

How a Marketing Pro Turned Knowledge Into Passive Income by Teaching Real Estate Agents Best Practices and Scaled to *\$12K/Month.*

She worked in marketing for a company that partnered with real estate agents. She saw what agents were struggling with—and turned her expertise into simple resources that help them grow their business.



THE CHALLENGE

She had the marketing skills and industry knowledge, but working for someone else meant:

- Trading hours for income
- No ownership or equity
- Limited impact and recognition
- No scalable products or systems



WHAT WE BUILT

She turned her knowledge and experience into digital products that teach real estate agents proven marketing strategies and best practices.

- ✓ High-value ebooks & guides
- ✓ Canva marketing templates
- ✓ Client showcase & case studies
- ✓ Email swipe files & nurture sequences
- ✓ Courses & trainings for agents
- ✓ Automated sales & delivery system



THE RESULT

She stopped trading time for money and built a library of digital products that generate consistent, passive income of

\$12,000 PER MONTH.

“Hedged helped me build something that works while I sleep. Now I can help more agents, make more impact, and still have my time back.”

— REAL ESTATE MARKETER

THE PROBLEM

She had the skills, but not the systems to package and sell them.

Agents needed help, but she didn't have a scalable way to reach them.

Her income was limited by trading time.

OUR STRATEGY

We packaged her expertise into simple, actionable resources that solve real problems for real estate agents.

Positioned her as the go-to expert. Built a system that attracts, sells, and delivers—on autopilot.

We created income streams that don't require more hours.

THE HEDGED ADVANTAGE

- ✓ Turned expertise into scalable digital products
- ✓ Created a brand agents trust and follow
- ✓ Automated sales, delivery & onboarding
- ✓ Built passive income that runs monthly
- ✓ Reduced time spent working by 80%+
- ✓ Scaled passive income to \$12K/month
- ✓ More time, more freedom, more impact



THE TAKEAWAY

Your expertise is valuable.
Your systems make it passive.
Build once. Earn beyond your hours.