



JUSTIN BRUCE

REAL ESTATE MEDIA STRATEGIST  
TV HOST | ENTREPRENEUR | SPEAKER

# ABOUT JUSTIN

Justin Bruce is a real estate entrepreneur, television host, speaker, and media strategist who helps agents and business leaders grow through media leverage, personal branding, and relationship driven marketing.

Based in Columbus, Ohio, Justin is the founder of THE EL1TE Collective, a real estate team and business platform built around storytelling, partnerships, and high level media marketing.

Justin is also the host of Living The Dream, a nationally distributed television show powered by the American Dream Network. Through the show he features entrepreneurs, community leaders, and businesses while building authentic relationships that generate referrals, partnerships, and new opportunities.

In his first four years in business, Justin has produced over \$50 million in sales volume, earned recognition as a Top 100 Agent in Columbus and Central Ohio, and received the Expansion Team MVP and Elite Agent awards.

His work in media has also earned him a Telly Award, and he has been featured as the cover story of Real Producers Magazine.

## Justin has spoken at industry events including:

- ADTV CON
- Keller Williams Events
- REAL Brokerage Events
- Orange Visuals Million Dollar Agent Workshop
- Lower.com Agent Workshops
- Valmer Title Agent Advantage
- Squire Events

What makes Justin's message unique is that his strategies are not theoretical. They are systems he built while growing his own business.

## His talks focus on helping agents:

- Build recognizable personal brands
- Leverage social media and media platforms strategically
- Turn content into relationships and referrals
- Create powerful partnerships
- Build long term influence in their market

Justin's mission is to help agents stop competing for attention and start creating opportunity through media visibility and authentic relationships.



# SIGNATURE KEYNOTE

## MEDIA IS THE NEW NETWORKING



This talk completely reframes how agents think about visibility, influence, and business growth.

How agents can use media, storytelling, and personal brand to open doors and build powerful relationships.

For decades real estate agents relied on cold calls, door knocking, and traditional marketing.

Today the most successful agents are using media as the ultimate relationship accelerator.

In this powerful keynote, Justin reveals how he built his business using content, storytelling, and media to create relationships with business owners, athletes, entrepreneurs, and community leaders.

### Attendees will learn:

- How media creates access to people and opportunities
- Why storytelling builds authority faster than traditional marketing
- How content turns into relationships, referrals, and listings
- How agents can leverage media even without a large following

# SECOND KEYNOTE

## THE PERSONAL BRAND ADVANTAGE

How agents can stand out in a crowded real estate market. The average consumer sees thousands of agents online. The agents who win are the ones who build recognizable brands.

In this session Justin breaks down how agents can:

- Identify their authentic voice and brand
- Create consistent content that builds trust
- Position themselves as the authority in their market
- Build long term influence that attracts clients and opportunities



This presentation gives agents a practical roadmap for building a brand that works for them 24/7.

# WORKSHOP

## FROM CONTENT TO CLIENTS



This is a hands on workshop designed to help agents leave with a clear action plan.

A practical social media strategy for agents.

Many agents post on social media but struggle to turn attention into income.

Justin shares the real systems he uses to convert visibility into relationships, referrals, and real estate business.

### Attendees will learn:

- A sustainable weekly content strategy
- How to create authentic content without feeling salesy
- How to build relationships through conversations and DMs
- How to turn visibility into real estate opportunities

# KEY ACCOMPLISHMENTS

**Top 100 Agent in Columbus & Central Ohio**

**Real Producers Magazine Cover Story**

**Over \$50M production in first four years**

**Telly Award Winner**

**Expansion Team MVP**

**Elite Agent**



# SPEAKING EXPERIENCE

ADTV CON

KELLER WILLIAMS  
EVENTS

LOWER.COM AGENT  
WORKSHOPS

ORANGE VISUALS  
MILLION DOLLAR  
AGENT WORKSHOP

REAL BROKERAGE  
EVENTS

VALMER TITLE AGENT  
ADVANTAGE

SQUIRE INDUSTRY  
EVENTS

REBEL



# MEDIA/BRAND PARTNERS



# JUSTIN BRUCE

Speaker | TV Host | Real Estate Media Strategist

## SIGNATURE KEYNOTE



### MEDIA IS THE NEW NETWORKING

Helping agents leverage media, storytelling, and personal brand to create opportunities and relationships that grow their business.

Justin Bruce is the host of Living The Dream on American Dream Network and founder of THE EL1TE Collective.

With over \$50M in production in his first four years, Justin teaches agents how to build influence through media visibility and authentic relationships.

#### Topics

- Media Leverage for Real Estate
- Personal Branding for Agents
- Content Strategy & Social Media
- Relationship Driven Business Growth

## SPEAKING PACKAGES

- Keynote ..... 45 - 60 Minutes
- Workshop ..... 60 - 120 Minutes
- Leadership Intensive
- Half day strategy session for brokerage leadership and teams.
- Conference Keynote + Workshop Combo



## SPEAKING FEES

- Local Events ..... \$2,500 - \$5,000
- Brokerage Training ..... \$5,000 - \$10,000
- Conference Keynote ..... \$10,000 - \$20,000
- Full Day Workshop / Intensive ..... \$15,000 - \$25,000

*Travel and accommodations required.*

# CONTACT

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- thejustinbruce.com
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# REVIEWS

Justin has a knack for bringing energy and enthusiasm to his filming and speaking engagements. His dedication to his craft and understanding of the topics shows through in his work. Justin has a clear idea of what he wants to accomplish and how he will go about doing so.

~ **EVAN BUSH**

Professional Soccer Player — Columbus Crew  
Guest — American Dream TV

Justin is real. What you see is what you get and that's what makes him one of the most effective speakers and coaches in real estate. I've watched him grow from nothing to the most well-known sports entertainment agent in our city while being present for his family and if you want to do the same, I highly recommend working with Justin.

~ **TIMOTHY ZARITSKY**

CEO- Orange Visuals

Justin Bruce was an outstanding guest on Columbus Brick by Brick and brought the kind of presence every great speaker needs: authenticity, energy, and substance. He has a unique ability to take real lessons from business, branding, relationships, and leadership and communicate them in a way that is both inspiring and immediately useful. Justin does not speak in clichés. He speaks from lived experience, with honesty about both success and struggle, which makes his message resonate on a deeper level. He connects naturally with people, delivers practical takeaways, and leaves a lasting impression. I would confidently recommend Justin to any audience looking for a speaker who is relatable, impactful, and fun.

~ **JON STYER**

Broker / Owner - Styer Real Estate Professionals

Justin Bruce is the up and comer in real estate, whose already there and people are just finally coming to realize it! A blend of edgy storytelling, with impactful ideas and strategies. He got a standing ovation from our room.

~ **CRAIG SEWING**

Founder & CEO of American Dream Media & Technology

Justin has a rare ability to connect with a room, simplify complex ideas, and show people how to elevate their visibility and influence in a genuine way. Our team and our clients gained tremendous value from his presentation, and we would absolutely welcome the opportunity to work with him again.

~ **DANIJEL VELICKI**

CEO- Squire

Justin is the definition of forward-thinking. He doesn't just follow trends, he creates them. Whether he's on stage captivating a crowd or in a boardroom strategizing, his energy is magnetic. He's one of the most connected and genuinely caring people I know, and it shows in everything he touches. If you want to work with someone who's constantly evolving and truly invested in the people around him, Justin Bruce is that guy.

~ **TYLER MOUNT**

CEO, Henry Street Creative




# CONTACT



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