

THE VISIBILITY PLAYBOOK

HOW TO STAND OUT,
SHOW UP, AND SELL
MORE IN 2025



The Silent Killer of Growth: Invisibility

You might be putting in the hours. You might even be closing deals. But if your network doesn't know it if you're invisible. And in this market? Invisibility is the fastest way to irrelevance.

In 2025, success doesn't just go to the most skilled agent. It goes to the agent who gets seen.

Seen online. Seen in person. Seen in rooms that move the needle.

This playbook is your roadmap to doing exactly that.

STEP 1: Define Your "Known For": Your Visibility Anchor

If you're speaking to everyone, you're resonating with no one.

Top agents are strategically visible. They pick a clear brand position and OWN it.

Ask yourself:

- What do I want to be known for in my market?
- What unique value or niche do I dominate?

Formula: "I help [specific client type] [achieve specific result] by [method/process/differentiator]."

Examples:

- "I help move-up buyers in Las Vegas sell and buy simultaneously, without the stress."
- "I help first-time VA buyers win homes in competitive markets."
- "I help luxury sellers maximize profits through proven pre-listing strategy."

Build all your marketing around that core idea for 90 days.

THE
SCOFIELD
GROUP



STEP 2: The Daily Visibility Rhythm (15 Minutes a Day)

You don't need to post 20 stories a day or become a TikTok star. You need consistency.

Here's your 3-part visibility flow:

1. Post with Purpose

- Choose one format (story, reel, carousel, email)
- Choose one of 3 goals:
 - Educate
 - Entertain
 - Engage

2. Connect with 3 Past Clients

- Send a check-in text, comment on their post, or DM something personal.
- Goal: stay top of mind without asking for anything.

3. Appear on Camera (Stories/Reels)

- Even 10 seconds of your face daily builds trust faster than text ever could.

15 minutes. Done. Repeat daily.

STEP 3: Visibility Hooks That Stop the Scroll

Steal these proven-performing real estate content starters:

- "The #1 pricing mistake sellers make in this market..."
- "This just happened at a showing and I HAVE to share it..."
- "If you're waiting for rates to drop before buying, watch this."
- "Want to sell without double moving? Here's the strategy."

Use these as captions, emails, subject lines, or video intros.

Pro Tip: Add motion or captions to Reels. Hooks aren't just verbal, they're visual.

STEP 4: Conversation Starters That Create Opportunities

Visibility isn't just about views. It's about conversations that convert.

Text/DM Scripts:

- "Quick question: if someone offered full price for your home tomorrow, would you sell it?"
- "Hey, I was pulling market comps for another client and thought of your neighborhood. Want me to send over what your home might sell for now?"
- "If you could buy your dream home with a lower rate today, would you be interested in how?"

Voice Note Script:

- "Hey [Name], I know you mentioned holding off for now, but we just saw some movement in [area/price point]. Thought of you. Call me if you want a quick update."

STEP 5: The Weekly Visibility Audit

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BONUS: The Invisible Agent Rescue Plan

If I had to go from invisible to top-of-mind in 7 days:

Day 1: Change your bio to reflect your niche.

Day 2: DM 10 past clients and check in.

Day 3: Post a video about your "why."

Day 4: Film a market update with your phone.

Day 5: Share a recent client win and tag them.

Day 6: Invite 5 people to a buyer/seller Zoom Q&A.

Day 7: Go Live and answer 3 market questions.

Visibility is earned. And it pays dividends.