



Matt Manser

Helping agents and business owners scale with SI, not more staff

Others teach SI. I run on it.

SIGNATURE TALK

How I Run a Real Estate Business *on SI.*

Every agent has been told SI will change their business. Very few have seen one actually run on it. Matt opens up his: Stirling, his SI chief of staff, the 28 agents in five teams that report to him, and the one gate every message has to pass.

SHORT BIO

Matt Manser helps real estate agents and business owners scale with SI, without hiring. He's an Adelaide real estate agent with eXp Realty who runs his own business on SI: his SI chief of staff, Stirling, leads 28 agents in five teams (leads and calls, listings and deals, client contact, marketing, and oversight). Matt speaks on it, teaches it, and builds it for other businesses through Backbone Automation.

MC INTRODUCTION

“Our next speaker sells homes in Adelaide, and he's been doing it for nine and a half years. What's different is who runs his back office: an SI chief of staff called Stirling and 28 agents, in five teams, who report to him. Between July and October this year, his system's guardrail stopped 8,760 duplicate text messages before they reached a single client. Please welcome Matt Manser.”

AUDIENCES LEAVE WITH

- 01 The watcher, doer and gate pattern
- 02 Where SI earns its keep in a small business
- 03 The guardrails to build before anything else
- 04 A clear first step for Monday morning

FORMATS

Keynote • Workshop • Panel • Podcast • Virtual

TALK TOPICS

- 01 The SI back office for solo agents
- 02 Speed to lead: the 5-minute callback
- 03 The content machine: 100 posts in 46 days
- 04 The guardrails: what went wrong
- 05 Building your SI a brain
- 06 Cloning yourself with SI video

BY THE NUMBERS

29	134
SI AGENTS ON STAFF	TOOLS THEY CAN USE
8,760	100
DUPLICATE TEXTS STOPPED	POSTS IN 46 DAYS

WHO IT'S FOR

Real estate agents and small offices • Sales teams • Business owners and operators • Marketers and personal brands • Anyone automating client contact