

## 1. Brand Identity & Authority

**Core Value Proposition:** "A Public Adjuster Fighting For You!"

**Market Authority:** Over 60 years of combined experience; \$200M+ recovered for clients.

**Success Metrics:** 98% court success rate; 100% of clients avoided external legal counsel.

**Service Innovations:** Launch of the "Early Detection Program" - proactive property protection & pre-loss documentation.

## 2. Social Media Performance (Aggregate)

314.8K

Total Impressions

+5,828% growth

1,197

Total Interactions

+172% growth

4,451

YouTube Views

44 videos published

### Platform Reach Distribution:

- Facebook: 283.9K impressions (dominant platform)
- Instagram: 24.2K impressions
- YouTube: 4,451 views -44 videos published
- Google Business Profile: 1,972 views

## 3. Audience Demographics & Reach

**Top Geographies:** 90% U.S. based. 50% Miami-Fort Lauderdale, 20% Cape Coral.

**Professional Profile:** 55% Professional Services; 65% entry-level; 15% business owners (LinkedIn).

**Gender Split (Instagram):** 42.11% Male, 31.78% Female.

## 4. Top Performing Content & Campaigns

- Willy Chirino Sponsorship (Mar 24-25, 2026): 621 impressions, 107 interactions -highest community event.
- Christmas/New Year Message (Dec 25, 2025): Peak seasonal reach -1,845 impressions.
- "How to win a \$127,000 claim" video: 1,134 views -strong result-oriented storytelling engagement.

## 5. Paid Media Efficiency (Meta Ads)

**\$2,016.45**

**Ad Spend**

Total investment

**349.68K**

**Impressions**

2,254 link clicks

**\$0.89 / \$5.77**

**Avg CPC / CPM**

Cost per click / per 1K

## 6. Operational Status (as of April 2, 2026)

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**Locations:** Miami (HQ), Dadeland, Cape Coral, Fort Myers -4 primary hubs.

**Reputation:** A+ Rating with the Better Business Bureau (BBB).

**Strategic Focus:** Q2 2026: community-led sponsorships (Willy Chirino, Juan Manuel Cao Live) to deepen Hispanic market trust.

*Note: The transition from March to April 2026 shows a shift from purely educational digital content to high-visibility community presence, correlating with the 5,000%+ increase in brand impressions.*