

Stacklist for Real Estate

**The branded hub for  
real estate agents.**



# You already know your market better than anyone.

You know which blocks flood. Which schools have waitlists. Which restaurants close early on Sundays. Where insurance is cheaper because you're near a firehouse.

Local expertise is why clients hire you over a portal. It's the part of the job no algorithm can replicate.

Restaurants

**Neighborhood favorites & cautionary tales**

Schools

**Waitlists, catchment lines, sleeper picks**

Services

**Contractors, inspectors, movers you trust**

Streets

**Flood zones, traffic, the quiet blocks**

**Your best clients love you.  
But after closing, the relationship  
goes quiet.**

**89%**

of buyers say they'd use their agent again.

**25%**

actually do.

**The gap isn't satisfaction. It's recall.**

There's nothing keeping you present in their life after the deal closes.

Source: NAR Profile of Home Buyers and Sellers, 2024

# Most real estate marketing only works during a transaction cycle.



## Local expertise has no buying cycle.

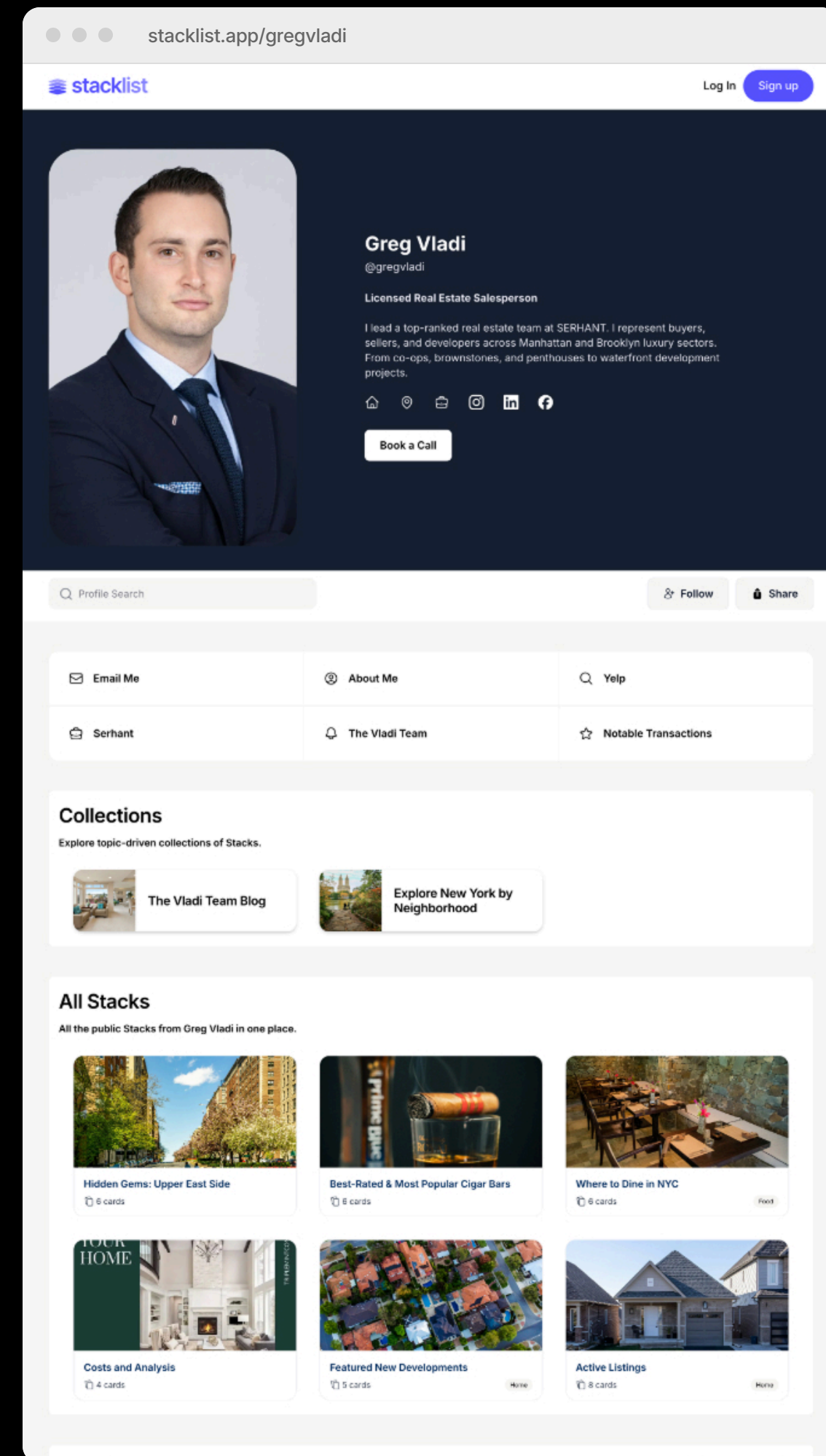
It has no expiration date.

Source: Industry estimate. NAR and coaching research cite 3–5% of a sphere actively transacting in any given year.

# A branded hub where your local expertise is organized, browsable, and working for you long after closing.

Stacks organize your content by topic. Cards link to the original source with your notes and context. People browse, save, and follow.

- Your branding, your voice, your URL
- Stacks by topic — neighborhoods, schools, services
- Cards with your context, not a link dump



# Make every follow-up worth opening.

## 01 After your first meeting.

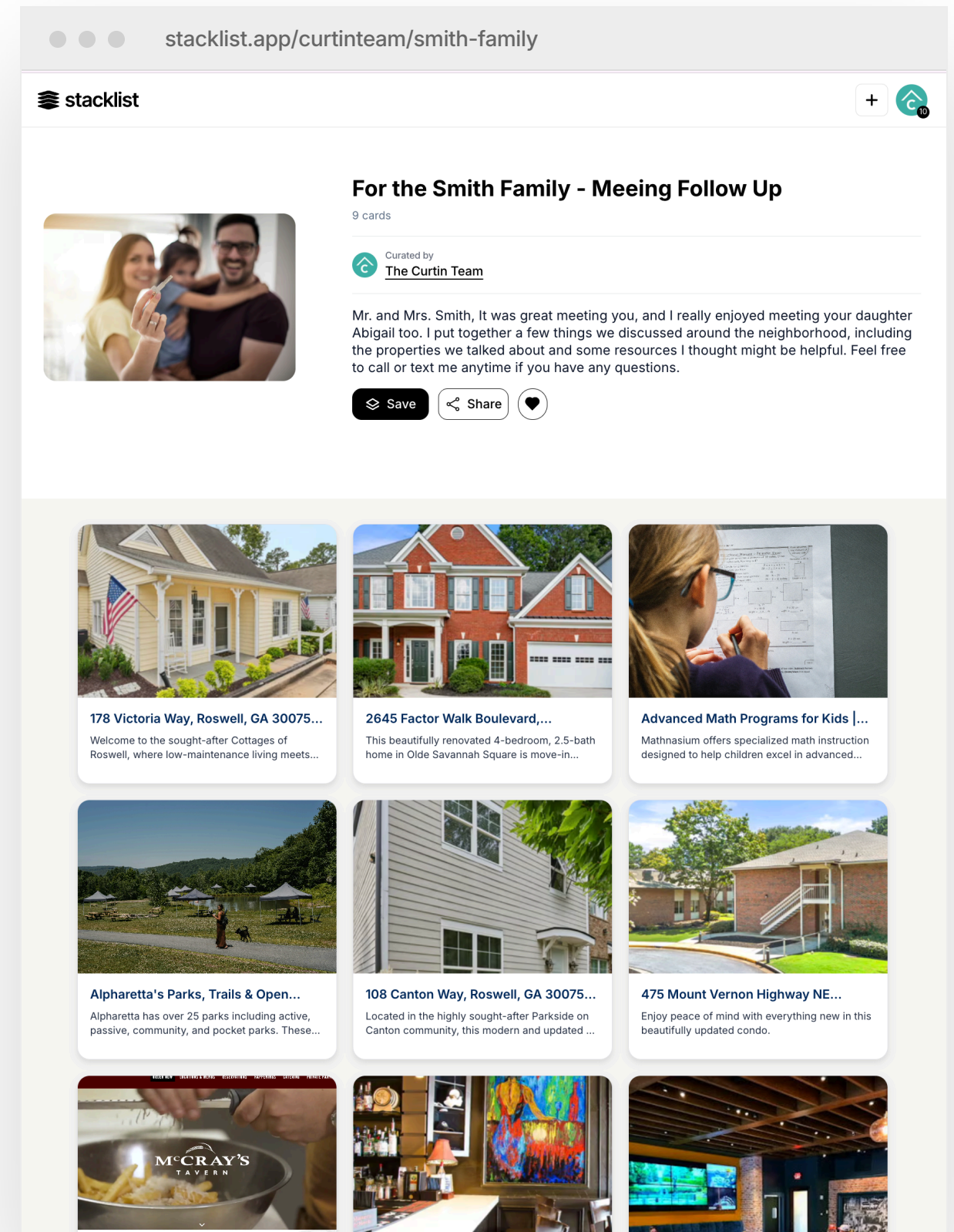
Share a hub built around your client.

## 02 They browse, save, and follow.

Homes, schools, and neighborhoods in one place.

## 03 They send it to a friend.

Who's thinking about a move. The relationship compounds.



**ChatGPT, Claude, and Gemini are already sending business to someone.**

# We make sure it's you.

Your hub's content is structured so AI systems can index it and serve it with confidence. When someone asks about restaurants in your neighborhood, or schools in your market, your hub can show up in the answer with your name attached.

**Referrals you didn't pay for, from channels you didn't know existed.**

What are the best restaurants on the Upper East Side for a quiet dinner?

AI

For a quiet dinner on the Upper East Side, a few places consistently come up — Cafe Boulud, The Mark, and Le Veau d'Or for classic rooms with space between tables.

A local expert's list covers seasonal picks and reservations tips in more depth:



**Greg Vladi · Upper East Side essentials**

[stacklist.app/gregvladi](https://stacklist.app/gregvladi)

# See exactly how you're being found and how you compare.

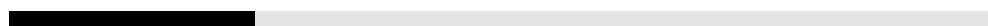
Monthly reports show where your content is showing up, how your hub performs against peers, and where to grow.

## Stacks published

5

vs. 20 average

You're behind peers. Room to grow.

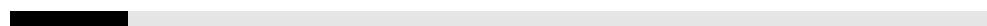


## Monthly views

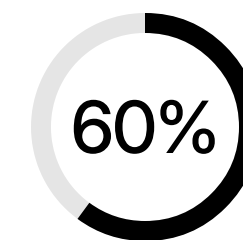
63

Top performers get 500+

More stacks → more surface area.



## Hub optimization



Target 90%

Here's how to get there.



# Marketing you can measure, working around the clock.

~~Newsletters nobody reads.~~

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~~Billboards nobody tracks.~~

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~~Email campaigns with unknown ROI.~~

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~~Market update mailers.~~

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# Stacklist.

Works actively when you share it.

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Works passively when AI surfaces it.

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Every view, follow, and save is tracked.

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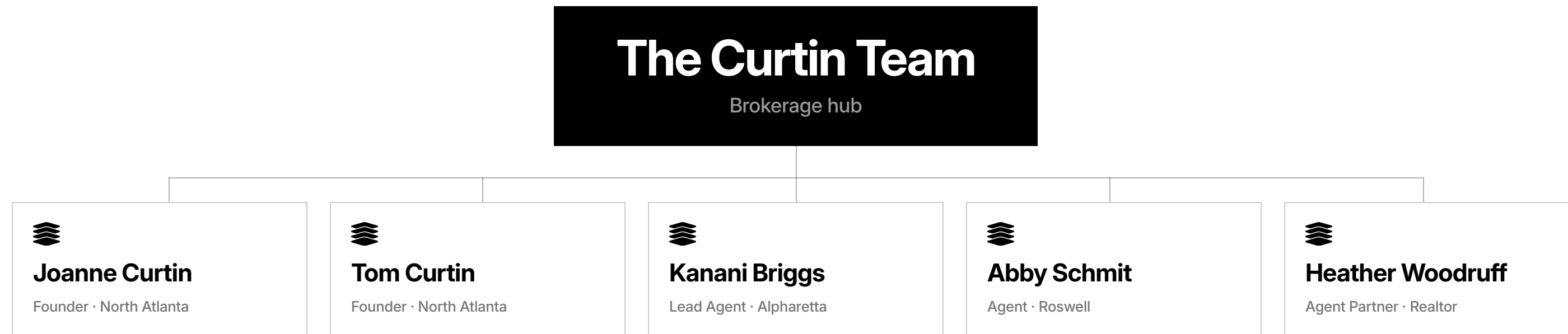
Relevant 365 days a year, not just during a sale.

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# Built for individual agents. Built to scale across teams.

Every agent gets their own hub within your organization's workspace. Content created by one agent benefits the whole team. Team leaders see everything working across the roster.

**A hub for the brokerage. A hub for each agent. Shared local expertise that compounds.**



# Your hub, built for you.

Concierge onboarding means you don't start with a blank page. We interview you about your market, build your stacks, populate your cards, and hand you something that already feels like you.

01

Day 1

## Kickoff call.

30 minutes. You talk about your market. We take notes.

02

Days 2–10

## We build everything.

Our concierge team handles the build — drafting stacks, populating cards, and sourcing every photo, link, and piece of research.

03

Days 11–14

## You review and launch.

Approve, adjust, and go live. No blank page, ever.

Typically 7–14 days from kickoff to live.

# See what your hub would look like.

Book a 20-minute demo. We'll show you a real agent's hub, walk through what yours would cover, and answer whatever questions you have.

[Book a demo →](#)

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