

DIGITAL FOOTPRINT AUDIT

You sell first impressions. This is yours.

Broad Branch Partners

Luxury real estate & infill development · Washington, D.C. metro

THE WALKTHROUGH

Hopefully your website is the only identity crisis you're having — online, the firm shows two co-founders, two brokerages, and a footer stuck in 2022. Quick to fix, and better you hear it from a friend.

PREPARED BY

frankli |

Growth matters.

A favor, not a pitch.

Scope: public-facing presence only.

Confidential

For Broad Branch Partners

01 Here's what came up.

SNAPSHOT

Everywhere a prospect, partner, or nosy journalist lands when they look you up. Good news: the assets exist. Bad news: they don't all agree with each other.

CHANNEL		STATUS	READ
Website	broadbranchdmv.com	● Strong, needs cleanup	Good bones — clean Luxury Presence build, proper meta / Open Graph / Twitter tags, analytics installed. Held back by stale and conflicting copy.
Instagram	@broadbranchpartners	○ Live · unverified	Exists but isn't linked from the site. Live metrics couldn't be pulled programmatically — a 2-minute manual check is flagged in the plan.
Facebook	Broad Branch Partners LLC	○ Live · orphaned	Page is published (Bethesda) but disconnected from the website and clearly low-priority.
LinkedIn	presence	○ Personal only	Leaning on a personal profile. No dedicated Company Page for a firm running a \$70M project.
Brokerage profiles	Compass / Sotheby's	○ Conflicting	A current Compass identity and an old, still-live TTR Sotheby's agent page coexist — pointing people two directions.
Google Business	Maps · reviews	○ Not found	No profile or reviews surfaced — effectively invisible on Maps and "near me" search. Verify & claim.
Directories	Tracxn · BLDUP · Bisnow	● Present · dated	Third-party records exist; founding year and headcount are out of date.
Earned press	Bethesda Mag · Bisnow	● Real asset	Genuine, credible coverage of named projects — and almost entirely unused on your own site.

Bottom line: You've got more presence than most boutique firms your size. The problem isn't reach — it's that the pieces don't agree with each other or point back home. A fixable, mostly-free problem (our favorite kind).

02 What's actually broken.

Ranked by what's costing you trust and leads right now. For each: what it is, why it stings, and how to fix it.

01 Two co-founders. Two brokerages. One website.

CRITICAL ●●●

The About page names **both** Jason Weinstein and Don Mfume Jr. as co-founder in different paragraphs. The same site says the sales arm is affiliated with **Compass** (homepage) *and* **TTR Sotheby's** (the Broad Branch Group page). It reads like two eras layered on top of each other.

FIX → Lock the current truth — present brokerage, present partners — and rewrite every page to it. Merge or delete the legacy paragraphs.

Source: broadbranchdmv.com/team & [/broad-branch-group](https://broad-branch-group.com) (same domain, conflicting)

02 Live profiles point clients to the wrong office.

CRITICAL ●●●

Shane's **TTR Sotheby's agent page** and his **Homes.com** profile are still published and still say Sotheby's. A serious \$5M buyer who finds those first could call the wrong office. Lost lead, zero upside.

FIX → Update or request removal of the Sotheby's page; correct Homes.com, Zillow & realtor.com to Compass.

Source: sothebysrealty.com (Shane Crowley), homes.com agent profile

03 Invisible where the buyers are.

WATCH ●●○

No Google Business Profile or Google reviews surfaced for the firm. That's the exact surface where DC-area buyers and sellers look — and where a **review moat** compounds over time. Right now there's nothing to find.

FIX → Confirm whether a profile exists; if not, create & verify one for the Bethesda office, then build a simple review-request habit.

Source: no GBP / Google reviews returned in search

04 Your socials exist. Nobody can find them.

WATCH ● ● ○

Instagram and Facebook are live, yet nothing on the website links to them — the site's only social link is a **personal** LinkedIn. A \$20M+ development portfolio is the most visual story imaginable, and it's disconnected from your front door.

FIX → Link IG + FB site-wide, stand up a LinkedIn **Company Page**, and run a steady before/after project cadence.

Source: broadbranchdmv.com footer (LinkedIn-personal only)

05 Stale facts and a 2022 footer.

MINOR ● ○ ○

The footer still reads © **2022**, and the founding year appears as 2013, 2015 *and* 2021 across sources. Small "neglect tells" quietly chip away at trust on a premium site where precision is the selling point.

FIX → Roll the copyright to 2026, lock one founding-year narrative, and push it everywhere.

Source: site footer; Homes.com vs. site vs. Tracxn

06 You're sharing a name — and search results.

MINOR ● ○ ○

Several unrelated DMV firms share the name — **BroadBranch Advisors** (M&A strategy) and **Broad Branch Wealth Advisors of Raymond James** among them. They compete for the same brand search and can scramble a referral.

FIX → Always pair the name with a qualifier — "Broad Branch Partners · Luxury Real Estate, DC" — in every title, bio & listing to own a distinct lane.

Source: SERP overlap, multiple "Broad Branch" entities

Note: Items 01, 02 & 05 trace to the same root cause — a brokerage/partner change that was applied **unevenly** across the footprint. Fix the source-of-truth once and three problems collapse together.

03 Un-break it.

ACTION PLAN

Top to bottom, in priority order. Most of it's free and doable in an afternoon. Hand this list to whoever owns the website — then check it off.

- 1 Write the source of truth.** One short paragraph: current brokerage (Compass) + current partner roster. Everything else gets measured against this.

- 2 Rewrite the About / Team page** to that single story. Delete the contradicting legacy copy.

- 3 Sweep the rest of the site** — Group, Development, footer — so brokerage and names match on every page.

- 4 Roll the footer to 2026** and lock one founding year sitewide.

- 5 Fix the external profiles:** update Shane's LinkedIn, Homes.com, Zillow & realtor.com to Compass.

- 6 Request takedown/update** of the old TTR Sotheby's agent page.

- 7 Claim the Google Business Profile** for the Bethesda office — search Maps first, then create & verify if missing.

- 8 Connect social:** add IG + Facebook to the site header/footer; create & link a LinkedIn Company Page.

- 9 Add a "Featured In" strip** to the homepage — the 3–4 best Bethesda Magazine / Bisnow hits.

- 10 Set a 30-min monthly habit:** one project post across IG + LinkedIn, and one Google review request from a happy client.

04 Now, the fun part.

YOUR UNFAIR ADVANTAGE

A "Project Story" content engine

You don't just **sell** luxury homes — you **develop** them. No competing agent can narrate the journey from overlooked lot → approvals → finished residence, because they were never there for it. That's a moat hiding in plain sight.

Turn every project into one repeatable unit of content:

Build-progress reel

→

Blog case study (SEO)

→

1-page PDF for buyer packets

One project becomes **three weeks of content** across every channel — and a "[neighborhood] luxury new construction" case study is exactly what ranks for high-intent buyer searches. It compounds into the kind of authority that wins both **listings** and **development partners**.

Fix the story first. Connect the pieces second. Then let the projects do the talking. The presence is already there — it just needs to pick a direction and commit.

That's us, saying it to your face. Happy to walk through any of it — turn the page.

It's time to grow up.

(flattery will get you nowhere.)

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