

# LookBookLink: Solving the Personalization and Promotion Gaps in Real Estate Marketing

## Problem #1: Limited Agent Personalization

Most brokerages give agents a standard-issue landing page, typically a generic property search or profile link. While functional, these pages lack personality and customization. Agents want more than just a directory listing—they want a digital presence they can own, personalize, and use to differentiate themselves with custom videos, property highlights, unique offers, and links to current listings.

## The Solution – LookBookLink:

LookBookLink empowers agents with a fully customizable, mobile-friendly marketing hub they can personalize with videos, listing links, special offers, and branded content—while still staying aligned with company branding. It's easy to update and instantly shareable via QR code, text, email, or social media. Agents feel more in control of their brand while brokers benefit from consistent presentation and lead capture.

## Problem #2: Marketing Content Gets Lost in the Scroll

Even the best brokerage marketing, videos, flyers, open house promotions, get buried in fast-moving social media feeds. Great content loses impact when it can't be seen at the right time by the right audience. Brokers need a way to cut through the noise and ensure their messaging actually reaches and resonates.

## The Solution – LookBookLink:

With LookBookLink, brokers can create and distribute their best content directly into each agent's LookBookLink as a live feed, keeping promotions, updates, and key marketing pieces front and center. Agents automatically broadcast this content through every share of their LookBookLink, making brokerage marketing work harder, travel farther, and stay relevant longer.

## LookBookLink For Real Estate

An Easy-To-Update Agent Portfolio that drives viewers to action.



### A Website Link With App Functionality.

Edit and update from any connected device PC or Mac, iPhone or Android.



### Lead Capture

Collect lead information via contact swap and with lead magnet setting on documents and videos.



### Link All Your Content and CTAs

Lead audiences to the actions you want them to take.



### Save As App Icon Without Downloads

May be bookmarked or shared like a website link or saved as an app icon to any mobile device.



### Mobile Responsive

Looks great on any size screen from mobile phone to boardroom or tradeshow display.

**LOOKBOOK@LINK**

Connect Better. Sell More.

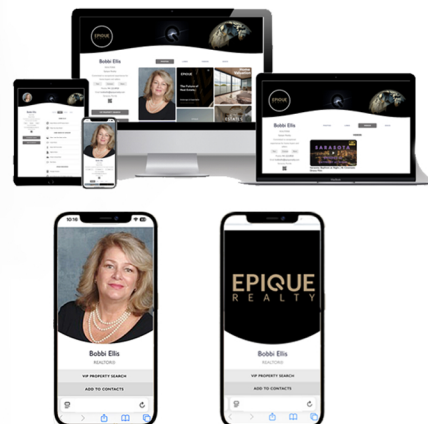
[lookbooklink.com](http://lookbooklink.com)

## LOOKBOOK@LINK

LookBookLink is a portfolio that real estate pros can personalize while staying consistent with the company brand and message.

It provides a clean, branded space to showcase content, links, and lead magnets—without ads, or competitor suggestions.

And it works with social media, not against it. You share your LookBookLink on social platforms to guide your audience to a focused experience where they can view your materials, leave contact info, and take action without getting sidetracked.



Learn more: [lookbooklink.com](http://lookbooklink.com)