



tylermount

SPEAKER KIT

BIOGRAPHY

As the nation's leading expert in real estate branding and marketing, TYLER MOUNT has served as a consultant to over 1000 agents spanning 14 countries worldwide. His experience spans brand development for residential agents, national brokerages, and commercial brokers, in addition to new development portfolios valued at over \$7 billion for some of the most esteemed brands in real estate.

As an industry-leading digital strategy expert and owner of Henry Street Creative, a creative agency specializing in content strategy and development for some of the most esteemed industry professionals, Tyler and his team have managed digital campaigns for **Ryan Serhant**, **Spencer Rascoff** (Founder, Zillow), **Pacaso**, **John Legere** (CEO, T-Mobile), **President Joe Biden**, **NBC**, **Baccarat**, **1 Hotel**, and countless others.

Tyler's career has been profiled in dozens of esteemed publications, including The New York Times, Forbes Magazine, Medium, and Out Magazine, in addition to serving as keynote speaker for marketing conferences across the country. His non-traditional, direct approach empowers agents and business owners to take control of their businesses and build empires.

In addition to real estate branding and marketing, Tyler has co-produced eight theatrical productions spanning Broadway, Off-Broadway, The West End, and International Tours. His work has earned him three Tony Awards, a Grammy Award, an Olivier Award, two Outer Critics Circle Awards, two Drama League Awards, a Drama Desk Award, and a GLAAD Media Award. His Tony Award for *Once on This Island* (Best Revival of a Musical) made Tyler one of the youngest Tony Award-winning producers in history. In October 2020, Tyler received his third and fourth Tony Award nominations making him the youngest individual producer to be nominated in all four production categories (Best Play, Best Musical, Best Revival of a Play, and Best Revival of a Musical).

Tyler proudly sits on the Board of Trustees for St. Edward's University, The Houston Children's Chorus, and Rise Above Arts. He earned a Bachelor of Arts in Theatre Performance and Arts Administration from St. Edward's University, attended CAP21 in New York City, now the Molloy College/ CAP21 Theatre Arts Program, and holds a postgraduate certificate from MIT in Digital Marketing and Social Media Analytics.



Tyler Mount and Ryan Serhant

COURSE OFFERINGS

Tyler Mount's strong background in public speaking, coupled with his years of experience in elevating brands and coaching *Fortune 500* business leaders, makes for a valuable, engaging keynote experience. Tyler prides himself on connecting with his audience in a grounded, spirited way - regardless of the event, it's sure to be a talk to remember. Please note that Tyler is always happy to work with stakeholders to ensure the below topics seamlessly align with an event theme to ensure its success.

TOPIC 1:

UNLOCKING THE POWER OF "AUTHENTICITY" IN YOUR BUSINESS

In this 45-minute session, join real estate branding expert Tyler Mount as he dives into his journey to find his authentic truth and how he has leveraged this to help hundreds of other real estate professionals find theirs. If you're looking for a generic motivational pep-talk, this session isn't for you. Instead, Tyler will walk you through the black-and-white, actionable steps you can implement today to cut through traditional marketing bull\$#!& and build your empire.



TOPIC 2:

HARNESSING THE NETWORKING POWER OF LINKEDIN TO SUPERCHARGE YOUR LEAD GENERATION



In this session, join social media branding expert Tyler Mount as he dives into what makes LinkedIn so great for businesses in 2024, and how it can be a fruitful source of genuine connection and, ultimately, lead generation. Tyler will reveal the secrets to his success, and walk you through how he harnesses the tool on a daily basis with simple, actionable steps that can enhance your network as quickly as you can say, "Wow Tyler - I can't believe I wasn't doing this before, and I'm so glad you showed me how."

TESTIMONIALS



As a Senior Brand Strategist for my PRO Program, Tyler and his teams are world-class experts in personal branding and the digital marketing ecosystem. He has worked at the highest echelons of our industry, and I implicitly trust him with my organization and my clients.

— **RYAN SERHANT**
Founder & CEO, SERHANT

Tyler's bold attitude, in combination to his deep knowledge of the market, is a winning combination for any client ready to level up. As the CEO of the largest and highest-producing KW franchise on earth, I would only trust my business to Tyler.

— **JACK HAWTHORNE**
CEO, Keller Williams Heritage



Tyler does a great job with social media management, blog writing, and other marketing services.

— **SPENCER RASCOFF**
Founder, Zillow

I have worked with Tyler as a brand strategist over the course of multiple years. Through his work overseeing all facets of my marketing ecosystem, I have received global recognition and my production has increased by over 50%, making me a top earner in my competitive market.

— **SAMINA CHOWDHURY**
Baltimore Realtor, Top Producer



As a leader in proptech, I only trust my business to the best. Tyler and his team are those people for me. His forward, no-nonsense approach is the competitive edge my organization needs to break the status quo.

— **MIKE RUSSO**
Founder, Concierge Auctions

Leading marketing for a high-profile real estate startup is no easy task. Collaborating with Tyler and his team to develop Pacaso's digital ecosystem was an amazing experience. Their experience, creativity and hustle rivals any other legacy provider.

— **KATHERINE PARRA**
Senior Marketing Manager, Pacaso



Tyler and his team have served as an invaluable resource to me and my organization over the years. I often utilize his guidance and expertise.

— **JOHN LEGERE**
Former CEO, T-Mobile

PRESS

The New York Times

TD Ameritrade

Forbes

npr

NBC NEWS
RADIO

[SQUAWK BOX]

cheddar

Medium

NBC

Out

TRIBE
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PODCAST

PRO
SERIES

THE AUSTIN CHRONICLE

FOX
NEWS

POP4DUST

Austin American-Statesman

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LEADER
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