

**Broadcast Your Expertise  
to a Global Audience**

Miami Realtor  
Samuel Awosolu  
uses podcasts  
to connect with  
global buyers.



**Plus**

International Netiquette  
Reaching Chinese Buyers and Investors  
The Rules for Investor Visas

# FLORIDA

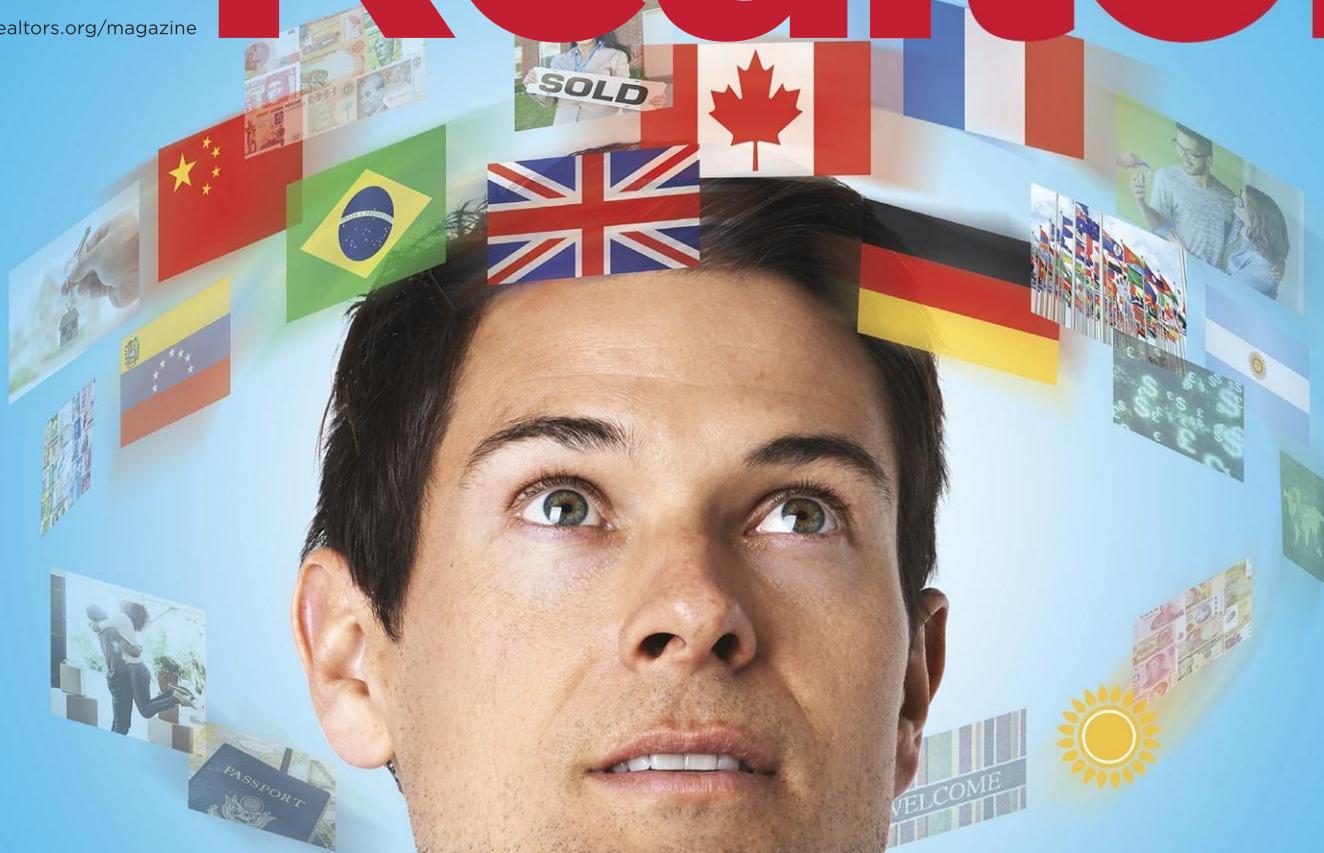
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OF FLORIDA  
REAL ESTATE

[floridarealtors.org/magazine](http://floridarealtors.org/magazine)

# Realtor

***The Global Edition***



## WHERE IN THE WORLD DO I FIND GLOBAL:

**BUYERS,  
INFO ON TRENDS,  
NETWORKING CLUBS,  
TECHNOLOGY TIPS,  
MARKETING IDEAS?**

FLORIDA REALTORS®

## PODCASTS

# BROADCAST YOUR EXPERTISE TO A GLOBAL AUDIENCE

This tech-savvy, affordable marketing tool helps broaden your reach.

SAMUEL AWOSOLU, FLORIDA CAPITAL REALTY

**W**hen a buyer from Korea was looking for land on which to build a vacation home in Fort Lauderdale, she immediately sought the help of Miami Realtor® Samuel Awosolu of Florida Capital Realty. Awosolu found her the perfect property. It took about six months from the time she contacted Awosolu to the time she closed.

What prompted this foreign buyer to seek Awosolu's services? She'd been following his real estate podcast.

Since November 2015, Awosolu has hosted "Sam the Realtor," a monthly podcast catering to buyers, sellers and investors worldwide who are interested in South Florida real estate. His show features interviews with industry experts, including real estate attorneys, title agents and appraisers, who provide advice to help listeners make well-informed decisions.

While some episodes provide market-specific information and

**Tech I can't live without:** iPhone, Jaybird Bluetooth earbuds (perfect for working out), Macbook Pro

**My favorite app(s):** Pandora, Instagram, SnapChat, WhatsApp, Duolingo, Watch ESPN, Uber, my banking apps

**Biggest tech challenge:** It keeps changing so fast! Just when you get used to a device, software, etc., something new comes along that you need to learn to stay current.

**Favorite website:** ESPN.com. I love sports!



## GEAR UP FOR YOUR PODCAST

In addition to a computer, you'll need these basic tools to produce a podcast. (Note: Before you buy any equipment, make sure your computer can support it.)

### MICROPHONE

**Blue Yeti Podcast Microphone:**

[bluemic.com/products/yeti](http://bluemic.com/products/yeti)

**Samson Meteor Mic USB**

**Condenser Microphone:**

[samsontech.com/samson/products/microphones/usb-microphones/meteormic](http://samsontech.com/samson/products/microphones/usb-microphones/meteormic)

**Shure MV5 Digital Condenser**

**Microphone:** [shure.com/americas/products/microphones/motiv/mv5-condenser-microphone-for-ios-and-usb](http://shure.com/americas/products/microphones/motiv/mv5-condenser-microphone-for-ios-and-usb)

### PODCAST HOSTING SERVICE

**Liberated Syndication:** [libsyn.com](http://libsyn.com)

**Podomatic:** [podomatic.com](http://podomatic.com)

**Sound Cloud:** [soundcloud.com](http://soundcloud.com)

### VIDEO/PHONE CHAT SOFTWARE

**FaceTime:** [apple.com](http://apple.com)

**Skype:** [skype.com](http://skype.com)

**Zencast:** [https://zencast.com](http://https://zencast.com)

### VIDEO/PHONE CALL RECORDER

(Check for compatibility with software described above. Also, some services, like Zencast, include recording as part of their paid service.)

**Ecam Call Recorder:** [ecamm.com](http://ecamm.com)

**Pamela:** [pamela.biz](http://pamela.biz)

**Real Call Recorder:** (App available through Google Play: <https://play.google.com/store/apps/details?id=com.steadycallrecorder>)

### SOUND EDITOR

**Adobe Audition:** [adobe.com/products/audition.html](http://adobe.com/products/audition.html)

**Audacity:** [audacityteam.org](http://audacityteam.org)

**Reaper Digital Audio Workstation:** [reaper.fm](http://reaper.fm)

### PODCAST SITE SYNDICATION

**Google Play Radio:** <https://play.google.com/music/listen?authuser#/home>

**iTunes:** [itunes.com](http://itunes.com)

**Stitcher:** [stitcher.com](http://stitcher.com)



**DID YOU KNOW?** You can launch a podcast for as little as \$300 for your initial equipment investment and startup hosting cost.

**When I do a podcast, each episode is out there working for me, like a silent salesman. Prospects are consuming my content, even when I'm sleeping.**

—SAMUEL AWOSOLU, FLORIDA CAPITAL REALTY, MIAMI

general buying/investing advice, others, such as the LI Visa Program, Getting Home Loans if You're Here on a Work Visa, and Establishing Credit in the U.S. as a Foreign National, specifically target the international crowd.

Although Awosolu currently produces his podcasts in English only, he'd consider translating them into different languages to increase his reach. However, he doesn't target any specific international market because his potential foreign buyers can come from anywhere.

"Typically, you market to your local area," explains Awosolu. "Podcasts allow me to reach a global audience, which is perfect because South Florida attracts a lot of customers from around the world."

With their rise in popularity, podcasts have become a source of marketing that can help you stand out from your competitors. But before you rush into launching a podcast, understand that it requires a bit of tech savvy and a big commitment to create and maintain one.

To get started, Awosolu says, you need a computer and some basic tools (see sidebar on pg. 14 for product recommendations), including a microphone that provides studio-quality recordings; software for making, recording and editing audio files; a hosting service; and a syndication service to distribute the podcast.

**Here are four lessons Awosolu learned about using podcasts to reach international customers:**

#### 1. ESTABLISH YOURSELF AS AN EXPERT.

Because Awosolu interviews industry experts who share their insights on buying and selling property in South Florida, his podcast positions him as the go-to resource for his market. Podcasting also deepens his connections to industry experts. He can then leverage

these industry relationships, opening the door for collaboration and other opportunities.

#### 2. REACH BUYERS AROUND THE GLOBE.

Just as a movie is syndicated and played in theaters around the globe, syndication services distribute podcasts to a world-wide audience. The four main platforms Awosolu uses are iTunes, Stitcher, Google Play and SoundCloud. He says these sites are the best for massive global distribution and they do a good job of branding their services worldwide. Once his podcast is uploaded to the syndication services, Awosolu posts it on his website's blog. Then, he converts the audio to create a YouTube video, adding a screenshot of his interviewee as a static visual. Repurposing the same content in different formats using a variety of platforms leads to wider distribution.

#### 3. INCREASE LEAD GENERATION.

Awosolu also repurposes his content on social media to generate leads. Tapping into the power of images, he combines a photo of his interviewee with a carefully crafted message that includes a link to the podcast on his blog. He posts this update to his Instagram, Twitter and Facebook accounts, driving traffic back to his website. His goal? To build relationships by capturing email addresses of visitors who subscribe to his email updates.

#### 4. CREATE A UNIQUE NICHE.

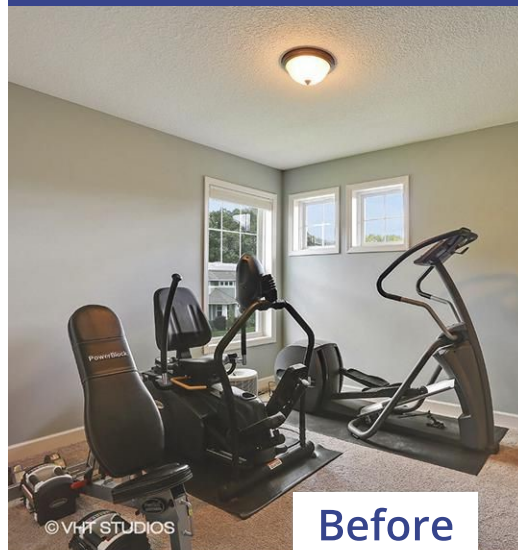
Awosolu sees his podcast as a marketing tool that delivers around the clock. "When I do a podcast, each episode is out there working for me, like a silent salesman," says Awosolu. "Prospects are consuming my content, even when I'm sleeping."

However, he notes, you need patience because it takes time to build a following. You also need commitment to produce content, arrange interviews, and manage and promote content. And, he adds, you need consistency because, once you develop a following, your audience will expect regular podcasts.

Awosolu offers a final piece of advice for wannabe podcasters "Don't get discouraged because you don't see an immediate return," he cautions. "This is a marathon. It takes time to build a relationship with your audience." #

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