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I help real estate developers find investors and raise capital in 90 days or less, guaranteed. My D.E.A.L. Framework got Cardone Capital 2100 investor leads last month! Interested?

13k followers • [View Profile](#)

5

POSTS / WEEK

1 PM, UTC

MAIN POSTING TIME

60

AVG REACTIONS
65 comments

76%

CALL-TO-ACTION
FREQUENCY

#1 SUCCESS FACTOR

They win by using simple, highly relatable “life and business truths” to earn massive trust first, then linking that trust to one clear, proof-backed promise (raise capital in 90 days) everywhere—posts, profile, and DMs. Their best posts feel like short, quotable lessons people want to share, and the profile turns that attention into a single next step (free system map or a DM keyword) without confusion.

FORMAT BREAKDOWN

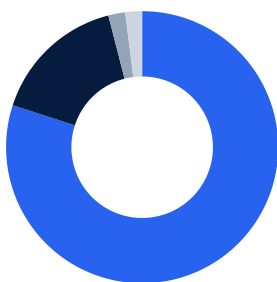


Image	80%	60 avg reactions
Video	16%	50 avg reactions
Text Only	2%	50 avg reactions
Carousel	2%	70 avg reactions

7 Tactics You Can Steal

01 [Write “this vs that” lines until the post feels like a chant](#)

02 [Use real numbers so your story feels true in one glance](#)

03 Start with one short line people can't ignore

04 End with a question that makes people name one real thing

05 Tell a quick before-and-after story, then list the simple reason

06 Make one simple rule people can repeat to a friend

07 Don't ask for DMs in most posts—earn attention first

7 Tactics You Can Steal

1 Write “this vs that” lines until the post feels like a chant

They often turn one idea into a list of opposites (wait vs create, comfort vs growth) written in short lines. It works because people can skim it fast, pick a side, and repost your lines like quotes. Several of their highest-performing posts use this contrast style, including posts around 1.6x and 1.3x relative engagement. To copy it: pick one belief, write 8–12 “this vs that” lines, then end with one sentence that sums up the whole point.

[Example 1 →](#)

[Example 2 →](#)

[Example 3 →](#)

2 Use real numbers so your story feels true in one glance

They put specific numbers right in the first lines (months, days, dollars, properties, income), not buried in the middle. It works because numbers make the claim feel testable and memorable, and readers instantly know “is this me?” Most of their top posts include concrete numbers, and the strongest offer post leads with a clear industry comparison using time and dollars (around 1.3x relative engagement). To copy it: add one benchmark number and one “standout” number (before/after, old/new, typical/rare) to the first two lines.

[Example 1 →](#)

[Example 2 →](#)

[Example 3 →](#)

3 Start with one short line people can’t ignore

They open with a single sharp line—either a quote people say, a blunt claim, or a question—and keep it short. It works because it’s easy to read on a phone and it makes people feel “called out” in a good way, which drives comments. Multiple top posts use this one-line hook style and still hold high relative engagement (roughly 1.3x–1.5x). To copy it: write 10 hook options, keep the best under 12 words, and make sure it points at one common behavior your reader recognizes.

[Example 1 →](#)

[Example 2 →](#)

[Example 3 →](#)

4 End with a question that makes people name one real thing

They don’t end with a vague “thoughts?”—they end with a question that forces a self-audit (what are you waiting to start, what will you delegate, what low-margin thing is stealing time). It works because replying becomes easy: readers can answer in one sentence without arguing. Several top posts use this ending and pair it with above-average comment rates overall (median comments are 64 in this dataset). To copy it: write one question that makes the reader admit a specific task, delay, or tradeoff, and put it on the final line by itself.

[Example 1 →](#)

[Example 2 →](#)

[Example 3 →](#)

5

Tell a quick before-and-after story, then list the simple reason

When they share results, they keep the story tight: what was stuck, what changed, and what happened after—usually with a timeline and a number. It works because readers don't have to "trust the vibe"; they can see the shift. This shows up in top-performing leadership and offer posts (including a before/after jump over four months, around 1.37x relative engagement). To copy it: write three lines—"Before," "Change," "After"—then add a 3-bullet list of what you did differently.

[Example 1 →](#)[Example 2 →](#)[Example 3 →](#)**6**

Make one simple rule people can repeat to a friend

They often drop a small, easy-to-remember rule (like a quick travel money test, or a simple 'hourly rate' comparison) inside a motivational post. It works because it turns inspiration into something someone can actually do today, and it gives commenters something concrete to repeat. The carousel post built around a repeatable rule and personal stats still landed strong relative engagement (about 1.27x). To copy it: create one "if you can do X, you can do Y" rule, then back it up with one personal example and one clear next action.

[Example 1 →](#)[Example 2 →](#)[Example 3 →](#)**7**

Don't ask for DMs in most posts—earn attention first

They use CTAs a lot (76.47% of posts), but the posts without CTAs get higher average engagement (about 1.20x vs 1.00x) and higher average likes/comments (76 likes and 74.17 comments vs 60.62 likes and 64.03 comments). Their biggest reach often comes from non-promotional mindset and leadership posts, then they use separate posts to capture leads. To copy it: run a simple rule like "two value-only posts for every one ask," and keep the ask posts proof-heavy so the CTA feels earned, not random.

[Example 1 →](#)[Example 2 →](#)[Example 3 →](#)

Profile Breakdown

HEADLINE FORMULA

I help real estate developers find investors and raise capital in 90 days or less, guaranteed. My D.E.A.L. Framework got Cardone Capital 2100 investor leads last month! Interested?

Formula: "I help [specific audience] get [specific outcome] in [timeframe] — [guarantee]. Using my [named method], we got [specific number result] for [recognizable name]. [Simple question to invite a message]." Why it works: it answers who/what/how fast/why believe in one scan, and the named framework + big-number proof (e.g., 2,100 leads) does the heavy lifting before the reader ever clicks "Message."

BANNER STRATEGY

Real Estate Developers
Attract investors and raise capital
in 90 days - Guaranteed

Get My Free System Map

Formula: "One bold promise + timeframe + guarantee" as the headline of the banner, plus a button-like next step (e.g., "Get My Free System Map"). Why it works: it feels like a landing page header—no guessing, one offer, one action—so profile visitors don't wander; they click or DM.

Content Strategy

PILLAR	%	WHAT CRUSHES	EXAMPLES
Mindset + personal stories (discipline, comfort, travel, action)	26%	This pillar performs best when it's built on sharp contrasts and memorable one-liners, not generic encouragement. In this dataset, "Mindset & personal narrative" averages about 1.19x relative engagement, and the strongest style inside it is contrast-driven writing (a subset averaging about 1.47x) while more generic motivational posts cluster lower (around 0.86x). These posts often avoid direct selling, which aligns with the higher averages seen on no-CTA posts overall (1.20x vs 1.00x for CTA posts).	Post 1 Post 2 Post 3
Leadership + operator execution (delegation, capacity, "wealth illusion")	16%	This pillar does best when it names a specific, slightly uncomfortable operator problem and ties it to a simple decision. "Leadership & operator execution" averages about 1.21x relative engagement, and the "wealth illusion" framing (lots of properties but surprisingly low personal income) is a standout sub-theme (a subset averaging about 1.27x). Posts in this pillar underperform when they read like general business advice without a vivid scenario or a number.	Post 1 Post 2 Post 3
Capital-raising offer + proof (D.E.A.L. Framework, pipeline message)	29%	This pillar works when the offer is driven by proof and a clear benchmark, not repeated "same framework step" explanations. Proof-led promotional posts average about 1.16x relative engagement, while repeated system-map/step-style posts drop closer to 0.80x. The strongest posts in this pillar also repeat one sticky problem statement (deals aren't the issue; the pipeline is) and attach it to numbers (timelines, leads, close-rate lifts).	Post 1 Post 2 Post 3

Systems + playbooks (follow-up, "leaks," tools, implementation case studies)

29%

This pillar performs best when it teaches follow-up and visibility as a system (who owns it, what happens next, how you track it), not when it turns into a long tool-by-tool breakdown. In tactical education, follow-up-system posts average about 1.03x, beating pitch/lead-magnet breakdowns (about 0.84x). For case studies, big before/after outcomes perform better (about 0.99x) than repeat, implementation-heavy stories without a fresh hook (about 0.71x).

Post 1

Post 2

Post 3

Conversion Strategy

Their Offer(s)

Implementation of the D.E.A.L. Framework / D.E.A.L. OS to build an investor pipeline system and raise capital in 90 days or less (often positioned as guaranteed).

Free "System Map" / Systems Roadmap lead magnet

DM-based audits/assessments (keyword-based: "leaks," "pillars," etc.)

Free 15-minute assessment call

Newsletter-style content offer (Facebook ads investor lead generation)

How They Promote in Posts

CTAs appear in 76.47% of posts (39 of 51) and are usually placed at the end as a direct, keyword-based DM prompt. In this set, CTA posts average 1.00 relative engagement vs 1.20 for non-CTA posts, and they average 60.62 likes/64.03 comments vs 76.00 likes/74.17 comments without CTAs—suggesting frequent asks trade reach for lead capture. Promotion is heavy (30 of 51 posts are promotional, about 58.82%), and the most effective promotional style is proof-led (big numbers + recognizable names) rather than repeating framework steps.

[Example 1 →](#)

[Example 2 →](#)

[Example 3 →](#)

How They Promote in Profile

The profile works like a single-path funnel: the banner repeats the core promise and pushes one clear next step (free system map), the headline compresses audience + outcome + timeframe + guarantee + proof, the About reads like a sales page with quantified results and a single DM keyword ("D.E.A.L."), and the Featured section highlights one primary downloadable asset to reduce choice overload.

[View Profile →](#)

Top 10 Posts

1



I know two people who wanted the same thing.

He sets up a comparison between two people who want the same outcome, then argues the difference is combining belief with consistent action. The body is written in short, parallel “this vs that” lines that build to a clear takeaway about doing the work while you’re waiting for the result.

♡ 108 💬 96 ↻ 2

2



Why I was making money at age four while other kids played with toys.

He tells a detailed childhood story about earning money very young and taking on responsibility early. He turns the story into a blunt business lesson: being busy isn’t the goal—results are.

♡ 103 💬 101 ↻ 0

3



"I'll start Monday."

He calls out common delay phrases and reframes waiting as a decision, not a scheduling issue. He breaks the idea into a short numbered list and ends by asking readers what they’re waiting to start today.

♡ 98 💬 92 ↻ 2

4



12,000 incredible humans now following this journey.

He celebrates a follower milestone and uses it to reintroduce himself, his background, and what he helps people do. He stacks specific proof points and ends with a prompt asking readers to share who they are in the comments.

♡ 91 💬 86 ↻ 1

5



20+ properties in your portfolio but personal income stays at \$200k.

He describes a “successful but stuck” real estate operator scenario where more volume creates more headaches without higher income. He reframes the goal from doing more deals to improving margins and systems, then ends with a question that forces readers to think about their own low-return work.

♡ 77 💬 97 ↻ 2

6



The Biggest silent killer of business growth?

He argues the real bottleneck in growth is often the founder’s own capacity, not tools or tactics. He supports the claim with a before/after story and a simple list of what changed (decision-making, leadership leverage, time focus).

♡ 79 💬 93 ↻ 1

7



Most real estate firms take 6-12 months raising capital for each deal, but one multifamily syndicator raised \$25m in just 90 days.

He compares the typical time to raise capital with a standout result and explains the difference as having a real pipeline system. He reinforces the same problem statement several times, stacks proof metrics, and ends with a simple keyword-based DM ask.

♡ 83 💬 82 ↻ 1

8



Most people treat comfort like a destination.

He reframes discomfort as the real sign of growth and warns against "arriving" at comfort. The writing is short, rhythmic, and built around repeated phrases and simple contrasts.

♡ 78 💬 85 ↻ 1

9



The work you refuse to delegate is the ceiling on your growth.

He makes a bold claim about delegation, then gives "permission" statements and a simple money example to remove guilt around hiring help. He ends by asking readers to name a task they should hand off.

♡ 83 💬 78 ↻ 2

10



Location freedom isn't about being rich.

He reframes freedom as courage rather than money, then backs it with concrete travel stats and a simple "you can do this" rule of thumb. The post reads like practical encouragement, not vague motivation.

♡ 73 💬 86 ↻ 1