mortgage Whisperer



610.291.6415



AnnBlasko.com



Ann@AnnBlasko.com

Useful guidance builds trust.
Daily visibility keeps Ann top of mind.





BRIAN J. FLUEHR
Senior Loan Officer



Marketing By McLENNAN

CLIENT PERFORMANCE REPORT
Visibility Performance Report™
OCTOBER 23, 2025 – JULY 31, 2026

CLIENT HISTORY-TO-DATE: 100% ORGANIC MORTGAGE VISIBILITY

Brian's Facebook campaigns generated 24,787 views—all organically. Timely rate guidance, homebuyer education, and relatable homeownership content kept his mortgage expertise visible while giving prospective borrowers practical reasons to engage.

PERFORMANCE AT A GLANCE

24,787 Organic Views
473 Content Interactions
128 Campaign Link Clicks
2,274 Facebook Page Visits

ALL 24,787 VIEWS WERE ORGANIC
3,108 unique viewers | 41 new follows

CONTENT THAT CONNECTS

RATE GUIDANCE | BUYER CONFIDENCE

Brian's strongest campaigns answer the questions buyers are already asking: whether to wait for lower rates, whether buying still makes sense, and how homeownership builds long-term value. The result is useful content with a clear mortgage connection.

SUSTAINED AUDIENCE RESPONSE

- Views recorded on 281 reporting days
- Interactions recorded on 81 days
- Page visits recorded on 163 days
- 478 three-second video views
- 2 hours 30 minutes of watch time

TOP-PERFORMING CONTENT

Brian's visible leaders combine emotional homeownership themes with direct buyer education:

- First Comes Love...Then Comes Sold — 988 views
- Should You Wait for Lower Rates? — 903 views
- Wondering If You Should Still Buy? — 596 views
- Reasons To Fall In Love With Homeownership — 565 views
- Nearly 1 in 3 Home Purchases Now... — 504 views

BRIAN'S DISTINCTIVE VISIBILITY STRATEGY

Brian pairs timely market guidance with approachable, consumer-focused messaging. Rate and affordability questions create immediate relevance, while homeownership campaigns keep the long-term goal emotionally compelling. This balance supports borrowers at different stages of readiness.

MARKETING By McLENNAN SUMMARY

Brian's 100%-organic results show consistent publishing turning visibility into measurable audience action: 473 interactions, 128 campaign link clicks, 2,274 Page visits, and 41 new follows—with no paid views included.

Timely guidance builds confidence.
Consistent visibility keeps Brian top of mind.

MARKETING By McLENNAN | Strategic Visibility Through Organic Marketing

Service you'll be 'Fluehr'ed' by!



BRIAN J. FLUEHR
Senior Loan Officer
NMLS# 143036
Cell: 267.688.4276
BFluehr@ECMfinancial.com
BrianFluehr.com



HADI ENDAZ

Branch Manager

CLIENT PERFORMANCE REPORT

Visibility Performance Report™

OCTOBER 1, 2024 – JULY 31, 2026

CLIENT HISTORY-TO-DATE: 100% ORGANIC MORTGAGE VISIBILITY

Hadi's Facebook campaigns generated 98,611 views—all organically. Professional recognition, borrower success, leadership visibility, and practical mortgage education worked together to reinforce both his credibility and his value to homebuyers.

PERFORMANCE AT A GLANCE

98,611	Organic Views
2,591	Content Interactions
316	Campaign Link Clicks
4,340	Facebook Page Visits

ALL 98,611 VIEWS WERE ORGANIC

916 video views | 21 new follows

CREDIBILITY THAT CONNECTS**PROFESSIONAL RECOGNITION — 5.1K COMBINED VIEWS**

Hadi's two leading recognition campaigns establish immediate authority: Top 1% Mortgage recognition and an additional professional honor. Client closings and leadership content then turn that credibility into a more personal, trust-building story.

MULTI-LEVEL AUDIENCE RESPONSE

- 2,591 content interactions
- 316 campaign link clicks
- 4,340 Facebook Page visits
- 916 three-second video views
- 5 hours 50 minutes of watch time

TOP-PERFORMING CONTENT

Hadi's visible leaders combine professional authority, borrower success, leadership, and market education:

- Professional Recognition — 5.1K combined views
- Congratulations to Our Buyers — 615 views
- President's Council Leadership — 544 views
- List & Lock™ Rate Education — 481 views

HADI'S DISTINCTIVE VISIBILITY STRATEGY

Hadi's content blends proof of professional excellence with practical reasons to connect. Recognition and leadership establish authority; closing celebrations make the results human; and mortgage programs such as List & Lock™ keep his expertise relevant to buyers and referral partners.

MARKETING By McLENNAN SUMMARY

Hadi's 100%-organic performance shows consistent visibility turning into measurable audience action: 2,591 interactions, 316 campaign link clicks, 4,340 Page visits, and 21 new follows—with no paid views included.

**Recognition establishes authority.
Education and client success build trust.**

MARKETING By McLENNAN | Strategic Visibility Through Organic Marketing

**Hadi Endaz**

Branch Manager / NMLS ID# 219379

Cell: 908.623.6475

HadiEndaz.com

hendaz@cmghomeloans.com

CMG HOME LOANS



KIM PYNE
REALTOR®

CLIENT PERFORMANCE REPORT
Visibility Performance Report™
September 24, 2024–July 31, 2026

CLIENT HISTORY-TO-DATE: 100% ORGANIC VISIBILITY

Kim's Facebook campaigns generated 101,256 views—all organically. Listing activity, client-success stories, homeownership education, and timely community content worked together to keep her expertise and branding visible throughout the reporting period.

PERFORMANCE AT A GLANCE

101,256	Organic Views
1,412	Content Interactions
415	Campaign Link Clicks
3,169	Facebook Page Visits

ALL 101,256 VIEWS WERE ORGANIC
Zero paid views | 13 new follows

CONTENT THAT CONNECTS

LISTINGS + CLIENT SUCCESS + COMMUNITY

Kim's leading content connects real estate activity with the life surrounding homeownership. Listing campaigns create immediate property interest; client-success and educational posts build confidence; and seasonal community messages broaden local relevance.

SUSTAINED AUDIENCE RESPONSE

- Views recorded on 666 reporting days
- Interactions recorded on 215 days
- Page visits recorded on 351 days
- 287 three-second video views | 1h 4m watch time

TOP-PERFORMING CONTENT

Kim's visible leaders demonstrate a varied program that keeps her recognizable beyond a single listing or campaign type:

- Memorial Day Weekend — 1.5K views
- Client Success / Just Sold — 770 views
- Homeownership Education — 475 views
- Halloween Community Message — 457 views
- Just Listed — 422 views

KIM'S DISTINCTIVE VISIBILITY STRATEGY

Kim's recurring Just Listed, Just Reduced, and Open House features support the full Listing Lifecycle™. Educational resources and client-success stories add credibility, while community and holiday posts keep her brand familiar between real estate transactions.

MARKETING By McLENNAN SUMMARY

Kim's 100%-organic results show the cumulative value of consistent publishing and deliberate distribution. Visibility progressed into measurable engagement and audience action, including 415 link clicks, 3,169 Page visits, and 13 new follows.

Property marketing creates opportunity.
Community relevance keeps Kim top of mind.

MARKETING By McLENNAN | Strategic Visibility Through Organic Marketing



ONE REALTYONEGROUP
EMERGE

KIM PYNE
REALTOR®

Cell: 732.330.9245 • Office: 732.477.0200
KimPyneRealtor.com
KPeCARD.com • JRZshoreHomes@gmail.com





CLIENT PERFORMANCE REPORT

Visibility Performance Report™

OCTOBER 1, 2024 – JULY 31, 2026

CLIENT HISTORY-TO-DATE: 100% ORGANIC VISIBILITY

Teri's Facebook campaigns generated 43,976 views—all organically. Property-status campaigns, recurring Brick home searches, waterfront features, and community content worked together to keep her expertise and branding visible throughout the reporting period.

PERFORMANCE AT A GLANCE

43,976	Organic Views
1,055	Content Interactions
325	Campaign Link Clicks
2,394	Facebook Page Visits

ALL 43,976 VIEWS WERE ORGANIC
Zero paid views | 4 new follows

CONTENT THAT CONNECTS

LISTING LIFECYCLE™ + BRICK COMMUNITY

Teri's leading content follows properties from Just Listed and Coming Soon through Under Contract, For Sale, and Sold. Neighborhood and local-interest campaigns broaden that visibility beyond individual transactions and reinforce her Brick, NJ market identity.

SUSTAINED AUDIENCE RESPONSE

- Views recorded on 647 reporting days
- Interactions recorded on 241 days
- Page visits recorded on 320 days
- 178 three-second video views | 51m 57s watch time

TOP-PERFORMING CONTENT

Teri's five visible leaders consolidate into two clear visibility drivers:

- Listing Lifecycle™ — 6.9K combined views
Just Listed, Under Contract, Coming Soon & For Sale
- Welcome to Our Neighborhood — 1.0K views

TERI'S DISTINCTIVE VISIBILITY STRATEGY

Teri's recurring Just Listed, Just Reduced, Open House, and Waterfront features keep active Brick inventory visible. Property-status updates sustain attention across the full Listing Lifecycle™, while neighborhood campaigns keep her locally relevant between listings.

MARKETING By McLENNAN SUMMARY

Teri's 100%-organic results show the cumulative value of consistent publishing and deliberate distribution. Visibility progressed into measurable engagement and audience action, including 325 link clicks, 2,394 Page visits, and 4 new follows.

Property updates create immediate interest.
Brick-focused content builds lasting familiarity.

MARKETING By McLENNAN | Strategic Visibility Through Organic Marketing



RE/MAX
Bay Point, Realtors

Teri Idarola-Harley

Broker-Sales Associate

📞 407.383.5518

📞 732-899-8202

✉ TeriIdarola@gmail.com

🌐 BrickNeighbors.com

REALTOR® since 2000





PETER A. LOFFREDO

PETER A. LOFFREDO

Real Estate Attorney



Marketing By McLENNAN

CLIENT PERFORMANCE REPORT

Visibility Performance Report™

MAY 4, 2026 – JULY 31, 2026

A STRONG ORGANIC START BUILT ON LEGAL CREDIBILITY

In only 89 days, Peter's campaigns generated nearly 5,900 organic views by combining practical real estate guidance, timely information, and consistent law-office branding—without paid advertising.

PERFORMANCE AT A GLANCE

5,887	Organic Views
1,485	Unique Viewers
204	Content Interactions
600	Facebook Page Visits
29	New Follows

All 5,887 reported views came from organic activity; paid views were zero.

FEATURED CAMPAIGN SPOTLIGHT

YOUR TRUSTED LEGAL PARTNER

Peter's leading campaign earned approximately 1,200 views. It connected his legal services directly to the real estate decisions buyers, sellers, landlords, and property owners face.

WHY THIS MATTERS

- Views recorded on 88 of 89 days
- Reinforced expertise in real estate law
- Turned practical guidance into engagement

TOP-PERFORMING CONTENT

Peter's audience responded to a mix of professional guidance, seasonal messaging, and buyer-focused information:

- Trusted Legal Partner — 1.2K views
- July 4th — 735 views
- Buyer Education — 304 views
- Homeownership — 297 views
- Moving Decisions — 285 views

THE STRATEGY BEHIND THE RESULTS

Recognizable branding, practical legal guidance, consistent publishing, and deliberate distribution kept Peter visible to people navigating property decisions. Video added 218 three-second views and 1h 9m of watch time.

MARKETING By McLENNAN SUMMARY

In 89 days, Peter generated 5,887 organic views, 204 interactions, 600 Page visits, 29 follows, and 9 campaign link clicks—showing rapid visibility growth supported by sustained legal credibility.

MARKETING By McLENNAN | Strategic Visibility Through Organic Marketing



PETER A. LOFFREDO
PLOffredoLaw.com

Areas of Practice:

- Residential Real Estate
- Commercial Real Estate
- Estate Planning
- Landlord – Tenant Matters
- Land Use



**LAW OFFICE OF
PETER A. LOFFREDO**
Peter A. Loffredo, Esq.

Office: (732) 341-4141
peter@pallawoffice.com



**DREAM IT.
BUILD IT.
BRAND IT.**

KEVIN CONNORS

PARTNER



Marketing By McLENNAN

CLIENT PERFORMANCE REPORT

Visibility Performance Report™

MAY 8, 2026 – JULY 31, 2026

A FAST, 100%-ORGANIC LAUNCH FOR THE MODERN BRAND

In only 85 days, Kevin's Facebook campaigns generated 5,114 organic views by showcasing MODERN's brand expertise, capabilities, and point of view—without paid advertising.

PERFORMANCE AT A GLANCE

5,114	Organic Views
858	Unique Viewers
133	Content Interactions
797	Facebook Page Visits
74	Campaign Link Clicks
4	New Follows

100% ORGANIC VIEWS

75 of 85 days had views; paid views were zero.

FEATURED CAMPAIGN SPOTLIGHT

INTRODUCING MODERN — 1,537 COMBINED VIEWS

Three leading campaigns introduced MODERN's products and capabilities through strong visual branding. Together, they accounted for nearly one-third of all reported views.

WHY THIS MATTERS

- Quickly established MODERN's market presence
- Connected creative work to real capabilities
- Turned brand expertise into audience action

TOP-PERFORMING CONTENT

Kevin's five visible leaders combine naturally into three distinct brand themes:

- Introducing MODERN — 1,537 combined views
- Your Brand Isn't Just What You Say — 491 views
- Brand Expertise — 318 views

THE STRATEGY BEHIND THE RESULTS

A consistent mix of company introductions, brand thinking, identity, and service expertise made MODERN's own marketing a working demonstration of the value it creates for clients.

MARKETING By McLENNAN SUMMARY

In 85 days, Kevin generated 5,114 organic views, 133 interactions, 797 Page visits, and 74 campaign link clicks—showing that strategically repurposed brand content can create both visibility and measurable action.

MARKETING By McLENNAN | Strategic Visibility Through Organic Marketing

Simplicity. Clarity. Artistry.



**DREAM IT.
BUILD IT.
BRAND IT.**

Phone: 215.619.4700

Email: Kconnor@ModernSBC.com

ModernSBC.com

**Give People Better Reasons
To Choose Your Brand.**

**Get Your Brand Working.
Say It Like A Real Person.**