

# **SUPER** LIVE **AGENTS**

MEET YOUR MENTOR

March 26, 2015

## **154: Marketing Hacks for Luxury – Patrick Lilly**



Patrick Lilly breaks down marketing and why you should be thinking about targeting specific demographics. He encourages you to develop a Unique Selling Proposition for each home you list. We talk about mindset and how he gets so much done with a relatively small team. He breaks down why work always trumps talent.