

BALAY NI BRUNO & CO.

The Real Estate Playbook

What we build for agents, brokers, and investors, so your brand shows up, your listings sell, and your pipeline never goes quiet.

Balay ni Bruno & Co.

A family-built operational support studio

balaynibruno.co · admin@balaynibruno.co · +63 935 663 0324

WHO WE ARE

A studio, not a software.

Balay means home. We are a small, family-built team that runs the behind-the-scenes work most agents never have time for, the content, the listing media, the follow-ups, the website, the reporting, so you can stay in front of clients and close.

We have spent real time running real estate content and marketing day to day, including a full content and media partnership with a top San Antonio brokerage and a two year marketing partnership with a Texas real estate investment firm. We also built the email and CRM systems behind a real estate closing company. Along the way we built a set of tools and systems that a real estate professional can actually use in their business. This playbook walks through them.

Everything here is real and already built. We paired human judgment with AI so the work is fast and affordable without feeling generic. You bring the goal, we do the legwork.

If any of this looks useful for your business, or your team, we would love to talk. Start a conversation any time.

WHAT IS INSIDE

1. Walkable 3D Property Tours & Visualization	Signature
2. Lead Generation	Fill the pipeline
3. Websites & Getting Found on Google	Online presence
4. Content & Social Media	Stay visible
5. Reviews & Reputation	Social proof
6. Email, Follow-Up & CRM	Never go cold
7. Reporting & Analytics	Know what works
8. Your Own AI Assistant	Automation
9. Video	Show up on camera
10. Platforms We Work In	Your tools, not ours

Walkable 3D Property Tours

Let a buyer walk the property before a wall is even built, right in their browser.

Walk the property, no app, no headset

We turn a design file, floor plan, or even a phone walkthrough video into a first person, game style model people can walk through in any browser, on a phone or a laptop. Point at an empty lot and say "put a two story home here," watch it appear, and walk it, while changes are still free.

Why it matters for you: buyers say yes sooner when they can feel the space, and pre construction buyers stop second guessing.

Address to 3D location

From a listing address, a viewer flies in over real satellite imagery with a pinned home and the surrounding streets, so buyers feel the neighborhood, not just a flat map.

Why it matters for you: you sell the location of a listing, not only the building.

Video to walkable interior

A simple phone walkthrough video becomes an explorable 3D interior, so people move through the space instead of scrolling still photos.

Why it matters for you: every listing can become a self guided virtual tour from a video you already shot.

Photoreal renders from a model

We turn a plain 3D model into images that look like real photographs, for staging and pre construction marketing.

For you: show a finished look before it exists, and list with visuals that stop the scroll.

Note: the design-file walkable tour is proven and client demonstrated. The any-address interior tour is newer and still maturing.

Lead Generation

Fill the pipeline without hours of manual scrolling.

Building permit lead engine

We pull recent building permits from open city data and turn them into a clean list of real, contactable leads, company, name, phone, and trade, each one an active project happening right now.

For you: a fresh permit means an active owner or builder to reach today, and investors can spot new build and renovation activity by area. Proven in Austin, and repeatable market by market.

Lead finder AI

AI sources new prospects for you instead of hand scrolling Google Maps, LinkedIn, and Instagram one name at a time.

For you: a fuller pipeline without the hours of manual prospecting.

LinkedIn outreach system

We draft a ready to send outreach pack, you send it, warmed up so it never looks spammy.

For you: steady agent to agent, referral, and investor networking on autopilot.

Track leads without an expensive CRM

A lightweight lead board so prospects stop getting lost in a phone contact or a buried inbox thread.

For you: every prospect stays visible, no heavy software bill.

Websites & Getting Found on Google

A site that loads fast, never breaks, and actually ranks.

Fast, custom built website

Hand built, instant loading agent and listing sites, instead of slow, breakable website builders.

For you: a site that loads fast converts more visitors before they bounce.

Get found on Google, local and nearby towns

We build real pages that answer the questions buyers and sellers search, including your town and the nearby towns you already work in.

For you: people searching a neighborhood or a nearby city actually find you.

We make the site changes for you

Need a listing updated, a page added, a number changed? Tell us in plain words and we make the change, you never have to touch a login or wrestle a dashboard yourself.

For you: your site stays current without you touching code.

Website rebuild from your old site

We can study and cleanly rebuild an existing site, keeping what worked, before a redesign.

For you: a tired site gets a fresh, faster version without starting from zero.

Content & Social Media

Stay visible on every platform without the daily burnout.

One idea, a full week of posts

Approve one idea and a week of posts, shaped for each platform, appears in your voice, carousels, reels, stories, and captions.

Why it matters for you: you stay consistently in front of your market without thinking up posts every day.

Platform native scheduling

Posts scheduled and auto published per platform, Instagram, Facebook, LinkedIn, TikTok, YouTube, Google Business, on your time zone.

Captions that sound like you

Written to match what is trending and your brand voice, in plain language your audience understands.

Reels & creator style edits

Talking head reels, mini documentaries from a single post, and edits in the style of any creator you admire.

Listing media

Flyers, just listed cards, walkthrough edits, and social ready listing content.

Stay top of mind with past clients

A steady nurture system that keeps you in front of past clients, so when they or a friend needs an agent, they think of you.

For you: repeat and referral business does not slip to whoever posted last.

Keep every listing organized in one board

One board for every listing, so texts, emails, and sticky notes never cause a missed follow up or a lost document.

For you: nothing slips through the cracks on a deal.

Reviews, Email & Reporting

Turn happy clients into proof, keep leads warm, and always know what is working.

Reviews become content

A new Google review becomes a dedicated page plus a matching carousel, story, and reel, and a sitewide update.

For you: client praise turns into ranking pages and social proof that win the next listing.

AI email follow ups

AI writes and times your follow ups so a lead never goes cold because the follow up never happened.

For you: you lose deals to silence, not to no. This closes that gap.

Branded emails & a month of newsletters at once

On brand emails and newsletters, planned a month ahead, sent for you, so your list never goes quiet.

For you: consistent presence in the inbox without the weekly scramble.

Clear results reports

We pull the scattered numbers, website traffic, search performance, social, into one clean branded report.

For you: a simple here is how it is going, without the spreadsheet grind.

Your Own AI Assistant & Video

A helper built around your brand, and a face on camera without filming every time.

Your own AI assistant

We can build you an AI that works the way your business does. It ships with a simple how to guide, and its main job is to interview you in plain English and turn what you say into a clear brief we execute. You describe what you want, the work gets done, with almost no back and forth.

Why it matters for you: you brief once, in your own words, and it turns into finished work.

You plan, we execute

Our whole model: you stay on the high value work, we and your AI do the legwork behind it.

For you: more selling, less busywork.

B-roll style reels

Real footage, your brand, narration in a natural voice, music, and captions, on every reel.

Avatar & talking head videos

A talking version of you narrates market updates and listing videos, without a full shoot every time.

Branded proposals, intake & invoices

Fast branded proposals and quotes, a no back and forth intake questionnaire, and invoices that match your brand.

For you: you look buttoned up from the first hello to the final invoice.

Platforms We Work In

Your tools, not ours. We plug in rather than asking you to switch.

GoHighLevel

This is where we have the deepest, provable track record. We run it day to day across multiple live client accounts, automated lead push into the CRM, appointment booking, opportunities, SMS, email, and blog workflows, all wired and working.

Why it matters for you: if you already run GoHighLevel, or want to, we are not learning it on your account.

MLS, IDX & Zillow Premier Agent

We have not run these specific platforms yet, and we will always be straight about that. What we do instead is connect to the feed or export you already have and keep your site and follow ups current from it.

For you: your listing data flows through, no rebuild of your feed required.

kvCORE, Follow Up Boss, BoomTown, Chime & other real estate CRMs

Whatever you already use to track leads, we work inside it rather than asking you to migrate to something new.

For you: your lead history stays intact and your team keeps working the way they already know how.

Dotloop, SkySlope & ShowingTime

Transaction and showing management tools stay in place. We build the marketing and follow up around them, not a replacement for them.

For you: one less system to stand up, one more reason the pipeline stays organized.

Note: platform fluency grows client by client. We tell you plainly what is proven today versus what we would be building for the first time together.

HOW WE START

Three steps, no long onboarding.

1. A short call

15 to 20 minutes. We ask what is eating your time and where the pipeline is actually leaking. No pitch deck required on your end.

2. We build the first thing

One real piece of work first, a page, a lead list, an email sequence, so you see the quality before committing to anything bigger.

3. You approve, we keep going

Liked what you saw? We take on more from the playbook, on a month to month basis, working inside whatever your team already uses.

LET'S TALK

Bring the goal. We will build the rest.

Whether it is one thing on this list or all of it, we tailor the partnership to what your business actually needs. No bloated software, no long lock in, just a team that shows up and gets it done.

Balay ni Bruno & Co.

balaynibruno.co

admin@balaynibruno.co

+63 935 663 0324

Thank you for reading. We would be glad to build something with you.