



The Listings Lab

The 6-Figure Agent's Guide to Exponentially Growing Your Audience, Skyrocketing Your Income, **and truly Intensifying Your Relationships to Exceed 7-Figures**

RELEVANCY

- + Services
- + Messaging
- + Positioning



FUNDAMENTALS



PERFECT %

- + Timing
- + Frequency
- + Platform

ESSENCE



JESS LENOUELV

Let's be honest here...

You've been struggling to really grow your business lately.

You're confused because you're following what every training you have ever taken has told you to do to scale.

But for more sales you need more clients.... you need tons more clients ready to buy!

You spend time lead generating and then you spend time selling, but then you have to go back to lead generate again because once the sales are made, you need more clients.

The pipeline needs to be continually fed and you feel like you have two jobs that you can't do at the same time!

Maybe you've been door knocking, sending out flyers, spending a ton on Facebook or Google ads, and you've had some real success, but something is missing, isn't it?

To get to this point maybe you've even built a strong referral network of clients who believe in your services and see you as an expert in your area, and this network is steadily growing, but it's happening so slowly... one deal at a time...and you know that faster growth is possible...

What does this mean?

> YOUR BLOOD, SWEAT, AND TEARS ARE GETTING YOU SOMEWHERE...

Actually, you've done well enough to have hit \$40k last quarter, maybe even \$100k or more!

Congrats! That's a big deal... Seriously, it is!

Stop and take a second to really appreciate what you've done!

Now, I've been exactly where you are. And because of that, I know something is missing.

It's a strange situation you find yourself in, right?

> WHEN YOU STARTED OUT, YOUR GOAL WAS TO HAVE A SIX-FIGURE INCOME.

But now?

It just feels like you're on a hamster wheel. It's a never ending cycle of stress.

You're terrified of being away from your phone, you can't miss a call or email because you could lose that client or that deal.

You're checking your bank account to see if that commission payment has come in.

Always worried that your leads will dry up (or maybe they have already started to slow).

Perhaps you've started to rely more and more heavily on your database. Maybe you're even considering buying low quality leads to try to get those numbers up!

You're always thinking about the next move, the next client, the next deal...

The pressure to close is never ending.

And you're constantly worried that next month you won't have a commission cheque coming in. There is just so much unpredictability!

It feels like you're on a 6-Figure hamster wheel.

AND it hasn't brought that freedom you expected.

You still have to constantly hustle to get your prospective leads on the phone, or to get listing appointments.

AND, they're frequently not people you would really like to work with.

But you feel pressure to work with them anyway because you need the money.

Your income isn't consistent...

You're stuck doing EVERYTHING.

AND you don't have the financial stability to hire or to scale...

Or perhaps you have gotten to the point where you've realized that you aren't serving your clients at your highest level. That you're so exhausted that you don't have the energy to give yourself away to your clients anymore... you don't have enough to really, genuinely care.

You're tired of selling yourself everyday to people who just want the best deal...

...and instead, you want to really help people with the properties that will change their lives, their finances, and build their wealth... people who see your worth and actually really want to work with YOU.

That is exactly where I was.

What did I do?

I CHANGED.

> One day I just changed the way I was doing things....



If you don't know me, my name is Jess Lenouvel. I've been in the real estate industry for 15 years.

I had a multiple 7-Figure real estate business and in my last 5 years alone, we sold over \$300 Million worth of property.

As featured in: **Forbes** & **Entrepreneur**

> **I was one of the few female Realtors killing it in my niche.**

I started in real estate when I was 21.

> **I did my first million dollar deal in my first week of being licensed.**

And was making more money than I ever had before...

...yet I found myself more and more disillusioned.

I realized that I wasn't living MY life!

I was living a life that looked glamorous to other people, but in reality I was a slave to my business. I had no freedom and I was having no real impact.

> **I WAS JUST STUCK IN THE HUSTLE.**

And every year I had people treating me like I was disposable...

...or trying to tell me that someone else would do it for less.

I WAS SO DONE WITH IT!

If I was going to run a business...

...it was either going to truly transform lives (mine included)...

...Or not at all.



No more feeling like I'm expendable.

I didn't want to make more money just for the sake of making more money.

I wanted to create real, awesome impact for people in the same boat.

"Freedom and Impact" has become my compass.

I completely changed my business because it was swallowing me whole. I wasn't waking up feeling fulfilled by my work and it felt like my life was a constant cycle of stress. I wasn't doing what made me happy and over time, that work actually made me miserable. Chasing money for the sake of just having more money... it felt like a meaningless existence.

On top of it all, the business had gotten stuck and wasn't growing anymore because time had been maxed out and the passion was gone.

What happened?

...it was like the weight of the world was taken off of my shoulders!

I found my flow.

That's why The Listings Lab exists!

I had a new mission, and I now have an opportunity to stop other people from making the same mistakes I did...

I had made mistakes in my lifestyle and mistakes in my marketing.

I searched everywhere for a better way...

I looked outside the real estate industry...

Then I found the answers...

And it was based on ethical marketing...

No more manipulation, stretching the truth, or playing off people's fears of scarcity!

I first learned the importance of being Relevant to your audience...

Then, I learned that Omnipresence was a key reason the rockstars in other industries were able to build million dollar brands - seemingly overnight.

Then the final piece of the puzzle...the piece that I connected with the most...

I learned that Intimacy was the most powerful tool to create connection.

This is the methodology that I use myself now. It's the reason that you are reading this.

It truly is a game-changer in the world of online marketing and I believe it will revolutionize real estate marketing.

If you want to quickly scale to a \$1 million business, become #1 in your area, and attract hundreds of quality clients...

Then what you're about to be shown may, honestly, blow your mind and it WILL change your life.

Because it changed mine.

It's called Relevancy + Omnipresence + Intimacy

Or R.O.I. for short.

THE KEY TO EXPONENTIAL GROWTH IN YOUR BUSINESS

R.O.I. is my approach to real estate marketing.

It's based on illuminating your potential client's need for *you* specifically...

...And then ethically serving them on the highest level.

This is the opposite of manipulation or scarcity-driven marketing. This is an approach that marries marketing and sales with truly caring about your clients.

With R.O.I., you're finally able to market your services without feeling sleazy or fake.

When you execute it, you go further than just accelerating your income.

You actually build an entirely better business, a business filled with your perfect clients, a loyal referral community, and deep relationships.

More than that, you create a valuable asset that endures far into the future.

When Relevancy, Omnipresence, and Intimacy come together, you create monumental growth in your life and your business.

Let's go through precisely how this works together...

Keep reading... this is seriously going to blow your mind!

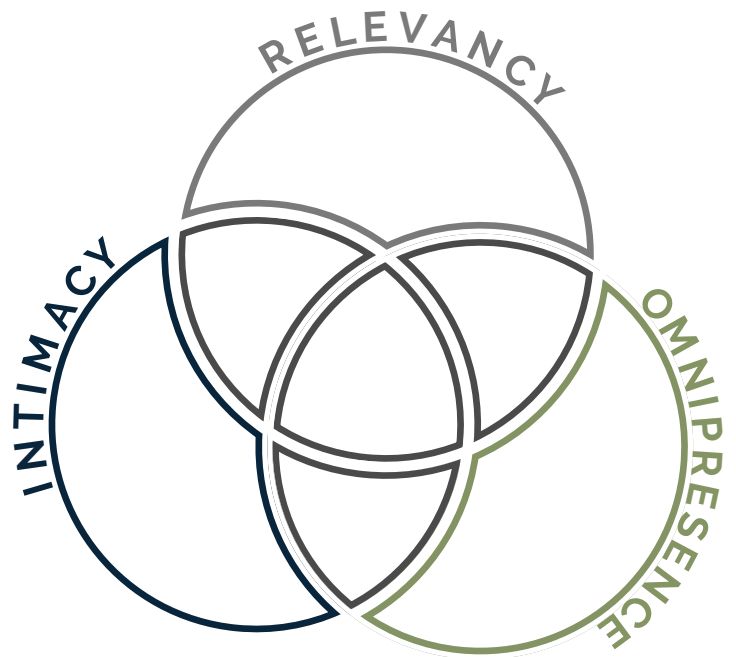


This Monday I got 3 calls for listings and yesterday I booked a call with a buyer!!!

Of these 4, I haven't met any of them in person and 3 are complete strangers!

This is NOT normal for me - I worked like crazy before The Listings Lab but was never set apart from the rest. And now people trust me before they even speak to me!

- Desiree T.



#1

RELEVANCY

Relevancy is what you would commonly associate with any kind of marketing. Essentially, when I talk about Relevancy, I'm talking about your marketing message and your funnel (which in itself might be beyond what you are doing now).

If the foundation of making a sale (or getting a new client) is having the right message to the right person at the right time and place... Relevancy is making sure you have the right, if not perfect, message.

Keep in mind, there's a very clear-cut process for becoming relevant to someone.

First, they must admit that they need a Realtor.

They go into "discovery mode". You show them your unique method and services.

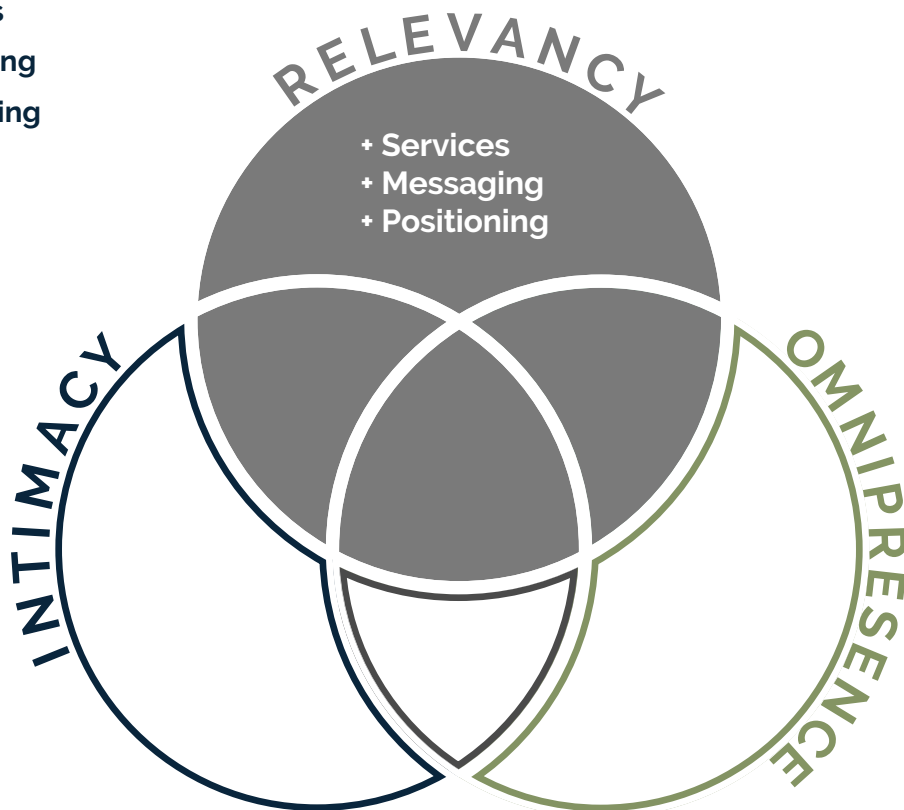
They think about buying into YOU as an expert. You show them your personal stories, your lifestyle, your personal beliefs and form a real connection. This makes you relatable, it makes you a real human being.

They decide if they want to go from looking around online by themselves to actually finding or selling a property. You show them how you can help them to do that. (This could be selling their home, finding their dream home, or making the perfect investment.)

Finally, you show them their commitment to you is worth the result and you get that client on paper.

We can break this down into three main components:

- > **Services**
- > **Messaging**
- > **Positioning**



Your Services are what you actually do for your clients. Remember, this doesn't have to be for money. When we mention services, we're including things like helping them work with other experts in the buying or selling process like lenders, stagers, credit repairers, etc. It also includes what *you* do specifically that sets you apart.

You customize your unique services based on where someone is in the process and what their needs really are. If they're discovering they have a problem (eg. financing), you give them a guide or referral. If they're ready to work with you, you offer your services.

Your Messaging is simply how you describe your services, what they do for your prospect, and how they'll ultimately benefit from working with you. You bring together your messaging with your prospect's mindset, where they are in "discovery mode" (browsing listings) or looking for an agent (ready to start actively looking or listing).

For example, when someone is in the "solution" phase, you can offer your listing services at 1-4%, depending on whether they are also going to be buying with you and what is standard in your marketplace.

And your **Positioning** is how you set yourself apart from your competition. Basically, it's showing what makes you special and presenting your unique strengths.

For example, in my real estate career, one of my unfair advantages was that I had first access to developments through my builder relationships. It also helped that I could tell you the price per sq.ft. for every condo building in the entire city off the top of my head...

When you have these things (and you can be creative with yours)...

You have Relevancy

You can go deeper on each of these things, of course. By identifying your audience, their specific struggles, and how you can solve them, you can craft or design your services better...and that determines tighter messaging, which then influences your positioning.

As you can see, each element is connected, and all of them are necessary to have a Relevant message.

#2

OMNIPRESENCE

Omnipresence is where you seem to be everywhere to your target audience.

This is what happens when you appear in someone's life consistently.

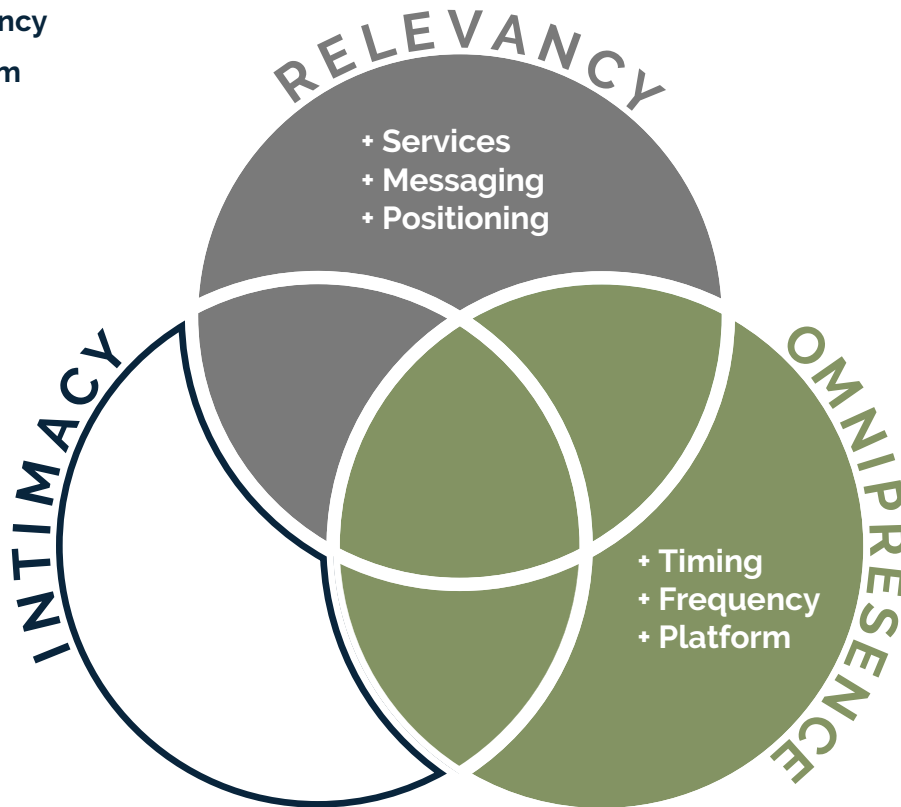
It's the key to really dominating the newsfeeds and screens of your audience and therefore, making your prospects feel like you're everywhere.

Just had a great listing appointment with ideal clients, who went on and on about how they connect with all my content and it made them feel very comfortable hiring me before I even met with them :)

- Jessica C.

The three components of effective Omnipresence are:

- > **Timing**
- > **Frequency**
- > **Platform**



When you're Omnipresent, it means **you're appearing at the right time.**

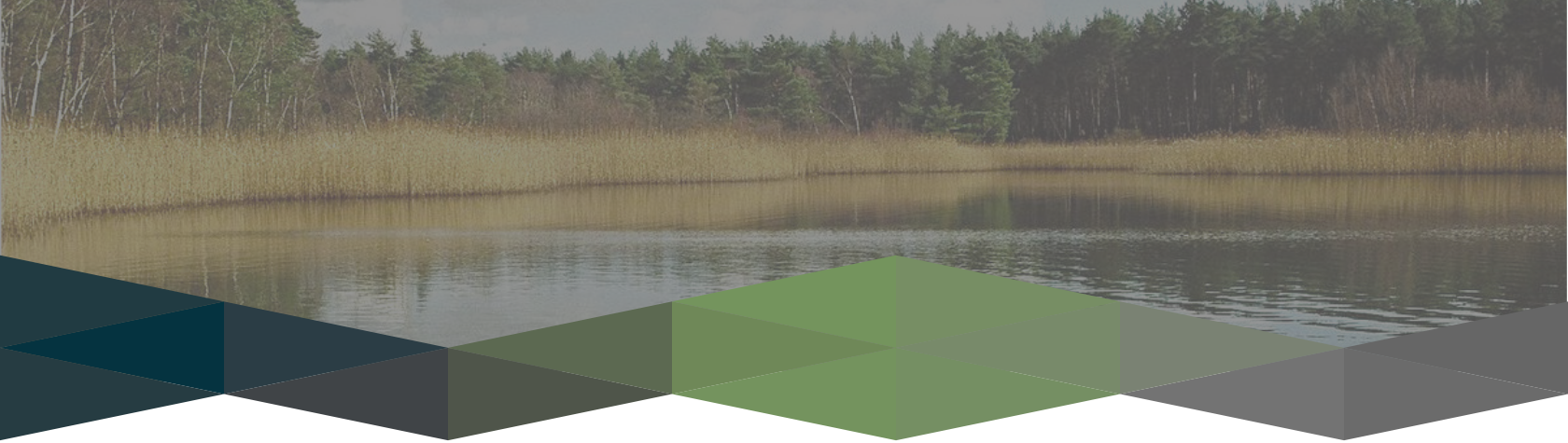
It's always been the ultimate goal of marketing to be in the right place at the right time.

With Omnipresence, that's exactly what you're doing. You're getting yourself in front of your target audience constantly so then you become the only choice for them.

It's not just the timing of it though, but **the frequency.** We don't try and appear out of the blue when they're ready to make a decision. We show up consistently offering value and subsequently building a relationship.

Lastly, you become Omnipresent with **the right platform.** For most savvy agents, omnipresence starts with retargeting and advertising on Facebook, but that's just one channel. Youtube, email, ad networks, Instagram, LinkedIn... are all channels where you can show up for your audience.

From a strategic point of view, Omnipresence is about concentrating a good portion of your advertising budget on someone AFTER they become a lead. This way, you grab more attention, and have a better chance of being relevant to your perfect potential clients.



This also creates the **“small pond, big fish”** effect. Essentially, you can quickly become the expert inside your niche (or area) in what seems like overnight. The premise of most things online is to always have “more, more, more”, but Omnipresence is about depth.

It’s all about taking a small number of leads and upping your Relevancy by being in front of them with the right frequency, the right timing, and on the right platforms.

When all three happen, you become “top of mind” with your leads, the only choice, and a consistent feature of their life.

The intentional action and attention creates a situation where it’s almost impossible for your potential clients not to see you... every... single... day.

#3

INTIMACY

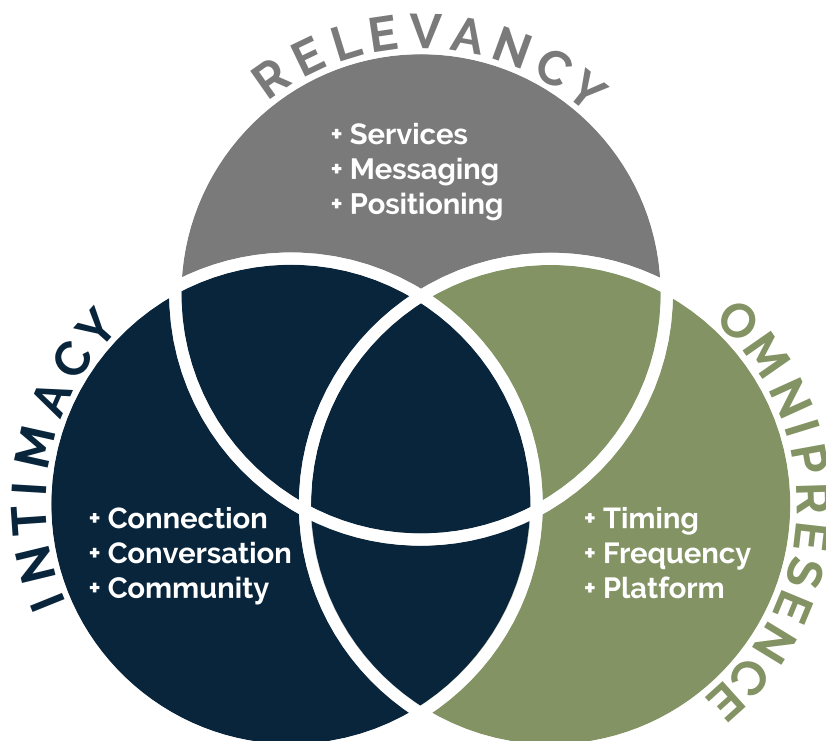
Intimacy is entirely focused on creating authentic relationships.

Today, our reality is endless automation with technology. Those that you serve (and everyone else for that matter) are dying for real human connection. At some point, real estate marketing stopped being about helping actual people and turned into a way to attract anyone who will listen.

When you focus on Intimacy with your audience, you end up with crazy powerful relationships.

Let’s talk about wins. One new buyer and two new listings taken strictly from content this week

- Jonny L.



When you create **Connection**, you must be real, honest, and authentic about what's actually happening in your life and in your business. You don't hide things. You don't fudge numbers, or pretend that life is great when you're struggling. You are open. You share the hard things and you allow yourself to be vulnerable. You show people that you're a real person. You talk about real life hardships that they relate to and therefore, you foster better, deeper relationships.

When you create **Conversations**, you really take the time and make the effort to talk to the people that make up your audience. Most Realtors run ads and then don't even do the simplest things like replying to comments. You have to actually be part of the conversation! Respond to your emails, reply to comments, and promote discussion in your Facebook Group. Actually care enough about your audience to have real, honest conversations with them.

Lastly, when you create **Community**, you create a safe space for your people. This isn't only about having a thriving Facebook Group. It's about making a place for your audience to network, support each other, and really get to know you and your content. Human beings crave community, so develop a tribe of those that you support and who support you in return.

When Intimacy is part of your services, you're able to help your clients at the highest level. This means that when you start to promote your full service team, you add some serious intimacy to that offer. We live in the age of information and everything is SO automated. That's why **people are magnetized to intimacy and real, authentic human connection.**

CAUTION:

BEFORE YOU PUT THIS INTO ACTION

Each one of these approaches are powerful on their own.

BUT when combined, some serious magic starts to emerge.

If you've been sitting at 6-figures, you probably already have one of these three concepts, so when you execute all three of them, you'll quickly explode in your area.

Before we look at the outcome of having all three pieces in your business, you must be careful not to focus too much on any one of them.

How come?

You DON'T want this to happen...

> The Marketing Nobody

If you're ONLY Relevant, and you don't spend your time and budget on also being Omnipresent and Intimate then you become the *Marketing Nobody*.

If you think about the last time you saw an ad for a Realtor on the side of a bus shelter, you pay attention to it because you are in the industry, but if you were someone not quite ready to buy or sell would you pay attention?

This a prime example of having no Relevance or Intimacy because unless you are thinking in that exact moment of buying or selling, you just forget that you ever saw the ad unless there is something ridiculous about the ad itself. This is also a tactic that too many Realtors use to capture attention... but it's the wrong kind of attention.

Does anyone really want to make the biggest investment of their life with someone dressed like a witch claiming to have the "powers of real estate"?

When you see that bus shelter ad, you have zero relationship with them, and no real reason to want to do business with them. They're just another Marketing Nobody having been thrown out of your mind forever.

> The Mosquito

Now, if you're ONLY Omnipresent, but you're not Relevant or Intimate... you become *The Mosquito*.

SO IRRITATING and on top of that, you seem to be everywhere.

There are so many Realtors that fall into this category. They are constantly shoving their listings in your face, talking about all their success, telling you they are #1 in their marketplace, but you know nothing about them! You have NO idea what they stand for, what they specialize in, or why you should care. They aren't Relevant, so they're just obnoxious.

You obviously don't want to be The Mosquito.

> The "You're in Real Estate?" Friend

What happens when you're ONLY Intimate, and neither Relevant or Omnipresent?

Just think of a person that's really great to hang out with...

...But who you'd never actually buy anything from.

You can have an amazing connection, conversation, and community, but if you don't have a Relevant message that you're Omnipresent with...

You're just THAT friend. Awesome to have around, but not someone to take seriously in business and not someone who people hire.

> Now, if you want to actually grow using R.O.I., here's how it's done...

HOW TO

SCALE UP FROM SIX-FIGURES

There are three primary things you will begin to see when you combine Relevancy, Omnipresence, and Intimacy in your business.

What happens if you have only two of the three?

Honestly, you'll still get incredible results.

Results like the chance to charge the commissions that you want, to attract the client that you want, and create the personal connection that you want.

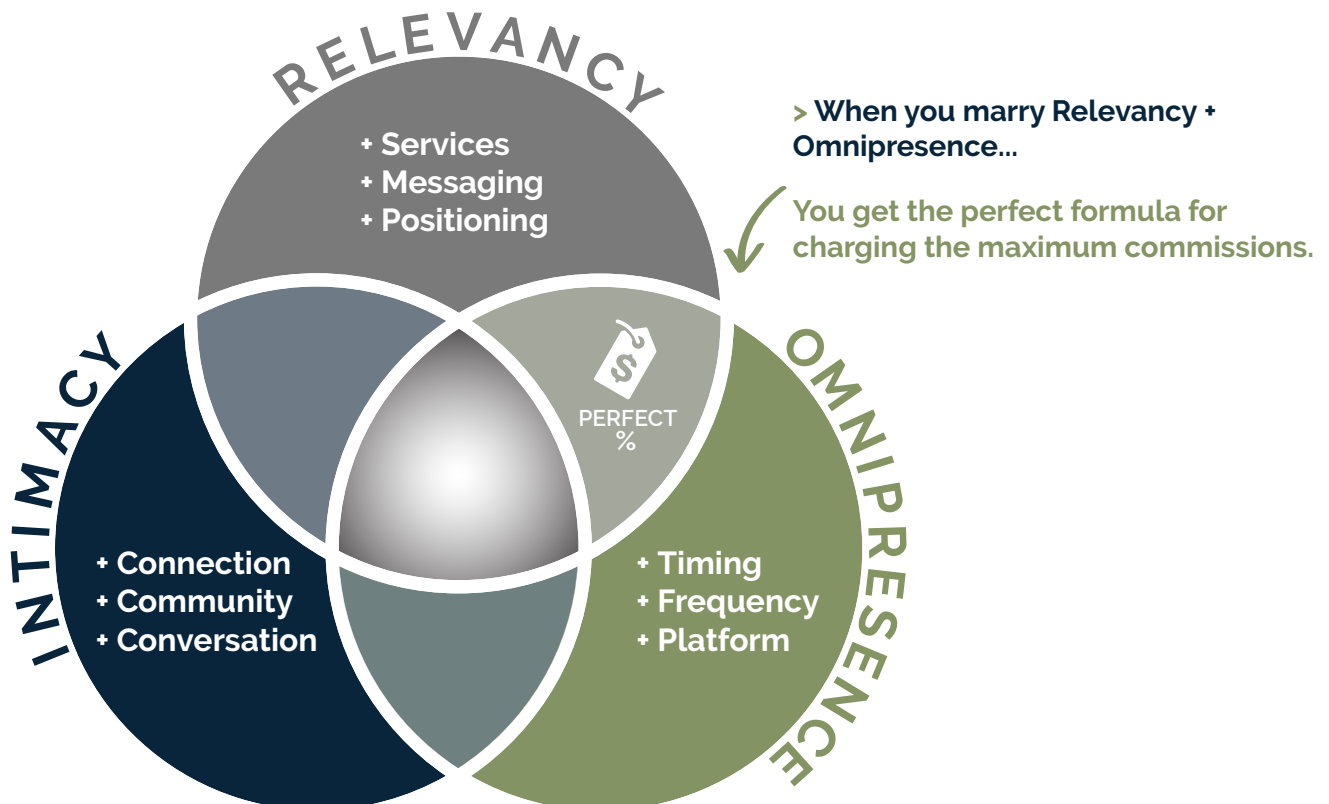
HOW TO CHARGE THE PERFECT COMMISSION

WITHOUT EVER HAVING TO DISCOUNT OR GIVE A KICK BACK

If your cashflow isn't flowing, and it feels like there's never enough money in the bank, so...

You can't hire and that means you really don't have the stability to scale...

Then you might be in a position where you're not charging the commissions that you're really worth or you're even discounting...



Does it feel like the cost of doing business is climbing or you feel like you are having to give away some of your commission in order to get the client in the first place?

> When you marry Relevancy + Omnipresence = the perfect formula for charging the maximum commissions.

When you're Relevant to someone, and you achieve Omnipresence in their world, you basically turn into an authority in their life.

If you have the right message, that shows that you really understand their struggles and you provide a real solution to them...

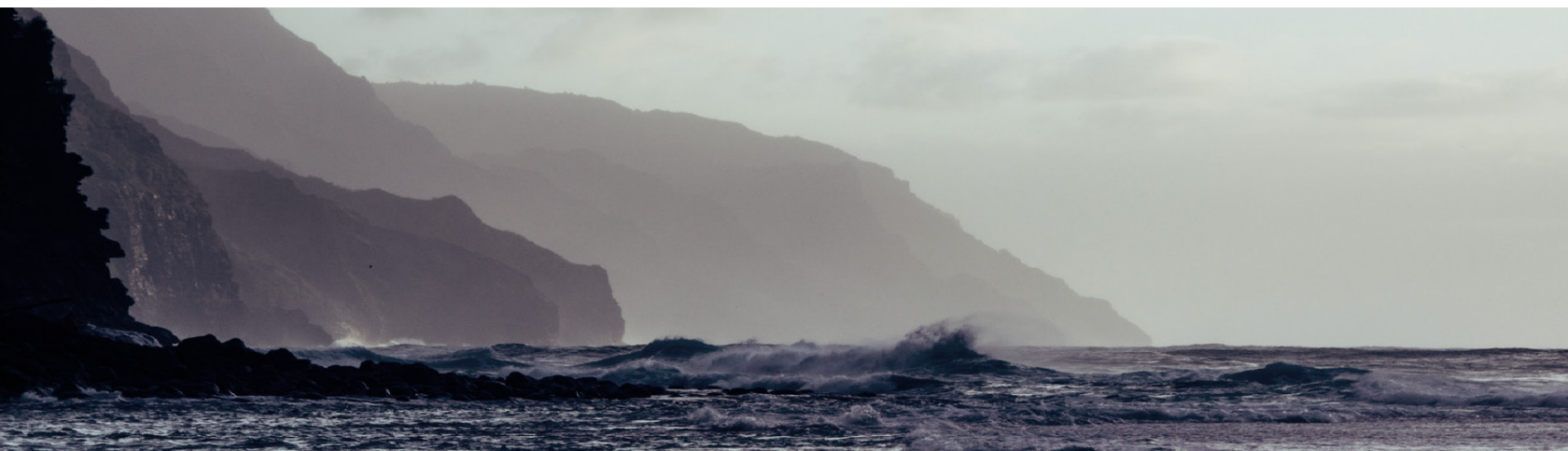
All the while regularly showing up with that relevant message and proving that you actually know what you're talking about...

Then you become THE authority.

When that happens, you're able to charge at the top end of the commission spectrum.

If you want to serve your clients at your highest level, you need to be able to charge the right commission.

That's the strength of Relevancy + Omnipresence



HOW TO CREATE THE PERFECT CONNECTION

WITHOUT BEING DOUCHY OR BECOMING ANNOYING

Have you ever gotten on a call or gone to a listing appointment... and there was just no connection between you and the potential client?

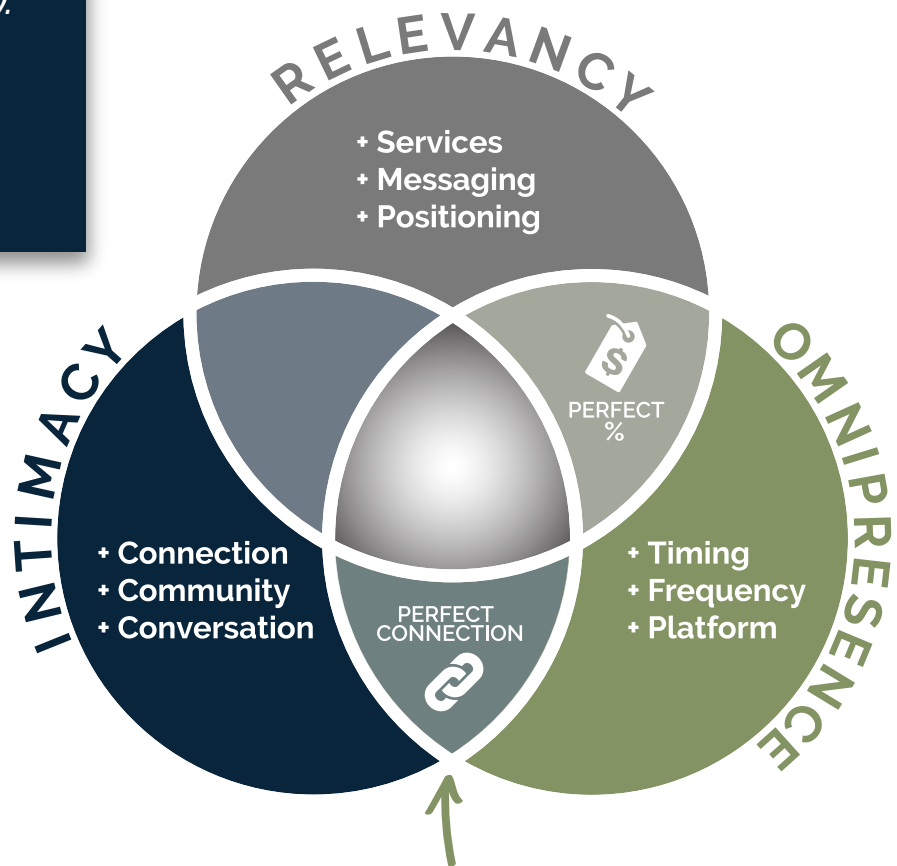
Like they didn't even laugh at your best joke?

Is it possible they didn't really know anything about you or your story?
Or it felt a little like they were looking for the cheapest agent (or the most inflated listing price) instead of working closely with an expert?

If you feel like that, it's because you're lacking the Perfect Connection.

*My phone has been binging like crazy.
Two potential listings and a couple
buyer leads in just under a week*

-Corey W.



> And when you combine
Omnipresence with Intimacy...

That's what you get.

What does this mean?

If you create connection, conversations, and community...

AND you show up consistently, you're literally doing precisely what people always do to make relationships.

But you're able to do it at the right scale automatically. Meaning you're building connection with hundreds of people at a time.

And the best part of this is that it works both ways.

Your audience feels more connected to you because of what you share and how you show up...

AND you also become more personally invested in your audience; you care enough to be Intimate and Omnipresent to them.

That's creating the Perfect Connection.

HOW TO ATTRACT THE PERFECT CLIENT

WITHOUT COMPROMISING YOUR VALUES OR SELLING OUT

I know you have worked with a client that wasn't a perfect fit!

Someone who just didn't get you, care about your values, or what you have to offer.

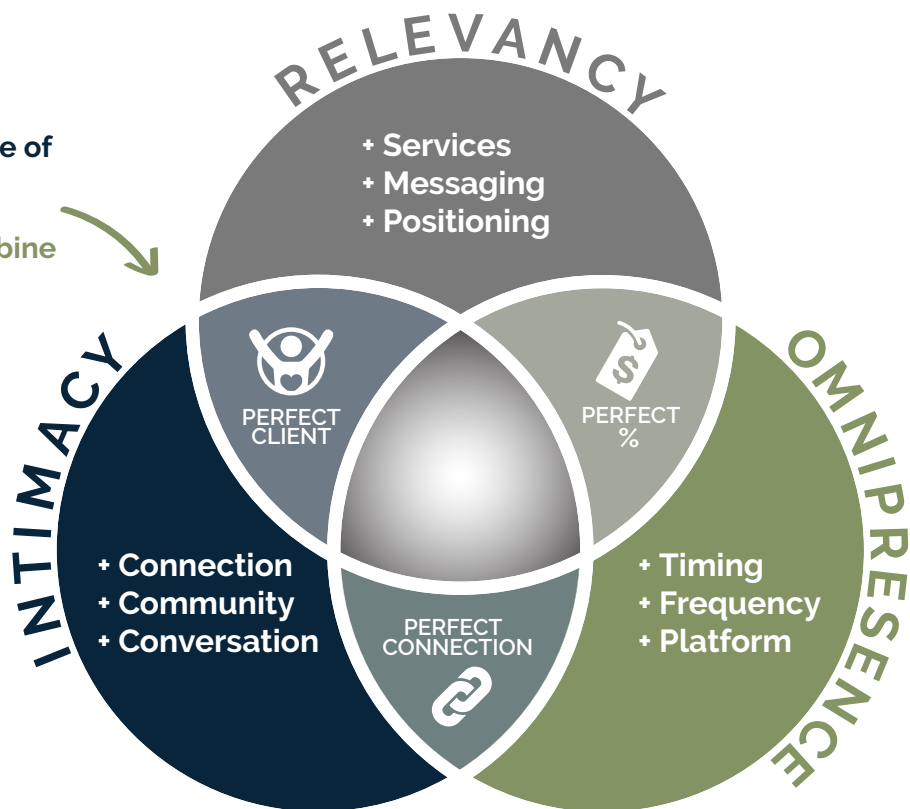
It feels like pulling teeth, doesn't it? They waste your time... have you drive them around for months, sometimes only to buy with their cousin.

We've all done it... taking on clients that aren't a great fit because we thought we needed the money.

And it's always better when you LOVE your clients!

> If you want to attract more of your Perfect Clients...

Then you just need to combine Intimacy with Relevancy.



When you simply show your audience the real you, you draw in those people who really resonate with you!

When you're open about your values (what really matters to you), then the clients who come to you will also have those common values.

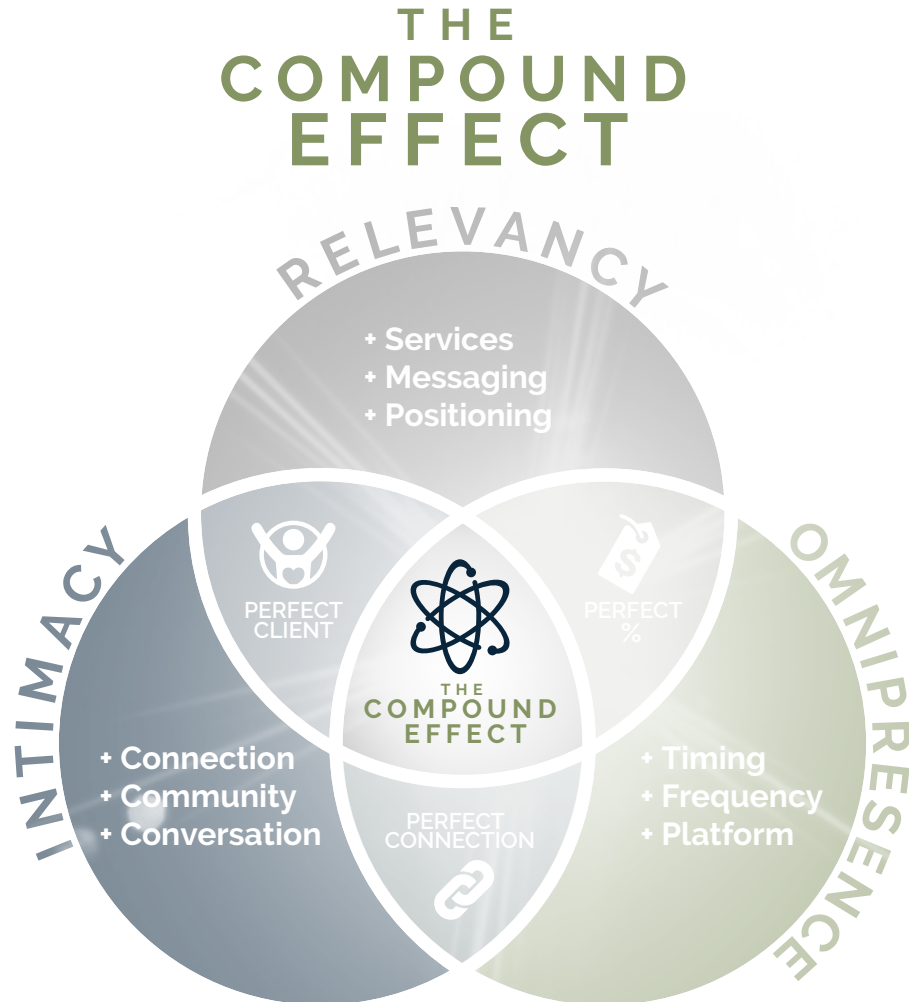
While working with them you're able to remain in flow. It's actually enjoyable and you're excited to go to work and to find them their perfect property or sell their home for top dollar.

When you attract the Perfect Client, charge the Perfect Commission, and create the Perfect Connection...

The power of these three together is overwhelming.

Something magical occurs.

I call it...



You ignite explosive growth in your business and you become #1 in your area. Your income grows. Your audience flourishes. You have deeper, more profitable relationships than you ever thought you could.

You need to understand that for years, real estate marketers have sold you a single tiered approach.

They've taught you that the only reason to have a business is to make more money.

But there's so much more to it than that...

The Compound Effect is about more than just more money.

It's about having a more evolved business.

A business that's actually sustainable, scalable, has unfailing foundations, and is more "market-proofed" from any economic collapse or market fluctuations.

Three things happen when you activate the Compound Effect:

THE TRIPLE IMPACT OF THE COMPOUND EFFECT

> You develop a larger, more engaged, and more powerful audience.

You have more social proof and this comes with the size of your audience. You have a bigger platform with which to get your message out. When you need to hire, you have access to a pool of experts who already know you and understand your message. Then you can expand your farm area as you want to... on demand.

> You do more deals and generate more income.

You're able to easily close more deals and get more listings. Also, since you can charge the Perfect Commission, you can generate cashflow that lets you to both scale up and take profit as income for yourself out of the business.

> You create deeper, more meaningful relationships.

Personal relationships get deeper with your audience members. When you have a thriving business and a growing audience behind you, you can develop your relationships. You have access to more desirable, more profitable partnerships. You might start getting approached by media outlets and you're able to leverage PR. You have a network dedicated enough to build a powerful referral base, and you get access to new, exciting opportunities.

In essence, these are the three currencies that have been missing from your business.

That's what traditional real estate marketing has completely missed.

This is what's going to help you build a foundation for 7-figures and beyond that...

It'll also make you the #1, go-to expert in your area essentially overnight. Like you came out of nowhere!

*Your audience helps you increase revenue...
which helps you build more relationships...
which then grows your audience even more.*

When you implement R.O.I. into your business, these three currencies start to snowball off each other.

This "currency flow" creates huge momentum without requiring you to directly hustle and grind everyday.

It lets you sustainably expand to 7-figures without that feeling like your heart is going to beat out of your chest.

Something I can totally relate to!

HOW TO

EXPLODE IN YOUR AREA

When I look back on my past real estate business, I realized that I had been lacking Intimacy.

Therefore, I wasn't generating clients that were a 100% fit and I wasn't connecting deeply with my audience. Actually I wasn't really connecting with them at all.

Once I began to be more intimate in my marketing...

...it drastically changed everything.

Now, if you want real results, and you want to see the Compound Effect in action...

- > **So you can explode the size of your audience...**
- > **Skyrocket your income...**
- > **And create deeper, more authentic relationships...**

I've created a program to help you implement R.O.I inside your real estate business within the next 90 days

It's called



The Listings Lab



- > **This is more than just another "grow your business" program.**

This is for the Realtors who are ready to impact their clients at the highest possible level.

For those who are ready to build income, audience, and relationships.

- > **Who are ready to create a real legacy.**

Who want the strategic guidance of a mentor, not a coach.

That's why I bring on established entrepreneurs, who have been where you are...

- > **And guide you through what you need to do to 2x or 3x your business.**

Just signed another listing in my niche! Appt #2 is this afternoon! I have 6 other appts this week because people are resonating with my core services... - Knelly D.

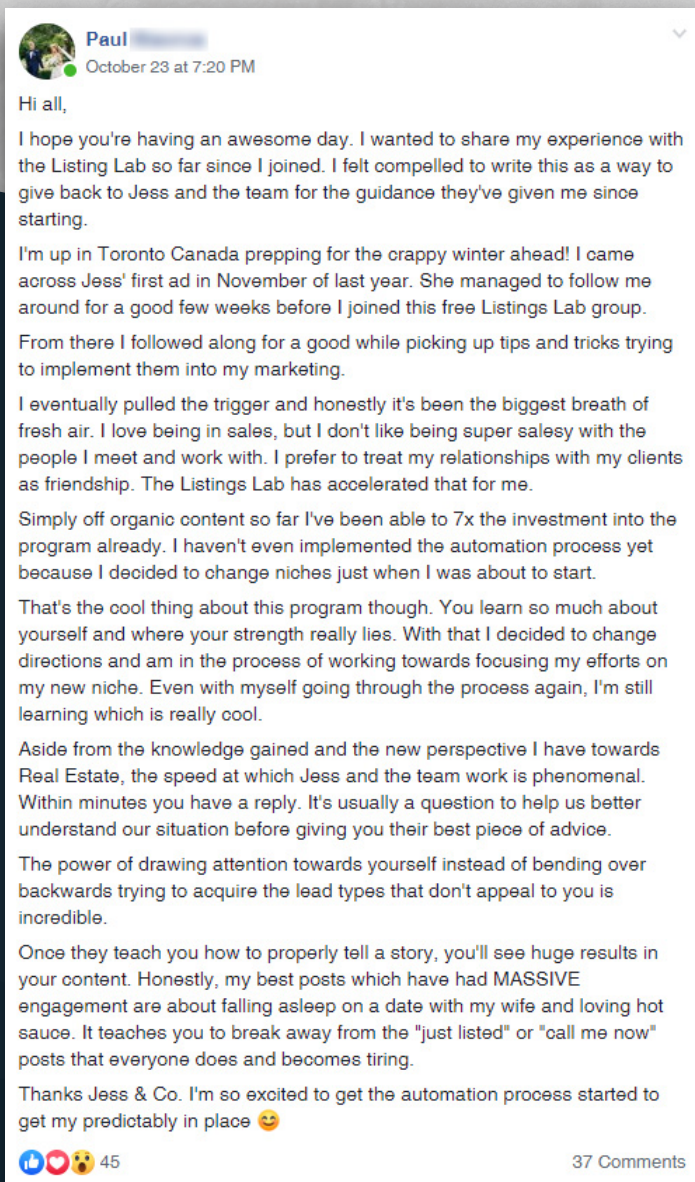
...My engagement went through the roof. I kind of expected that, what I didn't expect was the immediate impact on my business that could have...

...The ads and email sequence accomplished in 3 weeks what I couldn't in 2 yrs with my IDX site :) - Michael K.

I had 3 listing appointments this week who were all my ideal clients. I went through my core services for the first time with them and it obviously resonated because I signed all 3.

-Jim D.

Jess has definitely exceeded our expectations with being so hands on and accessible throughout this experience. She has been invaluable, not just with the course material, but with the business and life advice she has provided us as well - Robyn B.



Paul [redacted] October 23 at 7:20 PM

Hi all,

I hope you're having an awesome day. I wanted to share my experience with the Listing Lab so far since I joined. I felt compelled to write this as a way to give back to Jess and the team for the guidance they've given me since starting.

I'm up in Toronto Canada prepping for the crappy winter ahead! I came across Jess' first ad in November of last year. She managed to follow me around for a good few weeks before I joined this free Listings Lab group.

From there I followed along for a good while picking up tips and tricks trying to implement them into my marketing.

I eventually pulled the trigger and honestly it's been the biggest breath of fresh air. I love being in sales, but I don't like being super salesy with the people I meet and work with. I prefer to treat my relationships with my clients as friendship. The Listings Lab has accelerated that for me.

Simply off organic content so far I've been able to 7x the investment into the program already. I haven't even implemented the automation process yet because I decided to change niches just when I was about to start.

That's the cool thing about this program though. You learn so much about yourself and where your strength really lies. With that I decided to change directions and am in the process of working towards focusing my efforts on my new niche. Even with myself going through the process again, I'm still learning which is really cool.

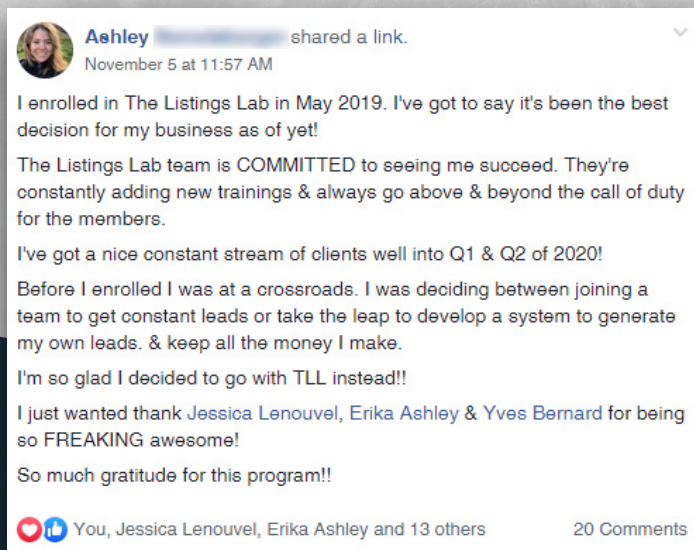
Aside from the knowledge gained and the new perspective I have towards Real Estate, the speed at which Jess and the team work is phenomenal. Within minutes you have a reply. It's usually a question to help us better understand our situation before giving you their best piece of advice.

The power of drawing attention towards yourself instead of bending over backwards trying to acquire the lead types that don't appeal to you is incredible.

Once they teach you how to properly tell a story, you'll see huge results in your content. Honestly, my best posts which have had MASSIVE engagement are about falling asleep on a date with my wife and loving hot sauce. It teaches you to break away from the "just listed" or "call me now" posts that everyone does and becomes tiring.

Thanks Jess & Co. I'm so excited to get the automation process started to get my predictably in place 😊

45 37 Comments



Ashley [redacted] shared a link. November 5 at 11:57 AM

I enrolled in The Listings Lab in May 2019. I've got to say it's been the best decision for my business as of yet!

The Listings Lab team is COMMITTED to seeing me succeed. They're constantly adding new trainings & always go above & beyond the call of duty for the members.

I've got a nice constant stream of clients well into Q1 & Q2 of 2020!

Before I enrolled I was at a crossroads. I was deciding between joining a team to get constant leads or take the leap to develop a system to generate my own leads. & keep all the money I make.

I'm so glad I decided to go with TLL instead!!

I just wanted thank [Jessica Lenouvel](#), [Erika Ashley](#) & [Yves Bernard](#) for being so FREAKING awesome!

So much gratitude for this program!!

You, Jessica Lenouvel, Erika Ashley and 13 others 20 Comments

The stories from our members in this guide are not solicited testimonials... They are wins that they have shared with each other in our FaceBook Group..

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TO SEE IF *THE LISTINGS LAB* IS A FIT TO GROW YOUR BUSINESS

ABOUT

JESS LENOUEL

Jess Lenouvel has been a real estate agent for over 13 years and has personally built a multiple 7-figure business that sold over \$300 million of property in under 5 years.

Her on the ground experience has given her the background and expertise to help agents overhaul their advertising and scale massively while leveraging the power of online marketing. Instead of relying on oldschool, traditional methods used in the industry, Jess uses strategies developed using cutting edge technology and modern communication mediums. Having worked in residential resale, on-site builder developments, and high volume pre-construction sales, Jess has created a track record of huge results.

Now, Jess' focus is helping 6-figure and low 7-figure agents double their revenue and profits, without sacrificing lifestyle or freedom, while creating real impact.

The Listings Lab program has helped agents across the USA, Canada, and Australia implement life-changing strategies for their business giving them the growth and peace-of-mind that they only dreamed of.

HAVE YOU JOINED JESS LENOUEL'S FREE COMMUNITY YET?

For more of Jess' content and exclusive trainings, you can join the free Facebook Group for 6 figure Realtors.

If you know that building a business and attracting new clients should be based on serving the client and not over glamorizing the agent...

If you understand that real estate marketing needs to be about giving value and being relevant at the right time and right place while being omnipresent to your potential clients...

If you believe that agents have a MASSIVE opportunity to change people's lives for the better...

AND you're tired of following unoriginal marketing strategies developed in the days before the internet...

...then *The Listings Lab* is for you.

Join our community at:

[www.facebook.com/groups/
TheListingsLab](https://www.facebook.com/groups/TheListingsLab)

