



REAL ESTATE · LOCAL AGENTS & TEAMS

# More Closings From Referrals That **Cost a Fraction**

One referred closing pays for months of ambassador posts.  
uFire makes referrals systematic, scalable, and always-on.

ufire.ai · Provo, UT Launch · 2026

Human-Powered Brand Ambassadors



## THE PROBLEM

# The Problem With Real Estate Marketing Today

- Real estate is a relationship business — but most agents market like it's a product business.**

Zillow leads are expensive and cold. Facebook ads compete on price and get ignored. Your community doesn't know you exist unless they already know you.
- The best leads come from referrals — but referrals are random.**

Your past clients loved working with you. But unless someone asks them "do you know a good realtor?" your name never comes up. uFire changes that by getting your name in front of Provo feeds on purpose.
- Buyers and sellers trust community voices over polished ads.**

"My neighbor used this agent and got \$40K over asking" is worth more than any glossy postcard or targeted Facebook campaign.

 **The status quo:** \$2,000/month on Zillow leads with a 3% conversion rate. Mailers nobody reads. Open house signs reaching people driving by. Zero systematic referral generation.



## THE SOLUTION

# uFire Changes Everything

We recruit local community influencers — people whose neighbors actually listen to them — to authentically promote your brand and your expertise.

1

### **uFire recruits verified local ambassadors in Provo**

Connected locals — PTA leaders, neighborhood influencers, community voices — with 250–10K followers who people actually trust for local decisions.

2

### **You launch a campaign — set your budget, post requirements, and brief**

"My agent found us our dream home in 30 days," neighborhood guides, market insight content — posts that position you as the local expert.

3

### **Real locals post authentic content. You pay per post.**

No retainer. No agency. Consistent presence in your market at a fraction of lead-gen platform costs.

💡 80% goes directly to the ambassador. You pay only for posts that go live.



## THE ROI

# One Closing Changes the Entire Math

**\$20K+**

Commission per closing  
(higher end Provo market)

**\$500**

Starting monthly  
uFire campaign cost

**4%**

Nano-influencer  
engagement  
vs 0.92% for mega-  
influencers

### The math is impossible to ignore:

- 12-month campaign at \$1,000/month = \$12,000 total marketing investment.
- 1 referred closing at \$12K–\$20K commission = campaign fully paid for with money left over.
- Most agents close multiple referred deals per year from a strong local presence. The ROI compounds.

 *"Every agent says they run on referrals. But almost no agent has a systematic way to generate them. uFire is the first tool that actually scales word-of-mouth in your ZIP code."*



GET STARTED

# Ready to Own Your Provo Neighborhood?

- **Geo-targeted campaigns:** Focus posts in the specific Provo neighborhoods where you want to build dominance as the go-to local agent.
- **Expert positioning:** Market update posts, neighborhood guides, first-time buyer content — become the trusted voice before they ever need an agent.
- **Always-on presence:** While your competitors show up at open houses once a month, uFire puts your name in local feeds every week.

**ufire.ai**

We're launching in Provo, UT — **limited brand spots available.**

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