

He built the room's strongest brand. Google gave his name to **Elvis's guitarist.**

John Wilkinson founded Threshold and grew it into one of Texas' fastest-growing agencies — today the single most authoritative company domain of anyone at DealCon (DR 57). Then he moved to Denver to start his second act in real estate. Online, almost none of that history is attached to **him**: his personal domain redirects at DR 0.1, the agency he founded no longer names him anywhere on its website, and Google's Knowledge Graph is **20x more confident** that "John Wilkinson" means a rhythm guitarist who died in 2013.

57

AHREFS DR OF THRESHOLDAGENCY.COM — THE AGENCY HE FOUNDED; STRONGEST COMPANY DOMAIN IN THE DEALCON ROOM

0.1

DR OF JOHNWILKINSONDENVER.COM — WHICH NOW REDIRECTS TO A TEAM SITE, NOT TO HIM

**471 v
24**

KG CONFIDENCE: THE ELVIS-ERA GUITARIST VS. JOHN'S OWN NODE (BLITZMETRICS KG EXPLORER)

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TIMES JOHN IS NAMED ON THRESHOLD'S WEBSITE TODAY — FOUNDER ERASED FROM HIS OWN AGENCY

Prepared for

John Wilkinson · Threshold Agency / Living Colorado Team

by Dennis Yu · BlitzMetrics · June 2026

Data: Ahrefs (pulled 06/09–10/26), BlitzMetrics KG Explorer, GlobeNewswire, thresholdagency.com, livingcoloradoteam.com, remax.com, thedenverteam.com, Wikipedia

Twenty years of brand equity — banked entirely to other names

John's situation is the sharpest inversion we scored at DealCon. The company he founded owns the strongest domain in the room. The CEO seat carries the awards. The new Denver team carries his real-estate reviews. And the man himself — the connective tissue across all of it — scores **24 in Google's Knowledge Graph, exactly the room average, ranked #17 of 20** in our attendee pre-scores. Worse: he isn't fighting from zero. He's fighting from **behind a famous dead man** who owns his name.

The verdict

This is a disambiguation-and-consolidation problem, not a reputation problem. The proof exists and is unusually well documented — wire-service press releases that quote him by name, a real cross-border acquisition, a 20-year housing-marketing track record, a live podcast and blog in Denver. But the signal is split across two cities, two industries, two LinkedIn profiles, three brokerage identities, and a company website that quietly removed him. Google can't merge it, so it defaults to the guitarist. The work: **one entity home, one bio string, one corroboration sweep — then aim the existing content at it.**

What the data says (pulled June 9–10, 2026)

- thresholdagency.com: **DR 57** — highest company domain among all 20 attendees
- johnwilkinsondenver.com: **DR 0.1**, and it 301-redirects to livingcoloradoteam.com
- Knowledge Graph "John Wilkinson": guitarist **471**, other namesakes **246**, John **~24**, no panel (BlitzMetrics KG Explorer)
- Two LinkedIn profiles: /in/johnwilkinsontx + /in/johnwilkinsondenver
- Threshold's About page (updated May 1, 2026) lists six leaders — **John is not one of them**
- His RE/MAX listings still live while his own site says he's now affiliated with Real

The founder's ledger — where the equity went

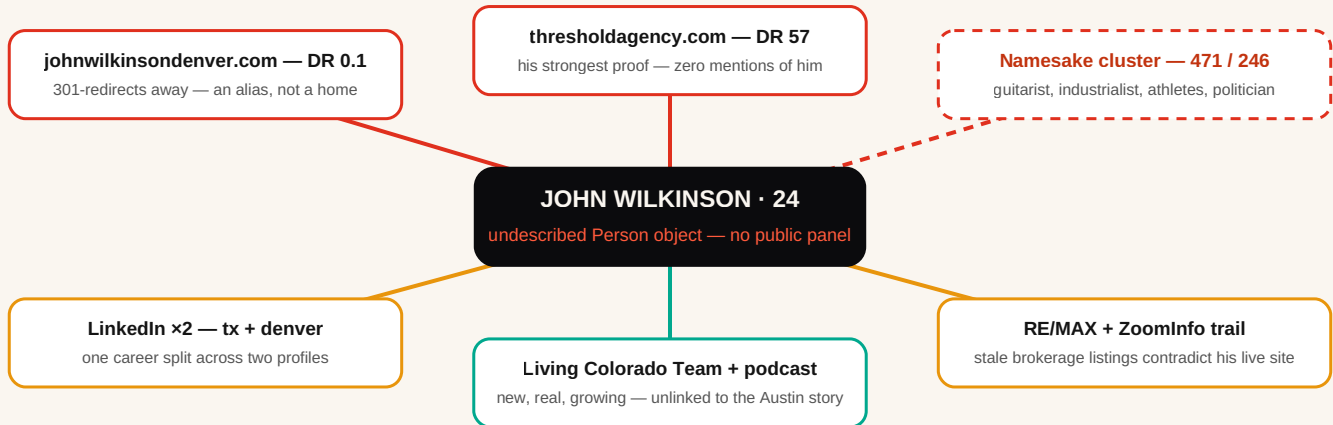
ASSET HE BUILT	WHERE THE EQUITY SITS TODAY	WHO GETS THE CREDIT
Threshold (founded it; ABJ Fast 50 #5 2017, Inc. 5000 #1158 2018)	thresholdagency.com, DR 57 — "We opened our doors in 2013," says the About page, with a thought-leadership quote from the CEO	The company — and Billy Wilkinson (CEO), the only Wilkinson the site names. John: zero mentions.
The Carve acquisition (cross-border, June 30, 2017)	GlobeNewswire, Student Housing Business, Community Impact archives — his quotes run the releases	"Threshold/Carve," a brand name that no longer exists. Nothing links the archives to the Denver realtor.
The Denver chapter (relocated 2025)	livingcoloradoteam.com (new, team-branded, affiliated with Real) — while remax.com, ZoomInfo, and thedenverteam.com still sell the previous identity	"Living Colorado Team" and "The Denver Team" — two team brands in <18 months, neither of them his name.

The 90-day frame: ~\$14k all-in (\$10,950 of \$10/day media + ~\$3k tooling; agent labor starts on our side) to stand up the entity home, merge the split identities, repair the brokerage trail, and turn the podcast + press archive into a distribution engine. Conservative impact math (p.14): **\$40k–\$190k in commission-and-capacity equivalents** — before counting the strategic lever, which is that the founder of the room's strongest agency becomes findable in a room full of people who buy and sell agencies.

Sources: Ahrefs Site Explorer pulls (June 9–10, 2026, DealCon pre-score dataset); BlitzMetrics KG Explorer (June 2026); thresholdagency.com /about-us + /history; GlobeNewswire (Jan 25 & Nov 2, 2017); thresholdagency.com acquisition release (June 30, 2017); livingcoloradoteam.com (modified June 5, 2026); remax.com; thedenverteam.com; ZoomInfo. Full citations inline per page.

Google's confidence in "John Wilkinson": 24. His namesakes: 471 and 246.

In Google's Knowledge Graph, "John Wilkinson" resolves first to John Richard Wilkinson (1945–2013) — Elvis Presley's TCB Band rhythm guitarist, 1,000+ shows, a Wikipedia article, and national obituary coverage — at confidence **471**. Behind him: a cluster of other famous namesakes at **246** ("Iron-Mad" John Wilkinson, the 18th-century industrialist; footballers; a UK politician — Wikipedia maintains a whole disambiguation page). Our John is a thin, undescribed Person object at **~24** — no panel, no description, no merge. (BlitzMetrics KG Explorer, June 2026.)



Why the guitarist wins

Decades of consistent corroboration: a Wikipedia article, the TCB Band entry, elvis.com.au tributes, and obituaries in national outlets (Today.com: "Elvis' guitarist for over 1,000 shows, dies at 67"). Google rewards exactly one thing — **many independent sources telling one coherent story**. The guitarist has it. So does the industrialist. LinkedIn alone lists **1,400+ John Wilkinson profiles**; Google needs overwhelming evidence to carve a new node out of that noise.

Why John's node is thin — not why you'd think

The corroboration **exists**: GlobeNewswire quotes him as Threshold's chief strategy officer (2017); the acquisition release calls him "founder of Threshold" with "more than 20 years" in housing brands; trade press covered the deal. But nothing connects that John to the Denver broker: different city, different industry, different websites, two LinkedIn profiles, and an agency site that dropped him. Google sees fragments — **so it refuses to see a person**.

The disambiguation rule: John will not out-rank a Wikipedia-grade dead celebrity on the raw string "John Wilkinson" — and doesn't need to. The win is (1) a described, mergeable node of his own (entity home + Person schema + corroboration sweep), and (2) total ownership of every qualified search that actually carries money: "john wilkinson denver," "john wilkinson threshold," "john wilkinson realtor," "john wilkinson living colorado." That is a 90-day build, not a celebrity fight.

STRENGTHS

What John has that nobody else in the room can claim

Strip away the visibility problem and the raw material is rare: he is the only DealCon attendee who founded the room's top-authority company, executed a cross-border agency acquisition with wire-service press to prove it, **and** is already publishing weekly in his new market. Every recommendation in this audit is a repurposing move, not a creation move.

<p>20+ yrs</p> <p>BUILDING HOUSING BRANDS — PER THE 2017 ACQUISITION RELEASE ("MORE THAN 20 YEARS")</p>	<p>DR 57</p> <p>THE COMPANY DOMAIN HE FOUNDED — #1 OF ALL 20 ATTENDEE COMPANIES</p>	<p>1</p> <p>CROSS-BORDER AGENCY ACQUISITION CLOSED (CARVE, JUNE 30, 2017)</p>	<p>3</p> <p>LIVE CONTENT CHANNELS TODAY: PODCAST, BLOG, YOUTUBE (LIVING COLORADO)</p>
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STRENGTH	EVIDENCE (VERIFIED JUNE 10, 2026)
A founder receipt, in writing	Founded Threshold in Austin and grew it into "one of Texas' fastest-growing companies" (his Denver Team bio). The record: Austin Business Journal Fast 50 — #5 in Central Texas (GlobeNewswire, Nov 2, 2017) and again in 2018; Inc. 5000 #1158 (2018); Google Premier Partner 2016 and again 2026 ("top 3%"); Facebook Preferred Partner 2019; ABJ's 7th-largest Austin marketing agency (2025); Great Place to Work 2024 & 2025; "The Anti-Vacancy Agency®" trademark positioning (all per Threshold's own history page + releases).
A real M&A story — in a room of acquirers	Acquired Carve Creative + Strategy (Waterloo, Ontario) effective June 30, 2017, forming Threshold/Carve: two countries, diversified client base (healthcare, tech, consumer, retail, B2B, financial), Carve's president installed as CCO. His quote leads the release; Student Housing Business and Community Impact covered it. Almost no one at DealCon has a documented agency acquisition — John has the press kit.
Product-builder proof	ThreshBoard (Jan 25, 2017, Marketwired/GlobeNewswire): an industry-benchmark digital-reporting dashboard, years before "agency dashboards" were table stakes — John quoted as chief strategy officer, on the wire, by name.
Deep, niche, monetizable expertise	25-year real-estate-marketing career (his bio): multifamily, student, and senior housing for owners, operators, developers, and institutional investors; 400+ properties served by 2018 (history page). This is exactly the expertise multifamily operators — several of them in the DealCon room — pay agencies DR-57 money for.
The second act is already shipping	Relocated to Denver in 2025 (bio); Living Colorado Team site live (built on Threshold's own realtor-website product); "Getting Real (Estate)" podcast on Spotify + YouTube (@Living_Colorado); three blog posts published in June 2026 alone (market data, vacation-home guide, property taxes); 17 neighborhood guides; named client testimonials (Evelyn C., Corey F., Tom M.).
A positioning no Denver agent can copy	"The man who marketed 400 apartment communities now markets your home" — plus a genuine second niche: dual U.S./Mexico citizen with a Los Cabos base and a Buying-in-Mexico practice page. Both angles are verifiable, differentiated, and completely unclaimed in search.

The strategic read: John's audience is dual — Denver buyers and sellers who need trust signals today, and the agency/multifamily world where his founder story compounds (including any future Threshold transaction, where a findable founder is worth real money). One entity home with two doors serves both, exactly like our other DealCon builds.

The diagnosis: **real authority, unmergeable identity**

Graded by impact on the two moments that pay: a Denver client checking out an agent, and a dealmaker checking out a founder. None of these gaps requires new achievement — they are consolidation, hygiene, and broadcast failures. That's why this is a 90-day fix.

GAP	WHAT WE FOUND (VERIFIED DIRECTLY)	FASTEST FIX
F Erased from his own agency	thresholdagency.com's About page (modified May 1, 2026) presents a six-person senior leadership team — CEO, COO, EVP, VP, two directors. The founder appears nowhere on the site — not on About, not on the History timeline, which begins "2013: Threshold founded with just 2 employees" without a name. His strongest proof asset no longer corroborates him.	A founder's-story page or even one history-line mention + sameAs link. Costs Threshold nothing; feeds both Wilkinsons' entities.
F No entity home	johnwilkinsondenver.com — the one domain that is literally his name — 301-redirects to livingcoloradoteam.com , a team brand. DR 0.1. There is no page on the internet that says, in one place: founder of Threshold, 20 years in housing marketing, now a Denver broker.	Stop the redirect; rebuild it as a facts-first entity home with Person schema and two doors (clients / agency world).
F Buried under namesakes	KG confidence 24 vs the guitarist's 471 and other namesakes' 246; no panel, no description (BlitzMetrics KG Explorer). Wikipedia hosts an entire "John Wilkinson" disambiguation page he isn't on; LinkedIn lists 1,400+ same-name profiles.	Disambiguation playbook (p.11): described node + qualified-search ownership, not a celebrity fight.
D Brokerage identity churn	Three identities live simultaneously: remax.com still lists him as a RE/MAX of Cherry Creek associate (agent #102432485, plus john-wilkinson.remax.com); thedenverteam.com still carries his old team bio; his own live site footer (June 5, 2026) says he's now affiliated with Real under the brand-new "Living Colorado Team." A checker meets three different employers in one search session.	Pick the canonical affiliation string; update/retire remax.com, ZoomInfo, thedenverteam.com; 301 old team URLs.
D Two LinkedIn profiles	/in/johnwilkinsonx (the Austin/Threshold career) and /in/johnwilkinsondenver (the Denver chapter) split his history, his connections, and his name's search results — Google and AI engines read them as possibly two people.	Merge into one profile carrying both chapters; one headline: founder + broker.
C Invisible podcast	"Getting Real (Estate)" exists on Spotify and YouTube — but a web search for the show by name + hosts returns rugby podcasts and Joe Kenda. No podcast schema, no episode pages on his domain, not surfaced in directories we could find.	Directory sweep + PodcastSeries schema + an episode page per show on the entity home.
C Identity confusion on his own homepage	livingcoloradoteam.com testimonials praise him as an Austin realtor ("Looking for a realtor in Austin — JOHN WILKINSON is a wonderful one!!!"); the hero video file is still named "The-Denver-Team-Video.mp4"; og:site_name reads "Wilkinson Realtor"; the privacy-policy link points at a wpengine staging URL.	One-day copy/meta QA pass: re-caption testimonials, rename assets, fix site name + staging links.
B- The press archive sits unmined	Two GlobeNewswire releases, the acquisition story, and trade coverage carry his name and quotes — none linked from any page he controls, no schema, never repurposed into content.	Press wall on the entity home + the Content Factory queue (p.10).

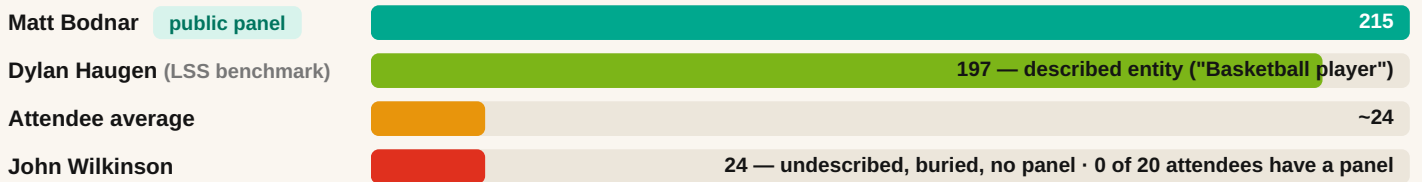
The pattern: every gap is an execution gap — agent work, not founder hours. John's personal cost for the whole 90-day plan (p.12): **~2 hours/week** — mostly things he already does (the podcast) pointed at the right URLs.

BENCHMARKS

#17 of 20 in the room — and out-scored 20-to-1 on his own name

We scored the June 2026 DealCon roster on Knowledge Graph entity confidence — Google's own measure of how certain it is that a person is a distinct, known entity. John sits exactly at the room average. His real problem is the second chart: he's not just behind the room's leader — **he's behind his own namesakes.**

Google Knowledge Graph confidence — the DealCon room (BlitzMetrics KG Explorer, June 2026)



Who actually owns "John Wilkinson" (same pull)



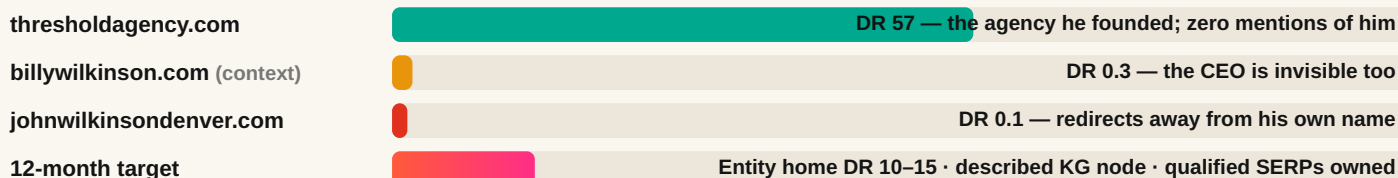
WHAT THE NUMBERS MEAN	READ
Company authority ≠ founder authority	Threshold (DR 57) out-ranks every attendee company — including hosts. Yet both of its Wilkinsons are personally invisible: John's name domain is DR 0.1 and Billy's (billywilkinson.com) is DR 0.3. The agency that builds visibility for 400+ properties never ran the playbook on its own founders.
Two Wilkinsons, one agency, zero entities	Billy (CEO) and John (founder/CSO) are both in the DealCon room and share a surname and a company. Until each has a described node of his own, Google can't even keep them apart — let alone separate John from the guitarist. Whoever builds the entity home first defines how the Threshold story reads.
The conference is in his city	DealCon meets in Denver — John's new home market. Every attendee who Googles the local guy this week meets the namesake wall. The same fix that wins him Denver clients wins him this room.

The Wilkinson paradox: the DR-57 domain proves his team knows exactly how to build search authority — for clients. The founder simply never became his own client. That's the entire pitch, and the entire fix.

His name domain is an alias. His authority lives in a house that evicted him.

Four properties tell the story: the agency domain he founded carries all the strength and none of his name; his personal domain redirects; the new team site is well-built but team-branded; and the old team's site still claims him. (Ahrefs, June 9–10, 2026; page inspections June 10, 2026.)

Domain Rating — the founder gap



livingcoloradoteam.com is too new to appear in our June 9 pre-score pull; its authority is effectively starting from zero — the third domain reset of his Denver chapter.

PROPERTY	FINDINGS	FIX
johnwilkinsondenver.com the name domain	Exists, is literally his name + city — and 301-redirects to the team brand. As long as it redirects, Google has no canonical URL for the person, and every link it ever earns passes to a brand he doesn't fully own.	Rebuild as the facts-first entity home: hero, stats bar, story (Austin → Denver), what-I-do doors, featured press, testimonials, connect. Person schema + sameAs graph.
livingcoloradoteam.com the conversion surface	Genuinely good: podcast embedded, 17 neighborhood guides, active June 2026 blog, named testimonials, clear contact. But: team-branded (his name is a sub-section), Austin testimonials presented as-is, "The-Denver-Team-Video.mp4" hero asset, og:site_name "Wilkinson Realtor," staging-domain privacy link, affiliated-with-Real footer contradicting his RE/MAX listings elsewhere.	Keep as the team conversion site. One QA day on copy/meta/assets; author schema crediting John on every post; prominent cross-link to the entity home.
thresholdagency.com the authority bank	DR 57, awards wall, 2017 acquisition release still live in its archive — the single most powerful corroboration source he could have. Current site names six leaders; the founder is not among them, and the history timeline is founder-anonymous.	One founder's-note or history mention + link to his entity home. Billy is in the same room — this is a 10-minute ask with compounding returns for both Wilkinsons.
thedenverteam.com + remax.com + ZoomInfo the stale trail	His previous team's bio page, two RE/MAX agent listings, and a ZoomInfo record (rmcherrycreek.com email) all still present the 2025 identity — live, indexed, and contradicting the 2026 one.	Update or retire each listing; request bio removal/redirect from the old team; correct the data brokers.

The design decision: one canonical entity home on the domain that already bears his name, with two doors — "Buying or selling in Colorado" → Living Colorado Team; "Agency & multifamily world" → the Threshold story, the acquisition press, the DealCon talk. Team brands can churn; **the entity home never does.** That's what makes the next rebrand free instead of another reset to zero.

What a checker finds when they type "john wilkinson"

Two diligence moments matter: a Denver seller choosing a listing agent, and a DealCon counterparty sizing up the Threshold founder. Both start with the same search box. Here is what the open web serves on his name (web-search sample, June 10, 2026 — Day-1 Ahrefs SERP pull recommended as the formal baseline):

QUERY	WHAT SURFACES	WHAT THE CHECKER CONCLUDES
"john wilkinson"	Wikipedia's John Wilkinson disambiguation universe: the industrialist (1728–1808), the TCB Band guitarist (1945–2013) with national obituary coverage, footballers, a UK politician; LinkedIn's "1400+ John Wilkinson profiles" directory.	He doesn't exist. Every result is a famous stranger — most of them dead.
"john wilkinson threshold"	The 2017 GlobeNewswire ThreshBoard release; the acquisition story; a Wiza data-broker page ("Chief Strategy Officer at Threshold Agency"); Threshold's own site — which never names him.	A 2017 executive, frozen in amber. No current photo, no current role, no site of his own.
"john wilkinson denver"	remax.com agent listing (RE/MAX of Cherry Creek), thedenverteam.com bio (old team), LinkedIn /in/ johnwilkinsondenver, livingcoloradoteam.com (new team, affiliated with Real), Facebook pages from two different team eras.	Three employers at once. Which brokerage does this man actually work for?
"getting real estate podcast denver"	His own show does not surface — search returns unrelated "Getting Real" podcasts and rugby shows. The podcast is reachable only by direct link from his site.	His best trust asset is unfindable.

The AI layer inherits the confusion

Ask an AI assistant "Who is John Wilkinson?" and the grounding data is the namesake wall — expect the guitarist or the industrialist. Add "Denver realtor" and the engines hit the contradictory brokerage trail; add "Threshold" and they surface a 2017 title with no connection to Denver. **There is no page on the internet an AI can cite to tell his whole story** — that's the structural fix, not prompt luck. We run baseline probes (ChatGPT, Perplexity, Gemini) on Day 1 and re-test quarterly after the corroboration sweep (ai-search-visibility skill).

Why the qualified space is winnable fast

The dead celebrities don't compete for "john wilkinson denver," "john wilkinson threshold," or "john wilkinson realtor" — today those SERPs are filled by data brokers, stale listings, and team pages, none above DR-grade resistance. An entity home on his exact-match name domain + merged LinkedIn + corrected listings + podcast schema takes the qualified head terms in a quarter. The raw name follows only after the node is described — and never fully (the guitarist keeps Wikipedia). **That's fine: nobody writes a commission check on the unqualified search.**

The compounding risk of waiting: his Denver brand is 12 months old and has already changed names once. Every additional rebrand or brokerage move adds another contradictory layer for Google and AI engines to index — and each layer makes the eventual merge slower and more expensive. The cheapest day to consolidate is today.

Every rebrand orphaned an audience

John's social footprint isn't empty — it's **scattered across eras**. Austin-era profiles, Denver-Team-era pages, and Living-Colorado-era channels all coexist, each holding a slice of followers, reviews, and links that the next identity abandoned. (Inspected June 10, 2026.)

CHANNEL	STATE (JUNE 2026)	THE PLAY
D LinkedIn — two profiles	/in/johnwilkinsontx (Austin/Threshold career) + /in/johnwilkinsondenver (Denver chapter, thin "Professional Profile"). His single most valuable B2B surface — where both Denver relocators and agency people live — split in half, neither telling the founder-to-broker story.	Merge to one URL; headline carrying both chapters; 2 posts/week from the factory.
D Facebook — three page identities	facebook.com/TheDenverTeam (old team), facebook.com/johnwilkinsondenverrealtor (solo realtor page), facebook.com/livingcolorado (current). Three pages, three eras, divided reviews and followers — and the old pages still rank for his name + Denver.	Consolidate: merge or repoint legacy pages; one canonical page feeding the retargeting pool (p.13).
C Instagram — @livingcoloradoteam	Current-era handle, team-branded. Fine as a conversion surface; useless as personal corroboration — no bio link to any page about John .	Bio links to the entity home; lifestyle + listing reels from the factory.
C+ YouTube — @Living_Colorado	Real channel hosting "Getting Real (Estate)" episodes and the site's hero video. Subscriber/view counts not in our pull — flagged for the Day-1 baseline. Episodes are not chaptered, not keyword-titled, not embedded per-topic.	Keyword titles + chapters + Shorts; embed each episode on a matching blog post; channel sameAs in his schema.
C+ Podcast — "Getting Real (Estate)"	Live on Spotify (show 13RbSG8p5v6o7vr2WcutMR) and YouTube; co-hosted with team partner Kenda Ruck; covers Denver market stats, neighborhoods, buying/selling tactics. Invisible to search by name (p.8); episode count unverified in this pull.	Directory sweep (Apple, etc.), PodcastSeries + PodcastEpisode schema, episode pages on his domain.
F X / Twitter — personal	No personal account found for John (Threshold's company handles exist). Not a must-build for a realtor — but today a zero in the corroboration graph.	Optional: claim the handle, bio + link home, syndicate clips for freshness. 30 minutes.

What the churn costs

Followers, reviews, backlinks, and watch history are **compounding assets tied to a handle**. Austin → The Denver Team → Living Colorado means every 18 months the compounding restarts at zero — while the abandoned pages keep ranking, splitting his identity in front of clients and in front of Google. The pattern is the personal-brand version of Threshold's own lesson: domains and names hold equity; changing them spends it.

The fix is structural, not creative

He's already creating — a podcast, a blog, neighborhood guides. The fix: **hang every channel off the person, not the team-of-the-moment**. One handle set anchored to his name, team brands as secondary surfaces, every bio linking to the entity home, every post crediting the same author string. Then the next rebrand — if there is one — costs nothing, because the audience lives with John.

Top content to repurpose — real assets, ranked, with the exact play

Content-factory rule: one proven asset → one definitive article on the entity home + 10–15 clips and posts, everything pointing at a single canonical URL. John's queue is deeper than a 12-month-old real-estate brand has any right to be — because two decades of agency work left receipts.

ASSET (REAL, VERIFIED)	WHY IT'S PROVEN	THE REPURPOSE PLAY
The Threshold founding story (loft apartment, 2 employees → ABJ Fast 50 #5 → Inc. 5000 #1158 → DR 57)	Documented on Threshold's own history page + two award listings; the room's strongest company is the proof	The anchor: definitive article "How we built Threshold" on the entity home + a 3-minute founder-story film + 8-part LinkedIn series. This is the page that makes Google — and DealCon — connect the founder to the DR-57 asset.
The Carve acquisition press set (thresholdagency.com release, June 30, 2017; Student Housing Business; Community Impact; GlobeNewswire Fast 50, Nov 2017)	Wire-service + trade press with his name and quotes — third-party corroboration money can't buy today	"Anatomy of a cross-border agency acquisition" definitive article + DealCon talk + 10 clips. Press wall entries with schema on the entity home; each archive link becomes corroboration for the Knowledge Graph (p.11).
ThreshBoard launch release (GlobeNewswire/Marketwired, Jan 25, 2017)	On the wire, quoting him as CSO; an industry-benchmark product story	"We built agency dashboards before dashboards" case study — the product-thinking proof that pre-sells him to marketing-savvy clients and multifamily operators alike.
"Getting Real (Estate)" podcast (Spotify + @Living_Colorado, w/ Kenda Ruck)	Already recorded, already his voice, already Denver-specific — the factory's raw feed	Every episode → blog post + 5–8 clips + quote cards, all canonicalized to his domain; podcast schema + directory sweep makes it findable; clips become the Dollar-a-Day creative pool (p.13).
The June 2026 blog engine (3 posts this month: June market data, Colorado vacation-home guide, 2026 property taxes)	Live, current, search-intent content — the publishing habit already exists	Add author schema crediting John; syndicate each post to LinkedIn newsletter + email; cut each into a 60-second market-update reel; \$1/day behind every winner.
17 neighborhood guides (Cherry Creek, Wash Park, Hilltop, Congress Park... on livingcoloradoteam.com)	Evergreen local-intent pages in the exact niches he sells	"Neighborhood in 60 seconds" YouTube Shorts series — one per guide, embedded back on each page; the local-SEO + retargeting flywheel for listing appointments.
The multifamily-to-homes bridge (25 yrs marketing 400+ communities → now selling homes)	His bio's own through-line — verifiable, differentiated, unclaimed	Signature explainer: "I spent 20 years filling apartment buildings. Here's what that taught me about selling your house." Listing-presentation film + the About-page lede + the podcast trailer.
Los Cabos / Buying-in-Mexico practice (dual U.S.–Mexico citizen; vacation-home pages live)	A real second niche with high price points and almost no credible Denver-based competition	Definitive guide "Buying a home in Mexico as a U.S. citizen — from a dual citizen who did it" + podcast mini-series + lead magnet. Feeds both the panel (distinct expertise) and the pipeline.

Priority order = entity leverage first: the founding story and acquisition set rebuild the Google-visible link between John and his proof; the podcast and blog keep the node fresh weekly; the bridge story and Mexico guide differentiate the Denver practice. Sources: thresholdagency.com /history + 2017 releases; GlobeNewswire; studenthousingbusiness.com; communityimpact.com; livingcoloradoteam.com (June 2026).

Buried under a famous name: the path is **describe + disambiguate** — then claim

For most DealCon attendees the panel playbook starts at "be seen." John's starts harder: Google must be convinced his node is a distinct person worth describing **despite** a 471-confidence celebrity on the same string. Six moves, in order — all agent-executable.

- 1 **Canonize ONE identity string.** "John Wilkinson — founder & chief strategy officer of Threshold; Denver real-estate broker, Living Colorado Team." One headshot, one bio, one affiliation (resolve the Real-vs-RE/MAX trail first), pushed to every surface. Namesake-buried entities live or die on string consistency.
- 2 **Stop the redirect — stand up the entity home** at johnwilkinsondenver.com: facts-first page (hero → stats → story → what-I-do doors → featured press → testimonials → connect) with Person schema whose sameAs graph links LinkedIn, the podcast, YouTube, both team sites, Threshold's archive releases, and the data brokers.
- 3 **Merge the two LinkedIn profiles** (/in/johnwilkinsontx → /in/johnwilkinsondenver or vice versa); the survivor carries both chapters. Then sweep the brokerage trail: remax.com listings, thedenverteam.com bio, ZoomInfo, Facebook legacy pages — update, retire, or redirect each.
- 4 **Re-attach the Threshold corroboration.** A founder mention + outbound link on thresholdagency.com (About or History) is the highest-authority signal available — DR 57, and Billy is in the room. Add press-wall entries citing GlobeNewswire (ThreshBoard, Fast 50), Student Housing Business, and Community Impact, each with schema.
- 5 **Build the third-party loop:** Wikidata item (citing the wire releases and trade press), Crunchbase/The Org, realtor directories (Zillow, Realtor.com, Real's agent page), podcast directories with host markup, plus 2 guest spots/month on Denver-market and agency-world podcasts — each new mention using the canonical string.
- 6 **Monitor monthly; claim when it renders.** Re-pull the KG node each month: watch confidence climb from 24 and the type gain a description ("Marketing executive" / "Real estate broker"). When a panel renders on a qualified query, claim it in Search Console and curate photo + description + links.

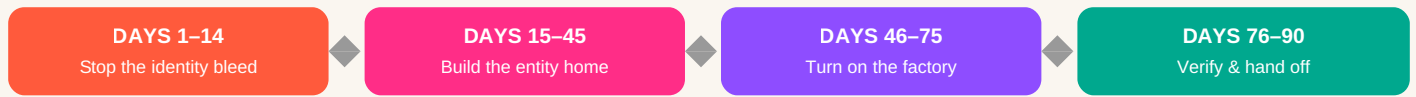
Entity facts today

Confidence: ~24 · Type: Person, undescribed · Public panel: **none** · Dominant same-name nodes: guitarist **471**, namesake cluster **246** · Two LinkedIn profiles, zero schema anywhere, name domain redirecting · Source: BlitzMetrics KG Explorer + page inspections, June 2026.

Why this works for buried names

Google happily maintains **many** John Wilkinson entities — the disambiguation page proves it. The bar isn't beating the guitarist; it's giving Google enough consistent, independent, interlinked evidence to mint and describe a separate node. Realtors and founders clear that bar routinely once an entity home + corroboration loop exists. The namesakes never compete on his qualified queries — which is where the panel actually renders for checkers who matter.

Stop the identity bleed → build the home → turn on the factory → verify & hand off



PHASE	WORKSTREAMS (AGENT SKILL IN PARENTHESES — THE SAME 10-SKILL LOCAL SERVICE SPOTLIGHT LIBRARY AS OUR OTHER DEALCON BUILDS)	EXIT CRITERIA — MEASURABLE
Days 1–14 Stop the bleed	<ul style="list-style-type: none"> Buy box + one-sentence differentiation: "the agency founder who became your broker" (personal-brand-strategist) Canonical bio/headshot/affiliation string; Real-vs-RE/MAX resolved (reputation-gap-analyzer) LinkedIn merge filed; ZoomInfo/remax/thedenverteam corrections submitted (knowledge-panel-entity-seo) Living Colorado QA day: Austin testimonials re-captioned, og:site_name, staging links, video asset names (site QA) Proof library: every press hit, award, testimonial scored (positive-mentions-harvester) AI baseline probes archived: ChatGPT/Perplexity/Gemini on 4 query forms (ai-search-visibility) 	One bio everywhere · merge + corrections filed · site QA shipped · proof library ≥40 scored items · AI baseline on file
Days 15–45 Build the home	<ul style="list-style-type: none"> johnwilkinsondenver.com un-redirectioned; entity home live with Person schema + sameAs graph (personal-brand-website-agent) Press wall: GlobeNewswire x2, acquisition coverage, awards — with schema (knowledge-panel-entity-seo) Threshold founder-mention ask delivered to Billy; archive releases interlinked Definitive article #1: "How we built Threshold" (definitive-article-writer) Film day: founder story + multifamily-to-homes bridge + Mexico explainer in one afternoon 	Entity home indexed · schema validates · press wall live · founder mention committed · 3 films in edit
Days 46–75 Turn on the factory	<ul style="list-style-type: none"> Podcast pipeline: every "Getting Real (Estate)" episode → blog post + 5–8 clips + schema; directory sweep (content-factory) Neighborhood Shorts series begins (4/week from the 17 guides) Definitive articles #2–3: cross-border acquisition anatomy; Buying in Mexico (definitive-article-writer) Dollar-a-Day live at \$30/day across 3 channels; first kill-the-bottom-90% cycle (dollar-a-day-strategist) Guest-spot wave: 10 pitches, 2 bookings (Denver market + agency/multifamily pods) 	Weekly publishing on 3 channels · podcast findable by name · ads spending with benchmarks beaten · 2 guest spots booked
Days 76–90 Verify & hand off	<ul style="list-style-type: none"> KG re-pull: confidence + description tracked vs the 24 baseline (knowledge-panel-entity-seo) AI re-probe vs Day-1; corrections fed via schema + corroboration (ai-search-visibility) Qualified-SERP re-crawl: "john wilkinson denver/threshold/realtor" Handoff: skills installed on John's side; Kenda or an assistant runs the weekly loop; QA self-documents (recursive-self-improvement-qa) 	KG node described or climbing · AI answers current · his properties lead all qualified SERPs · team running the loop without us

The weekly dashboard (baseline → Day-90 target)

KG CONFIDENCE	ENTITY HOME	LINKEDIN PROFILES	BROKERAGE TRAIL CONSISTENT	PODCAST FINDABLE	NAME-DOMAIN DR	THRESHOLD MENTIONS OF JOHN
24 → 60+ described	Redirect → Live + schema	2 → 1	No → Yes, everywhere	No → Yes + directories	0.1 → 5+	0 → 1+ with link

Year-1 continuation: entity home DR 10–15, panel rendered + claimed on qualified queries, podcast in all major directories, qualified SERPs fully owned, and the Threshold founder story permanently re-attached to his name.

DISTRIBUTION

The Dollar-a-Day engine: \$10 each on Meta, YouTube, LinkedIn

Dollar-a-Day buys **repetition with the few thousand people who can actually pay him** — Denver-metro movers and sellers, relocating professionals, and the agency/multifamily world that knows his founder story — using creative that already proved itself organically. Annual cost: \$10,950, roughly one side's commission.

CHANNEL (\$10/ DAY)	TARGETING (GOALS → CONTENT → TARGETING)	CREATIVE POOL (ALREADY EXISTS)	EXPECTED MONTHLY REACH @ 2025-26 BENCHMARKS
Meta (FB+IG) Retargeting first	Site visitors, podcast viewers, neighborhood-guide readers + lookalikes; Denver metro + feeder markets (TX, CA); past-client and sphere lists	Market-update reels from the blog, neighborhood Shorts, testimonial cards, podcast clips with Kenda	~\$300 @ \$10-15 CPM → 20,000-30,000 impressions — the "I see him everywhere" effect that wins listing appointments
YouTube In-stream + in-feed	Custom-intent: "moving to Denver," "Denver neighborhoods," "selling my house Denver," "buying a home in Mexico"; viewers of Denver-living channels	"Getting Real (Estate)" episodes + cuts; neighborhood-in-60-seconds series; the Mexico explainer	~\$300 @ \$0.05-0.12 CPV → 2,500-6,000 completed views of long-form trust
LinkedIn Thought-leader ads	Relocating executives + HR/mobility managers moving talent to Denver; multifamily owner/operators; agency founders (the DealCon lighthouse: attendee + host follower audiences)	The founder-story film, the acquisition-anatomy article, multifamily-to-homes bridge posts	~\$300 @ \$35-75 CPM (decision-maker premium) → 4,000-8,500 decision-maker impressions

Operating rules (MAA loop)

1. Every clip gets **\$1/day × 7 days** first — never scale cold creative.
2. Kill the bottom 90% by cost-per-15-second-view / CTR.
3. Winners get **\$30 over 30 days**, re-tested against fresh challengers.
4. **Lighthouse targeting**: aim winners at audiences tied to marquee names — Threshold's world, DealCon hosts and attendees, Denver-living channels — and at relocation-heavy employers.
5. Metrics → Analysis → Action weekly; agents run the loop, John sees one page.

What a year buys

~350,000-540,000 targeted impressions + 30,000-70,000 completed views, concentrated on Denver movers, sellers, and the agency/multifamily graph — his exact pipeline, seeing him 2-3× a week, all year.

By month 3, every live listing conversation is surrounded: the seller who met John Tuesday sees the Wash Park Short Wednesday, the market-update reel Thursday, and the founder story Friday. **In a referral business, that's compounding memory — bought for \$1 at a time.**

Benchmark sources: Meta global avg CPM ≈\$11.76, US \$10-16 (Uproas, Braffon); YouTube CPV \$0.026-\$0.30, US skew (StoreGrowers, Stackmatix); LinkedIn median CPM \$31-38, decision-maker premium 2-3× (TheB2BHouse, HockeyStack). Reach ranges use the conservative end of spend after fees. Same benchmark set as the companion DealCon audits.

Year-1 frame: \$40k–\$190k equivalent for ~\$14k — before the strategic lever

Baseline, stated plainly: a relocated broker rebuilding a sphere in a new market, where **every single client Googles their agent before signing**, plus a founder whose agency-world story has standing value at events like DealCon. We model the real-estate engine conservatively and leave the strategic lever unquantified by design. Every assumption is visible.

LEVER (MECHANISM)	CONSERVATIVE	EXPECTED	AGGRESSIVE
1. Incremental closed sides entity home + consistent trail + surround-sound retargeting converts checkers who today meet a contradiction; valued at an assumed ~\$10k GCI per side (replace with his actuals)	+2 sides → \$20k	+5 → \$50k	+10 → \$100k
2. Referral & relocation pipeline LinkedIn relocation targeting + Mexico niche + podcast audience; 90% of decision-makers are more receptive to consistent publishers (Edelman×LinkedIn)	1 closed referral → \$10k	3 → \$30k	6 → \$60k
3. Hours returned pre-sold trust shortens listing-appointment win cycles and prospecting hours	50 hrs @ \$200/hr → \$10k	100 hrs → \$20k	150 hrs → \$30k
4. The strategic lever a findable Threshold founder in the M&A conversation — advisory work, agency-world referrals, and optionality on any future Threshold transaction	Deliberately excluded from totals — a single agency-world engagement or transaction credibility event dwarfs this table		
Year-1 total (levers 1–3 only)	≈ \$40k	≈ \$100k	≈ \$190k
All-in cost (media \$10,950 + ~\$3k tools; agent labor: ours to start)	≈ 3× return	≈ 7× return	≈ 14× return

What this model is NOT

Not a forecast, and not a claim that content sells houses — **John sells houses**. Clients still decide on chemistry, pricing strategy, and negotiation skill. This buys the condition those decisions depend on: that when a seller, a relocating exec, or a DealCon counterparty checks him out, they find one coherent, current, impressive man — instead of a dead guitarist, two LinkedIn profiles, and three brokerages. It also doesn't fix anything the team itself must do — inventory, service, availability.

Why the conservative case is hard to miss

It requires only **three incremental closings in a year** (two sides + one referral) and a modest prospecting-efficiency gain — in a business where 100% of clients run the Google check, where his current check fails, and where the content (podcast, blog, guides) **already exists** and merely needs plumbing and distribution. The expensive part of authority — earning the story — was paid for in Austin. We're only paying to reconnect it.

Method notes: \$10k GCI/side is a stated modeling assumption (typical Denver-metro price points at standard splits), to be replaced with his actuals — we deliberately quote no market medians we didn't pull. Hour value \$200/hr (producing-broker opportunity cost, conservative). Receptivity/trust stats: Edelman×LinkedIn B2B Thought Leadership Impact Reports (2024–25; ~3,500 + ~2,000 management-level respondents). Ahrefs DR figures from the June 9–10, 2026 pulls; KG figures from BlitzMetrics KG Explorer.

NEXT STEPS

Five fixes this week. One decision this quarter.

Everything below is zero-risk, pure-upside consolidation of assets John already owns. Our agents can ship items 1–3 before DealCon's closing session — in the city where the conference is happening.

- 1 Stop the redirect** — johnwilkinsondenver.com becomes a one-page entity home: who he is, both chapters, Person schema, sameAs graph. (1–2 days — the canonical URL everything else feeds)
- 2 One identity string, everywhere** — resolve Real vs RE/MAX, merge the two LinkedIn profiles, file corrections to remax.com, ZoomInfo, and the old Denver Team bio. (half a day to file; the trail heals over weeks)
- 3 QA the Living Colorado site** — re-caption the Austin testimonials, fix og:site_name and the staging-domain privacy link, rename the Denver-Team video asset, add author schema to the blog. (1 day)
- 4 Ask Billy for the founder mention** — one line + one link on the DR-57 site he founded. Both Wilkinsons' entities get stronger; it costs Threshold ten minutes. (the single highest-authority backlink available to him)
- 5 Make the podcast findable** — directory sweep, PodcastSeries schema, and an episode page per show on his domain. The trust asset already exists; let search see it. (2 days)

The one decision

Run the factory: every "Getting Real (Estate)" episode and blog post cut, canonicalized, and aimed at Denver movers and the agency world with \$30/day — while the entity sweep re-attaches twenty years of Threshold proof to his name. John's personal cost: **~2 hours a week, most of which he already spends recording**. Ours: everything else, with the same 10-skill agent library running the other DealCon builds.

"You spent twenty years making 400 apartment communities impossible to miss — and left yourself impossible to find. Give us 90 days and \$30 a day, and 'John Wilkinson' stops meaning a guitarist who died in 2013 — and starts meaning the founder of the strongest agency in this room, who also happens to be Denver's most interesting broker."

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Audit prepared with agent-assisted research · June 2026
Data refreshes available on request · All sources cited inline