

continued from pg. 25

300 followers overnight. I also made a video joking about Puerto Ricans speaking Spanglish [a hybrid of English and Spanish], which has hundreds of thousands of views.”

Melendez’s strategy is working. “Lots of agents use the #realtorlife hashtag, but when TikTok viewers search my #losttherealtor hashtag only my videos appear—and my hashtag has 4.3 million views,” he says. A prospect from the West Coast reached out to Melendez after seeing his humorous videos. “He wants to start buying property in Florida and has \$600,000 to invest. Another [out-of-state prospect], who follows all my content, recently messaged me to say she was moving down and asked if I would help her find a place. We are getting her preapproved and she’s in my lead database.”

His wife, Amy Langleben, who is his business partner on The Real Estate Dynamic Duo team, started using TikTok a few weeks after him. Her @sillyrealtor profile has more than 25,000 followers, thanks to a video clip featuring her and her bridesmaids doing the “Bibbidi-Bobbidi-Boo” Challenge. “Amy posted lots of content about our wedding,” says Melendez. “That one video got 3.3 million views. She and her bridesmaids are in their bathrobes, getting their makeup done. Then, the Disney song [from “Cinderella”] plays and they transition instantly into their wedding gowns. She went to sleep with a couple hundred followers and woke up to 10,000 followers. She also posts a lot of real estate content.”

## THE IDEA: Over-the-Top, Zany Marketing

Nick “Tiger” Quay prides himself on doing things differently. During the pandemic, he created a “Best Home in Miami to Quarantine In” campaign featuring his listings and got a contract on a \$1.3 million estate that previously languished on the market for two years with another agent. “I had to do something engaging and super fun to get it sold because it’s a unique 7-acre estate,” says the team leader of Nick Quay Real Estate Group at Avanti Way in Sunny Isles Beach. “I wrote a story about being in quarantine at the house and eating from the 300 fruit trees and screened-in vegetable garden. The lead photo was this amazing sunset view with thick ivy, lush landscaping and big iron gates that make you think, ‘Wow, this is the perfect home for total privacy and seclusion.’”



By injecting fun into his listing photos, Quay increases engagement.

NICK QUAY  
NICK QUAY REAL ESTATE  
GROUP AT AVANTI WAY  
SUNNY ISLES BEACH

Quay and his fellow team members go all out for property photos. “My nickname is Tiger and sometimes I run around in a tiger helmet for fun and shock value,” he laughs. “In my office, I also have unicorn, rooster and fox helmets that look like the emojis.” There are shots of the unicorn making espresso in the kitchen of a new listing and lounging in the pool while Quay, wearing his tiger head, paddleboards in the pool. Another photo features the tiger, unicorn and rooster riding a utility vehicle through the orchards. “Clients understand that what I do is extremely unconventional,” Quay says. “My job as a real estate marketer is to get people in the house, make the phone ring and sell the house.”

Quay’s storytelling always plays a major role in getting a property sold. “It starts with photos, video, the property description. From there, it’s staging, lighting, curtains, bed being made a certain way and placing fresh flowers,” he says. He also interviews the owners about their home. “I’ll ask something like, ‘What is your favorite thing about this house?’ or ‘What made you fall in love with this place?’ If they tell me it’s the sunrise, I will be there at 4:30 a.m. with my photography team.”

To compensate for the lack of face-to-face meetings during social distancing, Quay stays in touch with his sphere through phone calls, video chats and an occasional drive to their home. “I focus on those who genuinely know and care about me—my top 300 who have sent me business or have done business with me in the last 10 years. I reach out and ask how they’re doing because I genuinely care. If they tell me their wife just got furloughed, I ask about [her] skill set because I try to put people together. During lockdown, there are people with no social interaction. I ask, ‘Hey, do you have Zoom or WhatsApp? Can I video chat with you? I want to see your face.’ You can get in your car or hop on your bike and drive up to someone’s house. Call and tell them to look out the window [so you can wave hello]. It means the world to people who are having a tough time right now. I can also call and ask, ‘Hey, are you outside this morning for coffee? I am going to be paddleboarding by your house in 15 minutes. Grab your coffee, come outside and let’s talk.’ Yes, I am quirky, and I show my personality—because it works for me.” #

*Leslie C. Stone is a Vero Beach-based freelance writer.*