



tylermount

SPEAKER KIT

BIOGRAPHY

As the nation's leading expert in real estate branding and marketing, **Tyler Mount** has served as a consultant to nearly 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.

As an industry-leading branding and digital strategy expert and owner of Henry Street Creative, a creative agency, specializing in brand design, content creation, and web development for some of the most esteemed industry professionals, Tyler and his team have partnered with **Ryan Serhant**, **Spencer Rascoff** (Founder, Zillow), **Pacaso**, **John Legere** (CEO, T-Mobile), **NBC**, **Nomura**, **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 and real estate 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, earning 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. 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. To date he has received five total Tony Award nominations, and the distinction as a Finalist for the Pulitzer Prize in Drama.

Tyler Mount is the proud Chairman of the Board for the **Johnny Joe Trillayes Memorial Scholarship Fund**, and 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, holds a Doctor of Humane Letters (LHD) Honorary Doctorate from St. Edward's University, and 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.

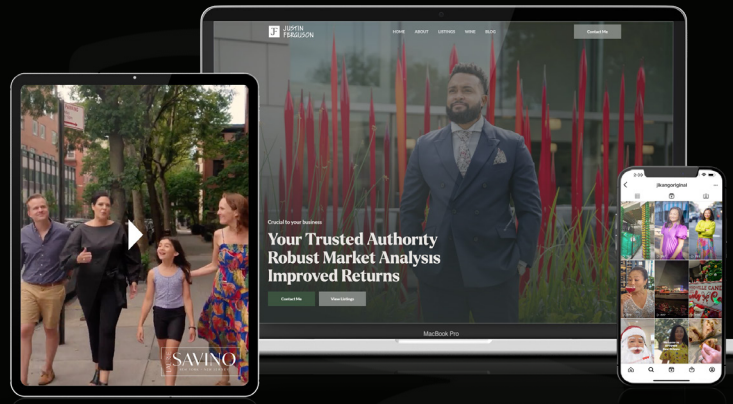
THE POWER OF F#!KING UP: LOSS, RESILIENCY, AND THE ART OF RADICAL AUTHENTICITY



In this powerful 45-minute session, Tyler examines losses and perceived “failures” from his past, and finds where they brought about the kind of changes he needed to create the life of his dreams. He applies these lessons in a universal way and relates them to readily applicable marketing strategies that will leave you so f#!king excited to harness the power of your authenticity, and enjoy a personal and professional life that’s distinctly your own.

CUTTING THROUGH THE NOISE, AND BUILDING YOUR EMPIRE

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.



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



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



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

— **SPENCER RASCOFF**
Founder, Zillow



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



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
MILLIONAIRES
PODCAST

PRO
SERIES

THE AUSTIN CHRONICLE

FOX
NEWS

POP4DUST

Austin American-Statesman

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LEADERS

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