



COMPLETE IMPLEMENTATION WORKBOOK

THE 60/25/15 REEL ENGINE

One Listing Into a Week of Short-Form Video

Edmund's Mastermind & Group Coaching
Wednesday, June 3, 2026 · 9:00 AM ET

EDMUND BOGEN & TEAM · EDMUND'S MASTERMIND

YOUR MONEY-MAKING MISSION

Why You're Here

Instagram now pushes Reels to non-followers while photo posts stay locked inside your existing audience. Every photo carousel you post is invisible to the buyers and sellers you don't already know.

Your Goal Today

Walk out with **5 finished Reels** generated from a single listing, the Amplifiles + AutoReel workflows in your phone, and the 60/25/15 distribution frame mapped for the next 30 days.

Success Metric (30 Days)

3x your average non-follower reach. 1 inbound listing inquiry attributable to Reels.

Workshop Overview: Your Profit-Generating Toolkit

The 3 Revenue-Boosting Systems You'll Master:

1. Amplifiles Photo-to-Reel Machine

MLS photos → 1080p vertical Reels in ~5 min at \$1.50/image.

2. AutoReel Listing Engine

Real-estate-specific Reel generator. Zero filming, zero editing.

3. The 60/25/15 Distribution Frame

60% Reels (reach), 25% Carousels (depth), 15% Stories (trust).

THE ALGORITHM TRUTH YOU MUST INTERNALIZE

Instagram's 2024–2026 algorithm pivot rewards short-form vertical video with non-follower distribution. A typical Reel reaches 8–10x more accounts that don't follow you than any photo carousel will. That cold reach is the entire top of your real estate sales funnel. You are not in the "content business." You are in the **distribution business**. Every Reel = a paid ad you didn't pay for.

THE AMPLIFILES PHOTO-TO-REEL MACHINE

The \$1.50 Photo-Carousel-Killer

What This Means for Your Bank Account

- **Cost per Reel:** ~\$7.50 for a 5-photo Reel (vs. \$150–500 hiring a videographer)
- **Turnaround:** ~5 minutes per Reel (vs. 2–3 hour shoot + edit cycle)
- **Advantage:** Every active listing becomes a week of feed-dominating short-form content instead of a one-time photo post

THE TECHNOLOGY BEHIND YOUR REACH ADVANTAGE

Amplifiles is an AI image-to-video pipeline purpose-built for real estate. Drop in MLS-quality stills and the system generates motion: subtle parallax, cinematic Ken Burns pans, camera dolly simulation, and aspect ratio remapping from 4:3 horizontal to 9:16 vertical — the format Instagram's algorithm prioritizes. Output: 1080p vertical Reels in roughly 5 minutes per image, \$1.50 per image.

WHY THIS CHANGES EVERYTHING IN REAL ESTATE

Until now, the agent who wanted Reels had two options: film themselves on camera (high friction, exposes the agents who don't love being on video) or hire a videographer per listing (\$150–\$1,500). Both kill consistency. Amplifiles collapses the cost curve. The agent who can post 5 listing Reels per week now spends \$37.50 in tools, not \$2,500 in production.

THE EARLY ADOPTER ADVANTAGE

Most agents won't discover this for 6–12 months. The ones who run it now will have built a 6-month head start of Reel-driven non-follower reach by the time their market catches up. That gap compounds. By Q4 2026, you will look like the only agent in your market who is "everywhere on Instagram."

REAL REVENUE APPLICATIONS

- Every new listing → 5 Reels over the first week (drives both buyer leads and seller social proof)
- Just-sold posts → motion Reels with "Sold over ask" overlays
- Open house promotion → Reel teaser 48 hours before, Reel recap 24 hours after
- Listing presentation marketing plan → screenshot your Reels metrics into the pitch deck

AMPLIFILES: PROFIT-GENERATING PROMPTS

Copy these directly into the Amplifiles caption / scene description field for each Reel. Replace bracketed details with the listing specifics.

REEL #1 — EXTERIOR REVEAL

Cinematic slow dolly-in on the front exterior of [ADDRESS]. Golden hour lighting. Camera glides from street level toward the front entry. Add subtle palm-tree sway in the breeze. Text overlay frame 1: "Just Listed in [NEIGHBORHOOD]." Text overlay frame 2: "[BEDS] BR · [BATHS] BA · [SQFT] sqft · [PRICE]." Style: luxury real estate, magazine cover quality, 9:16 vertical.

REEL #2 — INTERIOR LIVING SPACES

Smooth gimbal-style walk-through of the main living areas of [ADDRESS]. Open with kitchen, transition to great room, end on dining area. Subtle warm white interior lighting. No text on first 1.5 seconds (let the space breathe). Text overlay at 2 seconds: "Designed for the way you actually live." Pace: slow-medium. 9:16 vertical, 15 seconds.

REEL #3 — PRIMARY SUITE + SPA BATH

Sequence: bedroom wide → bedroom detail (window view) → spa bathroom wide → soaking tub close-up. Soft morning light. Ken Burns pan on each frame. Text overlay sequence: "Wake up here" → "Unwind here" → "Every. Single. Day." 9:16 vertical, 12–15 seconds, calm cinematic mood.

REEL #4 — OUTDOOR / POOL / LIFESTYLE

Outdoor flythrough of [ADDRESS]: covered loggia → pool deck → pool with subtle water shimmer → outdoor dining. Tropical, vibrant. Slight warm grade. Music cue: upbeat lifestyle. Text overlay: "[NEIGHBORHOOD] living, redefined." Closing frame: "Tour available. DM 'TOUR'." 9:16 vertical, 15–20 seconds.

REEL #5 — JUST LISTED HOOK (HIGHEST-REACH)

Fast-cut montage: 5 best photos of [ADDRESS] with quick punchy transitions. Beat-synced motion. Bold text overlay frame 1: "STOP." Frame 2: "This just hit the market." Frame 3: "[PRICE] · [BEDS] BR · [SQFT] sqft." Frame 4: "DM 'TOUR' before it's gone." High energy, scroll-stopping. 9:16 vertical, 10–12 seconds, music: trending upbeat.

BONUS — SOLD REEL TEMPLATE

5-photo montage of [ADDRESS] with "SOLD" stamp overlay appearing on frame 2. Closing frame: large text "Sold for \$[PRICE] · [DAYS] days on market · Represented [BUYER/SELLER]." Music: confident/celebratory. 9:16 vertical, 12 seconds.

AMPLIFILES: YOUR SUCCESS NOTES

DURING THE DEMO, WRITE DOWN:

Specific listings I'll run through Amplifiles this week:

Photo sources I have ready (MLS / photographer files / phone):

THE MATH (RUN IT YOURSELF)

Inputs	Your Number
Active listings I represent right now	_____
Reels I want per listing (target: 5)	_____
Total Reels this week	_____
Estimated cost (Reels $\times$ ~\$7.50)	\$ _____
Time to produce (Reels $\times$ ~5 min)	_____ min

WHAT I'D HAVE PAID BEFORE

Cost of comparable videographer-produced Reels: \$ _____ per listing

Monthly savings if I shift to Amplifiles: \$ _____ per month

FIRST 3 LISTINGS I'LL PROCESS THIS WEEK

1. _____
2. _____
3. _____

QUESTIONS FOR Q&A

THE AUTOREEL LISTING ENGINE

The Zero-Filming, Zero-Editing Reel Factory

What This Means for Your Bank Account

- **Time recovered:** ~6–10 hours per week previously spent filming, editing, captioning, sourcing music
- **Consistency unlock:** Daily Reels without you ever appearing on camera
- **Advantage:** You become an "always on" listing marketer regardless of your schedule, mood, or hair

THE AUTOMATION BEHIND YOUR NEW OUTPUT

AutoReel is built specifically for real estate workflows. It ingests a listing (MLS link, address, or uploaded photo set) and outputs ready-to-publish Reels with on-brand captions, snap-to-beat transitions, license-cleared music, branded intro/outro frames, and an auto-generated caption + hashtag set tuned to the property type and location.

WHY THIS CHANGES EVERYTHING FOR SOLO AGENTS AND SMALL TEAMS

The agents who beat you on Instagram aren't smarter — they're either younger and unafraid of camera, or they have a content team. AutoReel removes both moats. A solo agent in Boca with two listings can now output the volume of a 6-person social team in Miami. That's not a "nice tool" — that's a structural change in who gets the listing in 2026.

THE EARLY ADOPTER ADVANTAGE

Tools like AutoReel become commoditized within 18–24 months. The agents who adopt now and build the muscle of daily posting will have a body of work, audience growth, and saved-search retargeting data that compounds for years. The agents who wait will be starting from zero in a saturated feed.

REAL REVENUE APPLICATIONS

- Daily Reel calendar — published on autopilot for every active listing
- Neighborhood / "areas I serve" Reels generated from any address in your market
- Buyer journey Reels: "What \$1M buys in [neighborhood]" comparison content
- Listing presentation asset: "Here's the 21-Reel marketing campaign I'll run for your home"

AUTOREEL: PROFIT-GENERATING PROMPTS

Use these directly in AutoReel's caption / scene / brief field. Replace bracketed details.

BRIEF #1 — NEW LISTING ANNOUNCEMENT

Generate a 15-second Reel announcing a new luxury listing at [ADDRESS] in [NEIGHBORHOOD]. Property: [BEDS] BR, [BATHS] BA, [SQFT] sqft, [PRICE]. Voice: confident, premium, scroll-stopping. Opening hook: "Just listed in [NEIGHBORHOOD] —". Closing CTA: "DM 'TOUR' for a private showing." Music: trending real estate. Branding: include "Edmund Bogen Team · Douglas Elliman" outro frame.

BRIEF #2 — LIFESTYLE / NEIGHBORHOOD

Generate a 20-second neighborhood Reel for [NEIGHBORHOOD]. Mix listing photos with stock-style B-roll cues (golf course, marina, restaurants). Caption hook: "Why everyone wants to live in [NEIGHBORHOOD]." Include 3 specific lifestyle reasons. Closing CTA: "Want in? DM me." Music: warm, aspirational. Output 9:16 vertical.

BRIEF #3 — PRICE DROP / JUST REDUCED

Generate a 12-second urgent Reel announcing a price reduction at [ADDRESS]. Opening text: "PRICE JUST DROPPED." Show 4 best photos with quick-cut pace. Display new price prominently. CTA: "Was \$[OLD]. Now \$[NEW]. DM before it moves." High-energy music. 9:16 vertical.

BRIEF #4 — BUYER EDUCATION / WHAT \$X GETS YOU

Create a 25-second comparison Reel titled "What \$[PRICE] buys in [NEIGHBORHOOD] right now." Show 3 active listings at that price point (use my uploaded photos). For each: address bar, key stats, one differentiator. Closing: "Want the full list of \$[PRICE] options? DM 'LIST'." Music: clean, informative. 9:16 vertical.

BRIEF #5 — OPEN HOUSE PROMO

Generate a 10-second open house promo Reel for [ADDRESS]. Punchy, urgent. Display: date, time, address. Hook: "Open House This Saturday." Display top 3 photos. Closing CTA: "Bring your buyers. Bring your offers." Music: upbeat, weekend energy. 9:16 vertical.

BRIEF #6 — SOLD / SOCIAL PROOF

Generate a 12-second "Sold" Reel for [ADDRESS]. Open with "SOLD" stamp animation. Show 4 hero photos. Display: sold price, days on market, list-to-sale ratio. Closing CTA: "Thinking of selling? Let's talk." Music: confident, celebratory. Outro frame: contact info. 9:16 vertical.

AUTOREEL: YOUR SUCCESS NOTES

DURING THE DEMO, WRITE DOWN:

Which AutoReel template I'll run first:

Brand assets I need to upload (logo, fonts, contact info, headshot):

TIME-RECOVERY MATH

Activity	Hours/Week Before	Hours/Week After AutoReel
Filming Reels	_____	_____
Editing / cutting	_____	_____
Caption writing	_____	_____
Music sourcing	_____	_____
TOTAL	_____	_____

Hours saved per week: _____ × my hourly value

\$ _____ = \$ _____ per week recovered

FIRST 3 REELS I'LL GENERATE WITH AUTOREEL THIS WEEK

1. _____

2. _____

3. _____

QUESTIONS FOR Q&A

THE 60/25/15 DISTRIBUTION FRAME

The Weekly Content Map Top Agents Are Actually Running

What This Means for Your Bank Account

- **Predictability:** Stop guessing what to post. Run the frame.
- **Compound reach:** Each format does a different job — together they cover cold, warm, and hot audiences
- **Advantage:** A repeatable weekly content operation a VA, team member, or your future self can run

THE PSYCHOLOGY BEHIND THE 60/25/15 SPLIT

Instagram doesn't have one audience — it has three. **Cold** (people who don't know you yet): only reached through Reels. **Warm** (people who follow you but aren't ready to act): consume carousels because they get depth. **Hot** (people who already trust you): tap Stories for the daily, intimate, behind-the-scenes signal. If you post only one format, you're talking to one third of your potential pipeline.

WHY THIS CHANGES EVERYTHING IN YOUR WEEKLY OPERATION

Most agents accidentally over-index on one format and wonder why growth feels flat. The 60/25/15 frame forces balance: 60% Reels for the cold-audience reach that becomes new pipeline, 25% Carousels for the storytelling depth that converts warm followers into clients, 15% Stories for the daily presence that keeps existing relationships alive. The frame is the difference between "I post on Instagram" and "I run an Instagram listing engine."

THE EARLY ADOPTER ADVANTAGE

The agents who adopt this frame in mid-2026 will spend the next 6 months training the Instagram algorithm to recognize them as a Reel-first creator — which earns them dramatically more non-follower distribution. The agents still posting random photo carousels are training the algorithm to treat them as a closed-loop creator and will be capped at their existing follower base for the foreseeable future.

WEEKLY FRAME AT A GLANCE

Format	% of Posts	Audience	Job It Does
Reels	60%	Cold (non-followers)	Top-of-funnel reach
Carousels	25%	Warm (followers)	Depth, education, conversion

Stories	15%	Hot (engaged + sphere)	Daily presence, trust, DMs
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SYSTEM 3

THE 60/25/15 WEEKLY MAP (PLUG-AND-PLAY)

ONE LISTING → A FULL WEEK OF CONTENT

Day	Format	Content
Mon	Reel	"Just Listed" hook (Amplifiles Reel #5)
Tue	Reel	Exterior reveal (Amplifiles Reel #1)
Wed	Carousel	"5 things you'd love about this home" — 5 photo carousel with copy
Thu	Reel	Interior walkthrough (Amplifiles Reel #2)
Fri	Reel	Outdoor / lifestyle (Amplifiles Reel #4)
Sat	Carousel	Open house promo + neighborhood mini-guide
Sun	Reel	Primary suite spa moment (Amplifiles Reel #3)
Daily	Stories	2–4 Stories: behind-the-scenes, polls, "guess the price," DM prompts

Result: 5 Reels (60%) + 2 Carousels (25%) + ~21 Story slides (15% of post weight) = the 60/25/15 split, run cleanly off a single listing.

CAPTION HOOK SWIPE FILE

REEL HOOK — JUST LISTED

STOP scrolling. This just hit the market in [NEIGHBORHOOD] and it won't last.

REEL HOOK — LIFESTYLE

If you've ever wondered what living in [NEIGHBORHOOD] actually feels like — watch this.

CAROUSEL HOOK — EDUCATION

5 things every buyer underestimates about [NEIGHBORHOOD]. Save this before you tour.

CAROUSEL HOOK — LISTING SHOWCASE

Swipe to see why this [PRICE] listing in [NEIGHBORHOOD] is the best buy on the market right now.

STORY HOOK — DM DRIVER

Want the full price + sqft on this one? Reply with the word TOUR and I'll send it.

60/25/15: YOUR WEEKLY MAP WORKSHEET

BUILD YOUR NEXT 7 DAYS

Day	Format (R/C/S)	Topic / Hook
Mon	_____	_____
Tue	_____	_____
Wed	_____	_____
Thu	_____	_____
Fri	_____	_____
Sat	_____	_____
Sun	_____	_____

THE 60/25/15 CHECK

Count your week:

Reels this week: _____ Should be $\geq 60\%$ ☐ On target

Carousels this week: _____ Should be $\sim 25\%$ ☐ On target

Story sets this week: _____ Should be $\sim 15\%$ post weight ☐ On target

LISTINGS AVAILABLE TO FEED THE FRAME

1. _____
2. _____
3. _____

ESTIMATED WEEKLY NON-FOLLOWER REACH (BEFORE VS. AFTER)

Avg weekly non-follower reach now: _____

Target weekly non-follower reach in 30 days: _____

Target weekly inbound DMs from Reels in 30 days: _____

YOUR 30-DAY PROFIT PLAN

WEEK 1 — FOUNDATION SETUP

- ☐ Create Amplifiles account, run first listing through pipeline
- ☐ Create AutoReel account, upload brand assets (logo, fonts, contact)
- ☐ Audit current Instagram: count last 30 posts by format
- ☐ Block 90 min twice this week for content production
- ☐ Publish 5 Reels from 1 active listing

WEEK 2 — BUSINESS INTEGRATION

- ☐ Map the next 14 days using the 60/25/15 frame
- ☐ Add a Reel screenshot section to your listing presentation
- ☐ Train your VA or team member on the Amplifiles workflow
- ☐ Set up a content tracker (Notion / Google Sheet)
- ☐ Hit ≥ 10 Reels published

WEEK 3 — OPTIMIZATION & SCALING

- ☐ Review which Reels drove the most non-follower reach
- ☐ Double down on the top 2 Reel formats
- ☐ Add neighborhood / lifestyle Reels beyond listings
- ☐ Test 1 paid boost on the highest-performing Reel (\$25–50)
- ☐ Hit ≥ 18 Reels published cumulative

WEEK 4 — ROI MEASUREMENT

- ☐ Pull Instagram Insights: 30-day non-follower reach
- ☐ Document new follower count + DM volume
- ☐ Tag any inbound lead or showing request to Reels
- ☐ Calculate cost per Reel and cost per inbound DM
- ☐ Decide: scale up, optimize, or hire help

30-Day Targets

- **25+ Reels** published
- **3x** baseline non-follower reach
- **1+ inbound** listing inquiry or showing request attributable to Reels
- **< \$200/month** total tool spend (Amplifiles + AutoReel combined)

YOUR PROFIT COMMITMENT CONTRACT

Based on today's session, I commit to:

Primary Tool Focus: I will master _____ first because it will save me _____ hours per week and add approximately \$ _____ in monthly listing-marketing value.

Time Investment: I will invest _____ hours per week running the 60/25/15 frame for the next 30 days.

Volume Commitment: I will publish _____ Reels in the next 30 days, minimum.

Success Metrics (30 days from today):

→ Non-follower reach increase: _____ %

→ New followers added: _____

→ Inbound DMs from Reels: _____

→ Showing requests / inquiries tied to Reels: _____

Accountability Partner: _____

Weekly Check-in Day & Time: Every _____ at _____

30-Day Review Date: _____

Signature: _____ **Date:** _____

WEEKLY PROGRESS SCORECARD

Week of: _____

Metric	Target	Actual
Reels published	5+	_____
Carousels published	2	_____
Story sets published	5–7	_____
Non-follower reach (Insights)	+ baseline	_____
New followers	+_____	_____
Inbound DMs from Reels	+_____	_____
Showing / listing inquiries tied to Reels	+_____	_____
Total tool spend this week	\$_____	\$_____

MONTHLY ROI ASSESSMENT

Month: _____

Quantifiable Results

Hours saved: _____

× hourly value \$ _____

= \$ _____ recovered

Direct inquiries from Reels: _____

Tool spend: \$ _____

Cost vs. videographer (alternative):
\$ _____

Quality & Brand

Top-performing Reel:

Why it worked:

Biggest unlock this month:

Next month's priority:

WORKSHOP NOTES

CLOSING MANIFESTO

"While my competitors debate whether short-form video is a fad, I'm using it to take their market share. These tools don't make me lazy — they make me unstoppable. Every hour I save in production is an hour I spend in front of buyers, sellers, and the people who matter most. Instagram is not a hobby. It's my listing engine. And I will run it like one."

PERSONAL SUCCESS STATEMENT

Write your own commitment, in your own words. Read it every Monday for the next 30 days.

SUPPORT & RESOURCES

When You Need Help

Mastermind Support: the member portal + #help channel

Weekly office hours: see member calendar

Recording of this session: posted within 24 hours

Final Checklist

- ☐ Amplifiles account created & tested
- ☐ AutoReel account created & branded
- ☐ 30-day plan in calendar
- ☐ Accountability partner confirmed
- ☐ First 5 Reels scheduled to publish this week

© 2026 Edmund's Mastermind — Your Reel-Powered Profit System

"Because getting outreached on social is NOT an option."

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