

Are You a Lead Magnet?

USE THE X FACTOR FRAMEWORK FOR BECOMING THE MOST ATTRACTIVE AGENT IN YOUR MARKET

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INTRODUCTION: The Shift from Pushy to Pulley

Let's face it—nobody wants to be sold, but everyone loves to buy from someone they trust. That's the difference between a pushy agent and a pulley agent.

Pushy agents *chase*.

Pulley agents *attract*.

They draw clients in because they have The X Factor.

What is that X Factor?

It's not charm or luck. It's a framework. And when you master it, you become magnetic in your market.

The X Factor Framework

Visibility + Value + Vision = Attraction

This is your formula for building authority, becoming a go-to resource, and creating a steady stream of inbound business. Let's break it down.

1. Visibility: Are You Seen?

Visibility is the starting point. If people don't see you—they can't choose you.

You must be everywhere your audience is. That means showing up consistently and with purpose.

Ways to Create Visibility:

- Facebook & Instagram Reels, Stories
- YouTube market updates or property tours
- Facebook Lives and neighborhood features
- LinkedIn insights and testimonials
- Email newsletters with market data
- Monthly market update graphics
- Content about new communities, developments, or city updates

Be the agent that clients say, “I see you everywhere.”

2. Value: Are You Worth Following?

Visibility gets attention. Value keeps it.

To be a magnet, your content must help people think, learn, dream, and decide.

You do that by offering useful insights and becoming a great storyteller.

Tips to Build Value:

Frame content with questions like:

- “Are you aware of the new loan programs that make buying more affordable?”
- “Do you know how your HOA could limit what you can do with your property?”
- Share educational insights on:
 - Why buyers should always get a survey
 - How to review HOA rules before buying
 - Differences in flood zones, taxes, or school districts
 - Why a home warranty matters
 - Financing options and first-time buyer program

People follow agents who educate, not just advertise.

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3. Vision: Do You Cast the Bigger Picture?

Here's where real leaders shine.

They cast vision—the ability to show people what's possible through real estate.

Are you helping people dream? Are you showing them how to:

- Build wealth through owning real estate?
- Plan for a second home or investment property?
- Escape rent and build equity?
- Change their quality of life by moving closer to work or family?

Examples of Vision-Casting Content:

- “How owning a duplex could pay your mortgage.”
- “What a \$20K renovation could do to your equity.”
- “How buying now—even with higher rates—still builds long-term wealth.”
- “How real estate changed my family's future.”

Vision transfers belief. And belief drives decisions.

Be the Pulley, Not the Pusher

When you align Visibility + Value + Vision, you no longer need to “close hard” or chase cold leads.

People are drawn to you. They trust you. They want to work with you. That's the X Factor.

That's how you become the Lead Magnet.

So ask yourself today:

- Are people seeing me consistently?
- Am I delivering real value in my content?
- Am I helping people see a bigger vision?

If not—start now. Be louder. Be clearer. Be more you. And remember: People follow real estate agents who know where they're going.

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