

When a seller Googles the man buying his life's work, he finds **a doctor in Utah.**

Kyle Robins has done the hard part: co-built the agency that owned float-industry marketing, doubled a seven-figure business, runs sales for a DR-50 healthcare agency — and last June, with Jake Ballard, bought High Country Furniture & Design, a quarter-century-old North Carolina institution, with wire-service coverage to prove it. The internet missed all of it. His name belongs to a Utah physician on Google, an Irish footballer in the Knowledge Graph, and a DevOps engineer at kylerobins.com.

0.0

AHREFS DR OF BOTH COMPANIES HE OWNS (BLUERIDGELEGACY.COM & SMILEREVENUE.COM)

2 of 12

TOP-10 RESULTS FOR "KYLE ROBINS" THAT ARE ACTUALLY HIM — THE REST: A FAMILY PHYSICIAN

24 v 150

HIS KNOWLEDGE GRAPH SCORE VS. THE IRISH FOOTBALLER GOOGLE PREFERS

404

WHAT SMILEREVENUE.COM SERVES ANYONE WHO CHECKS HIS DENTAL BRAND

Prepared for

Kyle Robins · Blue Ridge Legacy · Smile Revenue · Robins Capital

by Dennis Yu · BlitzMetrics · June 2026

Data: Ahrefs (pulled 06/10/26), BlitzMetrics KG Explorer, GoDaddy, Verisign RDAP, PR Newswire, blueridgelegacy.com

A real operator with real deals — and the public footprint of someone who doesn't exist

Kyle's problem is the inverse of most dealmakers'. He has receipts — a PR Newswire acquisition announcement with his name and quote, a conference-stage case study, a 44-minute podcast on dominating a niche, documented buy-side and sell-side deals. **Every one of them lives on someone else's property.** Everything he owns is DR 0.0, a 404, or unregistered. So Google built "Kyle Robins" out of other men.

The honest verdict

This is a near-from-scratch build — and that's the good news. There is nothing to undo: no bad press, no stale brand, no half-built site fighting the plan. His name draws 10 searches/month, and the pages outranking him are unclaimed hospital-directory profiles with zero backlinks each (Ahrefs). The physician wins by default, not by strength. An entity home plus the press Kyle has **already earned** can take the top slots within a quarter — the build path is the hero of this report.

What the data says (sources cited in place)

- 73% of B2B decision-makers say thought leadership is **more trustworthy than marketing materials** (Edelman×LinkedIn)
- 90% are more receptive to outreach from consistent thought-leadership producers — and selling a business IS outreach-receiving at its most cautious
- Sellers diligence buyers too: every Blue Ridge Legacy conversation starts with a Google search his results currently lose
- "kyle robins": **10 searches/month, difficulty 0** — tiny, uncontested, winnable

The deal math

TODAY	YEAR-1 WITH THE AUTHORITY ENGINE	WHAT CHANGES
Seller outreach starts cold. Blue Ridge Legacy's only proof is a Squarespace site with a "Placeholder" image, a typo in its own name, and jake@-only contact — Kyle isn't on his own holdco's contact card	Entity home + claimed Knowledge Panel + press wall; the seller who Googles him finds the High Country story and the wire coverage	Off-market trust a broker would charge a success fee to manufacture
Smile Revenue pitches dentists from a domain that serves HTTP 404 "Page not found!" (verified 06/10/26)	A facts page + AscendPoint-corroborated bio; the dental brand survives diligence	The cheapest credibility repair in this report — one page
One LinkedIn profile carries 100% of his identity — and its headline omits Blue Ridge Legacy and High Country Furniture, his two strongest proofs	12+ corroborating profiles, one canonical home, Person schema, consistent name/role/photo	Google — and ChatGPT — can finally merge him into one person

Year-1 frame: +\$46k to +\$500k modeled tailwind (assumptions visible, p.14) against ~\$14k all-in cost — plus the unpriced asset: a claimed Knowledge Panel in a network (DealCon, June 2026) where **0 of 20 attendees** have one. First mover keeps the referral phrase "just Google him."

Everything in this report is executable by agents — the same 10-skill Local Service Spotlight library from the DealCon workshop (dennisyu.com/dealcon). Kyle's personal commitment: ~2 hours/week on camera plus approvals.

Google's Knowledge Graph scores him **24** — beneath a 23-year-old Irish striker at **150**

Before a seller, a dentist, or a lender reads a word Kyle wrote, Google decides **which** "Kyle Robins" they meet. Right now it holds three better-documented candidates — and four obituaries.

<p>~24</p> <p>KYLE'S ENTITY SCORE — BLITZMETRICS KG EXPLORER, JUNE 2026</p>	<p>150</p> <p>"KYLE ROBINSON," IRISH FOOTBALLER — THE ENTITY GOOGLE RESOLVES THE NAME TO</p>	<p>0 / 20</p> <p>DEALCON ATTENDEES WITH A GOOGLE KNOWLEDGE PANEL — THE SEAT IS OPEN</p>
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The men who own his name

CLAIMANT	WHERE THEY BEAT HIM	WHY THEY WIN
Kyle Robins, DO family physician, St. George, Utah	9 of 12 top-10 Google slots: Revere Health, US News, Doximity, CommonSpirit, hospital socials (full SERP, p.8)	Health systems publish schema-rich profiles on DR 55–100 domains. Nobody outranks a hospital IT department by accident.
Kyle Robinson Irish footballer, b. 2002 — Harland & Wolff Welders; ex-St Patrick's Athletic	The Knowledge Graph itself (score 150 vs. Kyle's ~24)	Wikipedia page + club pages + stats databases = a fully corroborated entity. Kyle has zero of those signals today.
Kyle Robins DevOps & full-stack engineer	kylerobins.com — registered April 26, 2023, renewed through 2027 (Verisign RDAP)	He registered the exact-match .com first. The fallback domains are still open (p.7).
Four deceased Kyle Robinses Legacy.com obituaries	Search his name next to his own holdco and obituaries surface first	DR-91 obituary platform vs. his DR 0.0. The bitter twist: he named the company "Legacy" — so Google serves Legacy.com .

The fragmentation tax: his own conference registration arrived as three different people — kyle.robins911@gmail.com, kyle@blueridgelegacy.com, kyle@smilerevenue.com — and needed manual dedup (our June 2026 roster pull). Float Tank Solutions credits him as "Kyle **Robbins**." Facebook splits him between **kyledavidrobins** and an ambiguous **kyle.robins**. **9**. No Wikidata item, no Person schema anywhere, no canonical home. Google cannot merge what he never connected — so it gave the name to men who did.

Entity scores: BlitzMetrics KG Explorer (Google Knowledge Graph Search API relevancy), June 2026 pull. SERP: Ahrefs, June 10, 2026. Domain record: Verisign RDAP, June 10, 2026.

The vault is small but real — and strangers can verify nearly all of it

This is not reputation repair. We found no scandal, no bad reviews, no competing narrative — just very little of anything where buyers look. What exists is good. The job is to claim it, connect it, and amplify it (p.10).

ASSET IN THE VAULT	WHY IT MATTERS
<p>A wire-service acquisition with his name and quote verified</p> <p>PR Newswire, June 17, 2025; syndicated to Yahoo News, The Mountaineer, WNC Business, Investors Hangout, klfy.com</p>	<p>"We're not looking to reinvent High Country, but to build on what's already been thoughtfully created." Third-party, schema-ready proof of exactly the kind Knowledge Panels feed on. Most dealmakers at his stage have zero wire coverage; he has a syndicated set.</p>
<p>A documented niche-domination case study on film</p> <p>Maximum Floats, co-founded out of college with Alex Grieco</p>	<p>The go-to ads agency for float centers — invited onstage to teach it (2019 Float Conference) and onto the Open Agency Podcast (Feb 2020): "totally dominated an industry by niching down." This is the exact story his two buyer types (SMB sellers, dentists) need to hear — already public, already filmed.</p>
<p>Both sides of the closing table self-reported</p> <p>blueridgelegacy.com/about — verify before publishing</p>	<p>Buy side of a \$3MM business; sell side of a \$2MM business; doubled a \$1MM business to \$2MM in 13 months; partner in an East Coast construction business with double-digit growth. "I've sat where you sit" is the strongest sentence in SMB acquisition — few searchers can say it truthfully.</p>
<p>A complementary, credible partner</p> <p>Jake Ballard — Accenture, IBM, Deloitte; accredited investor; NC local</p>	<p>Operator + institutional brain is a two-man trust machine for nervous sellers. Today, only Jake's email appears on the site — the partnership's public face is half-missing.</p>
<p>A seat inside a DR-50 platform</p> <p>Director of Sales & Marketing, AscendPoint Agency (healthcare marketing, Rye NY)</p>	<p>His employer's /about bio — "helped hundreds of local businesses across the U.S." over the past decade — is the single strongest page about Kyle on the internet. It should be cross-linked (sameAs) with his entity home, corroborating one merged identity.</p>
<p>An engineer who sells</p> <p>B.S. Mechatronics, Robotics & Automation Engineering, CSU Chico (per RocketReach)</p>	<p>Systems thinking + performance marketing is a rare, differentiating profile in the M&A crowd — the one-sentence edge the strategist skill will sharpen.</p>
<p>Founder-story gold</p> <p>AscendPoint bio</p>	<p>Ran his first ad campaign at age 13 — selling lovebirds through a local newspaper. It worked. Austin, TX; wife and son; piano and hiking. The My Story block writes itself: human, memorable, true.</p>

The pattern: every strength above is parked on someone else's domain — Float Conference's YouTube, Mike Black's channels, PR Newswire, AscendPoint's site, a Squarespace page with Jake's email on it. Kyle doesn't need to invent authority. He needs to **repatriate** it.

Authority Score: 17/100 — a ghost with receipts

Grades measure how visible and reusable Kyle's authority is — not whether the wins exist (p.4 shows they do). That gap is why this is a build, not a rescue.

CHANNEL	WHAT WE FOUND (JUNE 10, 2026)	FASTEST FIX
F Entity home	Doesn't exist. kylerobins.com is owned by a DevOps engineer (registered Apr 2023, renewed to 2027). kyle-robins.com, kyledavidrobins.com, kylerobins.co/.net/.org: all available (GoDaddy, 06/10/26).	Register Day 1; build the facts-first entity home (p.11).
F blueridgelegacy.com	DR 0.0. No meta description. Heading typo on the homepage: "How Blue Legacy Works." An image whose alt text is literally "Placeholder." Squarespace demo stock photos. Contact: jake@ only — Kyle is absent from his own holdco's contact card.	One-sitting fix list (p.15), then Person schema on both co-owner bios.
F smilerevenue.com	Serves HTTP 404 "Page not found!" to every dentist, banker, or DealCon contact who checks. DR 0.0. No site, no company LinkedIn page, no press found — the brand exists only in his email signature.	One-page facts site this week, or 301 to the entity home.
F Google SERP his name's page 1	2 of 12 slots are him (LinkedIn at #3; a guest video inside the #4 pack). A St. George, Utah physician holds the other nine — including the hospital's Instagram welcome post.	Entity-SEO campaign; own slots 1–5 with home + corroborators (p.11).
F Knowledge Graph / Panel	Node score ~24, no Panel, no Wikidata. The graph resolves his name toward the Irish footballer (150). AI assistants inherit this confusion (p.8).	Corroboration loop → KG MID → claim in Search Console.
F Maximum Floats legacy	maximumfloats.com no longer resolves. The agency that made his name has zero owned footprint — its proof survives only on third-party channels (Float Conference, pod.co, Facebook).	Reclaim the story: definitive case-study article + the 2019 talk embedded at home.
C+ LinkedIn /in/kyle-robins	His one owned top-10 slot; investor-shaped headline ("Investor Fractional CMO..."). But it omits Blue Ridge Legacy AND High Country Furniture — the two most verifiable things he's done. Follower count not pulled (logged-out audit).	Headline rewrite + Featured = PR Newswire piece & Comeback LIVE; 2–3 factory posts/week.
C Press & podcasts	Real hits exist — PR Newswire, The Mountaineer, Yahoo syndication, Open Agency Podcast, Float Conference, Comeback LIVE — but none are linked from any page he controls, carry no schema, and were never cut into clips.	Press wall + sameAs schema; content factory on every hit (p.10).
D Video	Two genuine YouTube appearances — both on other people's channels. No channel of his own. The 2019 conference talk sits at 482 views .	Launch channel; re-cut existing footage before filming anything new.
D- X / Instagram / TikTok	@kyle_robins exists on X (activity not verifiable logged-out). No Instagram or TikTok found under his name in this audit.	Reserve one canonical handle set; syndicate factory output.

The room he's standing in: nobody owns their entity yet. Two are close. Kyle isn't one of them.

We scored the DealCon roster's Google Knowledge Graph presence before the event. One bar below belongs to nobody in the room — it's the footballer who owns Kyle's name.

Knowledge Graph entity score (BlitzMetrics KG Explorer, June 2026)



0 / 20

ATTENDEES WITH A GOOGLE KNOWLEDGE PANEL — VERIFIED JUNE 2026

10/mo

SEARCHES ON "KYLE ROBINS" — SMALL, UNCONTESTED, WINNABLE IN ONE QUARTER

Open

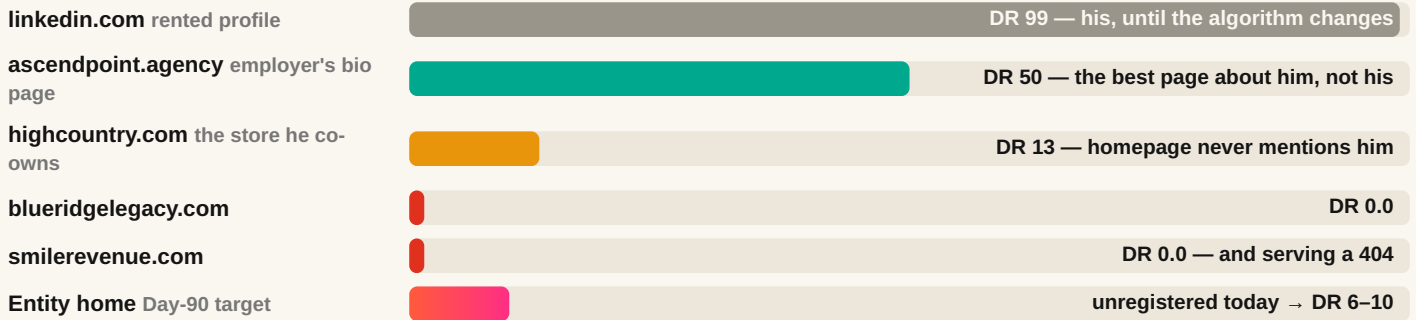
THE "MARKETING-OPERATOR ACQUIRER" SEAT IN THIS NETWORK — UNCLAIMED

Why this matters at DealCon specifically: this room runs on referrals and diligence. Deal flow gets passed with the phrase "just Google him" — and today that phrase hurts Kyle instead of helping him. The roster average is ~24 because nobody has built an entity; the first attendee to claim a panel becomes the easiest person in the room to refer, vouch for, and wire money toward. The bar is low. It will not stay low.

Scores: BlitzMetrics KG Explorer (Google Knowledge Graph Search API relevancy), June 2026 roster pull; attendee first name shown where surname withheld. Knowledge Panel check: Google + KG Explorer, June 2026.

Every domain he owns rounds to zero. The strongest pages about him belong to other people.

Domain authority across his world (Ahrefs DR, 0–100 log scale, pulled 06/10/26)



Site inspection findings

PROPERTY	WHAT A VISITOR FINDS (INSPECTED JUNE 10, 2026)
blueridgelegacy.com Squarespace	No meta description (Google writes its own snippet). Homepage section header: "How Blue Legacy Works" — the company's name, misspelled on its own homepage. An about-page image with alt text "Placeholder." Squarespace demo stock photography. Real, well-written co-owner bios — undermined by a contact block listing only jake@blueridgelegacy.com . No schema of any kind.
smilerevenue.com	HTTP 404, default framework error page: a black screen reading "404 — Page not found!" This is the destination behind one of his three working email addresses.
highcountry.com High Country Furniture & Design	A real store site (DR 13, three locations) — and a year after the acquisition, the homepage contains no mention of "Robins" or "Ballard." The wire service told the ownership story; the store's own site never did. The "new chapter" narrative — and its trust halo for Blue Ridge Legacy — is unused.
maximumfloats.com	Does not resolve. The domain behind his founding story is gone; only third-party copies of the proof remain (p.10).

The domain move (GoDaddy availability, June 10, 2026): kyle-robins.com — open — mirrors the LinkedIn slug buyers already see. kyledavidrobins.com — open — matches his existing Facebook handle. kylerobins.co / [.net](https://kylerobins.net) / [.org](https://kylerobins.org) — all open. Register the first two today (~\$25 total); canonical home on kyle-robins.com, the rest 301 in. The exact-match [.com](https://kyle-robins.com) is gone — consistency beats perfection.

Page 1 for "kyle robins": nine results about a physician. Two about him.

A furniture-store owner's attorney, a dentist, or a DealCon contact runs the search. Here is what they get (Ahrefs SERP overview, US, June 10, 2026):

#	RESULT	DR	WHO IT ACTUALLY IS
1	reverehealth.com — "Kyle Robins, DO"	55	The physician
2	boundarycommunityhospital.org — "Dr. Kyle Robins"	16	The physician
3	linkedin.com/in/kyle-robins — "Robins Capital AscendPoint Agency"	99	HIM — his only owned slot
4	Video/profile pack: facebook.com/kyle.robins.9 · Revere Health · YouTube "The Comeback LIVE w/ Kyle Robins"	—	An ambiguous profile, the physician again — and one genuine Kyle appearance
5	mountain.commonspirit.org — "Kyle Robins DO Family Medicine"	77	The physician
6	Facebook — Revere Health welcome post	100	The physician
7	health.usnews.com — "Dr. Kyle Robins, DO"	91	The physician
8	doximity.com — "Dr. Kyle Robins, DO – St. George, UT"	78	The physician
9	Instagram — Revere Health welcome post	100	The physician
10	reverehealth.com — "Revere Health Welcomes Dr. Kyle Robins, D.O."	55	The physician

The keyword map (Ahrefs, US, June 10, 2026)

KEYWORD	VOLUME/MO	KD	READ
kyle robins	10	0	Tiny and uncontested — the audience is small but writes large checks. Winnable in a quarter.
blue ridge legacy	0	—	Nobody searches the holdco. His name has to carry the trust — there is no brand to hide behind.
smile revenue	10	—	The few who do search it land on a 404.
high country furniture	41	0	The store can own its brand SERP + the "new owners" story — free local halo.
sell my business	2,724	29	~\$14 CPC. The definitive-article lane for Blue Ridge Legacy — win the long-tail ("sell my business North Carolina") first.
dental marketing agency	2,405	64	The AscendPoint / Smile Revenue lane — compete with proof and long-tail, not the head term.

AI diligence inherits the same graph. ChatGPT, Perplexity, and Google AI Overviews assemble "Kyle Robins" from the same entity signals Google holds — which today point at the doctor and the footballer. We did not run a logged AI-engine audit for this report (flagged honestly); it is a Day-1 task of the ai-search-visibility skill, re-run quarterly. The fix is identical either way: one entity home, Person schema, corroboration.

One real profile, three parked or missing handles — and his proof videos sit on other people's pages

Checked logged-out, June 10, 2026. Where counts couldn't be verified, we flagged rather than estimated.

CHANNEL	STATUS	THE MOVE
LinkedIn /in/kyle-robins	strongest Active and investor-shaped: "Investor Fractional CMO Accelerating business growth through reliable lead generation that converts." It is doing 100% of his identity work — yet the headline names Robins Capital and AscendPoint while omitting Blue Ridge Legacy and High Country Furniture. Followers not pulled (logged-out audit).	Headline rewrite; Featured = PR Newswire hit + Comeback LIVE; 2–3 factory posts/week with the acquisition story.
Facebook /kyledavidrobins	dormant proof His Maximum Floats-era page still carries real client-result videos — e.g., "He added 20 weekly float clients in just 30 days" (the Demetrius case). Evidence of tracked, attributable campaign results.	Harvest results + client names into the proof library; revive or archive-with-redirect — don't leave it ownerless.
Facebook /kyle.robins.9	ambiguous Ranks inside his name's #4 SERP pack; could not be confirmed as him.	Claim and disambiguate — or bury it under owned results.
X @kyle_robins	parked Handle exists (HTTP 200); posting activity and followers not verifiable logged-out.	Bio + link to entity home; syndicate clips; keep the handle warm.
YouTube	no channel His footage lives on @Floatconference (2019 case-study talk, 482 views) and @themikeblack (Comeback LIVE guest spot). Zero owned video real estate.	Launch channel; playlists by audience (sellers / dentists); embed everything on the entity home.
Instagram / TikTok	not found No accounts located under his name in this audit.	Reserve the canonical handle now; publish factory reels when the engine is live.

The handle tax: kyledavidrobins (Facebook) vs. kyle-robins (LinkedIn) vs. kyle_robins (X) vs. kyle.robins911 (Gmail) — four strings for one man, plus a "Robbins" misspelling in a partner's video credits. Entity engines merge on consistency. Pick **one canonical handle set, one headshot, one role line** — then propagate to every profile, data broker, and podcast show-note.

Six assets, already paid for — the Content Factory's first 90 days

Rule one: repurposing beats creating. Everything below exists today, costs \$0 to acquire, and feeds the 4 P's pipeline (Plumbing → Publish → Promote → Perform): one canonical URL per story on a domain he owns, then clips, posts, and \$1/day ads all pointing home.

REAL ASSET (SOURCED)	THE CONTENT-FACTORY PLAY
<p>"Maximum Floats, A Case Study" — 2019 Float Conference YouTube, @Floatconference channel · 482 views as of 06/10/26</p>	<p>The lighthouse. Definitive article on the entity home: "How a two-person agency took over the float industry." Cut 10–12 shorts (niching down, client acquisition, ROI math) for YouTube/LinkedIn/Reels; every clip gets \$1/day × 7. Embed the full talk as featured proof. 482 views isn't weakness — it's undistributed inventory.</p>
<p>Open Agency Podcast — OA 003 Feb 26, 2020 · 44:16 · with co-founder Alex Grieco · host Mike Black</p>	<p>Transcribe → canonical article: "Client acquisition for niche agencies." 8–10 audiograms + quote cards ("totally dominated an industry by niching down" — the show's own description). Then pitch Mike Black the 2026 return episode: "from niche agency to Main Street acquirer" — the sequel writes itself.</p>
<p>"Using Copy to Increase Your Sales" — The Comeback LIVE YouTube, @themikeblack — already ranks in his name's video pack</p>	<p>The only modern footage of Kyle teaching — and it already ranks. Embed Day 1 as the entity home's Featured Interview; cut 6 copy-clinic clips; align title/description language with his role line so the ranking asset says "investor & SMB acquirer," not just "guest."</p>
<p>The High Country press set PR Newswire (6/17/25) + The Mountaineer + Yahoo News + WNC Business + Investors Hangout</p>	<p>Press wall with NewsArticle schema + sameAs (Knowledge Panel fuel). Definitive article: "Why we bought a 26-year-old furniture institution — and what we promised its founder." June 2026 is the one-year anniversary: pitch The Mountaineer the follow-up story this month, while it's news.</p>
<p>The Blue Ridge Legacy bio numbers blueridgelegacy.com/about — self-reported; verify before publishing</p>	<p>\$1MM → \$2MM in 13 months; buy side of a \$3MM business; sell side of a \$2MM business; five-continent client base. Once verified: the entity home's stats bar + a 3-part LinkedIn series ("What doubling a business taught me about buying one") — each post becomes Dollar-a-Day creative.</p>
<p>Float-era result videos + guest spots facebook.com/kyledavidrobbins · Float Tank Solutions' "Bathrobe Buddies" (credited as "Kyle Robbins")</p>	<p>Recut "20 weekly float clients in 30 days" and peers as evergreen proof reels; harvest the client names for testimonials-with-source on the entity home; request the "Robbins" spelling fix — cheap entity hygiene with a backlink attached.</p>

Worth saying out loud: 100% of Kyle's proof currently lives on other people's properties. The factory's whole first quarter is repatriation — one canonical page per story, on a domain he owns, with everything else linking home. That is also precisely the structure a Knowledge Panel needs to see.

From node 24 to a claimed panel — the disambiguation campaign

A Knowledge Panel isn't vanity. Since 2025 it's the entry ticket to Google Search Profiles (the alternative: 100k+ followers), and for a man whose name is held by a doctor, a footballer, and an engineer, it is the only durable fix — the moment Google declares **which Kyle Robins is the entrepreneur**.

- 1 **Canonize the identity.** One name string ("Kyle Robins"), one role line ("Investor & operator — co-owner, Blue Ridge Legacy & High Country Furniture & Design"), one headshot, one bio. Kill "Robbins"; collapse the three email identities into one public person.
- 2 **Build the entity home** at kyle-robins.com — facts page, not sales page: hero → stats bar → My Story → What I Do (3 doors) → Featured Interview (Comeback LIVE) → testimonials with source → As-Seen-On → connect. Person schema (JSON-LD) with sameAs to LinkedIn, X, both YouTube appearances, the AscendPoint bio, and the PR Newswire hit.
- 3 **Corroborate everywhere.** Fix or claim RocketReach, ZoomInfo, Crunchbase, The Org (data brokers currently blend him with an unrelated ActioNet developer). Align the blueridgelegacy.com and ascendpoint.agency bios word-for-word with the canonical role line.
- 4 **Create the Wikidata item** — "Kyle Robins (entrepreneur)" — referenced to the PR Newswire and Mountaineer coverage. This is the cleanest lever against the footballer: exact-name, source-backed disambiguation.
- 5 **Run the press cadence.** 1–2 podcast guest spots/month (SMB M&A, Main Street, dental-marketing shows), pitched with the harvested proof library. Every episode adds a sameAs node and a backlink.
- 6 **Find the KG MID and claim.** Once the graph merges him, locate the machine ID, claim the panel via Google Search Console ("get verified"), then enrich: photo, role, links.
- 7 **Monitor with MAA.** Monthly KG Explorer re-pull; watch the node score climb toward — then past — the footballer's 150. Metrics → Analysis → Action, agent-run.

Why this is winnable

- 10 searches/month, difficulty 0 — no entity with real authority is defending the name
- The physician's nine slots are **unclaimed directory profiles with zero backlinks each** (Ahrefs) — strong hosts, weak pages
- The footballer is **"Robinson," not "Robins"** — Google is fuzzy-matching today; exact-name corroboration snaps the graph apart
- Kyle already owns the #3 result and one video-pack slot — the beachhead exists
- The wire-service hit is exactly the citation class panels feed on — most people start this campaign with nothing; he starts with PR Newswire

The honest caveat

Panel claim filed by Day 90 is ours to control; panel **appearance** is Google's clock — typically 2–6 months after the graph merges. Nobody can guarantee the date; anyone who does is selling something.

90 days, run by agents — the Local Service Spotlight build order

Each workstream maps to one of the 10 skills from the DealCon workshop (dennisyu.com/dealcon) — the same agents that researched this audit. Kyle's personal commitment: **~2 hours/week on camera, plus approvals.**

PHASE	WORKSTREAMS (AGENT SKILL IN PARENTHESES)	EXIT CRITERIA — MEASURABLE
Days 1–14 Stop the leaks	<ul style="list-style-type: none"> Register kyle-robins.com + kyledavidrobins.com (~\$25) Kill the smilevenue.com 404 — one-page facts site or 301 blueridgelegacy.com fixes: meta description, "Blue Legacy" typo, Placeholder image, kyle@ contact added, schema on both bios LinkedIn headline adds Blue Ridge Legacy + High Country Buy-box + one-sentence differentiation: "the engineer-marketer who buys Main Street businesses" (personal-brand-strategist) Proof harvest ≥40 scored items (positive-mentions-harvester); wanted-vs-had plan, dated (reputation-gap-analyzer) 	Every owned property resolves · headline carries the proof · proof library scored · one bio/headshot/role line canonized
Days 15–45 Build the home	<ul style="list-style-type: none"> Entity home live with Person schema + sameAs graph (personal-brand-website-agent) Definitive article #1: the Maximum Floats case study (definitive-article-writer) Film Day #1 — two hours: the High Country story + 6 Q&A beats for sellers and dentists Wikidata item + data-broker corrections (knowledge-panel-entity-seo) 	Schema validates · article indexed · 12+ corroborating profiles consistent · footage in edit
Days 46–75 Turn on distribution	<ul style="list-style-type: none"> Content factory on the 4 legacy assets + Film Day → 40+ clips/posts, all pointing at canonical URLs (content-factory) YouTube channel live; talks embedded site-wide Dollar-a-Day live at \$30/day on 3 channels; first kill-the-bottom-90% cycle (dollar-a-day-strategist) Podcast wave 1: 10 pitches → 2 bookings, including the Mike Black return episode The Mountaineer one-year-anniversary pitch (acquired June 17, 2025) 	Publishing weekly · ads spending \$30/day inside CPV benchmarks · 2 bookings confirmed · anniversary story pitched
Days 76–90 Claim & hand off	<ul style="list-style-type: none"> KG MID hunt; Knowledge Panel claim filed in Search Console (knowledge-panel-entity-seo) AI-engine audit: ChatGPT / Perplexity / Gemini describe the right Kyle (ai-search-visibility) Handover: skills installed on Kyle's side; weekly MAA loop self-documenting (recursive-self-improvement-qa) 	Claim filed or pending · AI answers correct · the loop runs without us

The dashboard Kyle sees weekly (baseline → Day-90 target)

BRANDED SEARCH /MO	ENTITY HOME	TOP-10 SLOTS HIS	KG SCORE	SMILEREVENUE.COM	INBOUND CONVOS /MO
10 → 50+	none → live, DR 6–10	2/12 → 6/12	~24 → climbing; claim filed	404 → resolves	~0 → 2–4

Year-1 continues past Day 90: panel live and enriched, entity home DR 15+, branded search 150+/mo, the footballer out-scored on his own name.

The \$30/day media engine: \$10 each on LinkedIn, Meta, YouTube

Dollar-a-Day doesn't buy traffic — it buys **repetition with the 2,000–5,000 people who matter to his three businesses**: owners thinking about selling, dentists who buy marketing, and the Western-NC community High Country serves. Annual cost: \$10,950 — less than one brokered deal's smallest fee.

CHANNEL (\$10/DAY)	TARGETING (GCT: GOALS → CONTENT → TARGETING)	CREATIVE POOL (ALREADY EXISTS)	EXPECTED MONTHLY REACH @ 2025–26 BENCHMARKS
LinkedIn thought-leader ads	SMB owners 50–65 in NC/Southeast service & retail verticals; dental practice owners and office managers; M&A-adjacent audiences (brokers, lenders)	High Country acquisition-story clips; "both sides of the table" series; Comeback LIVE cuts	~\$300 @ \$35–75 CPM (decision-maker premium) → 4,000–8,500 impressions on exactly the people who sell and refer
Meta (FB+IG) retargeting first	Site visitors + video viewers; WNC geo radius for the High Country "new chapter" story; lookalikes of dental clients	Press-clip reels (PR Newswire / Mountaineer), float-era result videos, store films	~\$300 @ \$10–15 CPM → 20,000–30,000 impressions — the "everywhere" effect during live conversations
YouTube in-stream + in-feed	Custom-intent: searched "sell my business," "business valuation," "how to sell my dental practice"; viewers of SMB/M&A channels	The 2019 Float Conference talk; new acquisition films; copy-clinic clips	~\$300 @ \$0.05–0.12 CPV → 2,500–6,000 completed views of long-form proof

The operating rules (MAA loop)

1. Every new clip gets **\$1/day × 7 days** — never boost cold creative big.
2. After 7 days, **kill the bottom 90%** by cost-per-15-second-view / CTR.
3. Winners get **\$30 over 30 days**, then face fresh challengers.
4. **Lighthouse targeting**: aim winners at engaged audiences of the names he's already tied to — Mike Black's community, Float Conference alumni, the DealCon network, Viking M&A's seller audience, High Country's local following.
5. Metrics → Analysis → Action weekly; agents run the loop, Kyle reads a one-page scorecard.

What a year buys

~**350,000–540,000 targeted impressions + 30,000–70,000 video views**, concentrated on a few thousand sellers, dentists, and referrers — meaning his exact buyer sees Kyle 2–3× a week, all year.

By month 3 the retargeting pool turns every live negotiation into surround sound: the seller who met Kyle on Tuesday sees the High Country story Wednesday and the Float Conference case study Friday. **That's trust, amortized.**

Benchmark sources: LinkedIn median CPM \$31–38, decision-maker premium 2–3× (TheB2BHouse, HockeyStack); Meta global avg CPM ≈\$11.76, US \$10–15 (Uproas, Brafton); YouTube CPV \$0.026–\$0.30, US skew higher (StoreGrowers, Stackmatix, InBeat) — 2025–26 figures. Reach ranges use the conservative end of spend after fees.

Year-1 tailwind: +\$46k to +\$500k, for ~\$14k all-in

Three scenarios, every assumption visible. This is a sized hypothesis, not a forecast — Kyle's companies don't publish revenue, so the model runs on stated assumptions anyone can re-check, and two levers stay deliberately unquantified.

LEVER (MECHANISM & ASSUMPTION)	CONSERVATIVE	EXPECTED	AGGRESSIVE
1. Marketing-arm revenue Smile Revenue relaunched as a facts-backed brand / fractional-CMO retainers; assumes \$3k/mo average engagement	+1 client → +\$36k	+3 clients → +\$108k	+6 clients → +\$216k
2. Inbound seller flow (Blue Ridge Legacy) sellers diligence buyers; assumes Main Street success fees ≈10% of enterprise value — verify per deal	2 inbound conversations, 0 deals → \$0 booked (option value, honestly priced)	1 off-market deal → ≈\$120k avoided fees + competitive premium	2 off-market deals → ≈\$250k
3. Founder hours returned trust hours in sourcing & selling compress 10–30%; \$200/hr opportunity cost	50 hrs = \$10k	100 hrs = \$20k	150 hrs = \$30k
4. High Country local halo owned brand SERP (41 searches/mo, KD 0) + "new chapter" press → footfall	Store revenue undisclosed — unquantified by design ; the homepage doesn't even claim its owners yet (p.7)		
5. Exit-multiple premium documented operators run cleaner sale processes when they exit	Strategic upside on every future sale — unquantified by design		
Year-1 revenue-equivalent total	≈ \$46k	≈ \$248k	≈ \$496k
All-in cost (media \$10,950 + ~\$3k tooling; agent labor ours to start)	≈ 3× return	≈ 18× return	≈ 35× return

What this model is NOT

It doesn't run the furniture store, doesn't source the deals, doesn't replace capital, diligence, or integration work. It makes Kyle **findable and credible at the moment each of those begins**. Note the conservative case books **\$0** from the seller-flow lever on purpose — option value isn't revenue until a deal closes, and we'd rather under-promise.

Why the conservative case is hard to miss

It requires only: **one** \$3k/month client all year — from a relaunched dental brand sitting inside a DR-50 agency where he already runs sales — plus a 10% trim of trust hours. Everything else (seller flow, store halo, exit premium, the panel itself) is upside on top of a fixed ~\$14k cost.

Five quick wins this week — then the 90-day clock starts

Each of these is hours, not weeks. None requires a designer, a developer, or permission from anyone.

- 1 **Register kyle-robins.com and kyledavidrobins.com** — both open at GoDaddy as of June 10, 2026. ~\$25, ten minutes. The exact-match .com is gone; these two mirror the handles buyers already see on LinkedIn and Facebook.
- 2 **Kill the smilerevenue.com 404.** A one-page facts site — logo, one sentence, proof links, kyle@ email — beats "Page not found!" for every dentist, banker, and DealCon contact who checks this week.
- 3 **Fix blueridgelegacy.com in one sitting:** add a meta description, correct the "How Blue Legacy Works" typo, replace the "Placeholder" image, put kyle@blueridgelegacy.com beside Jake's, add Person schema to both bios.
- 4 **Rewrite the LinkedIn headline** to include "Co-owner, Blue Ridge Legacy & High Country Furniture & Design." His strongest proof is currently absent from his strongest asset. Pin the PR Newswire story to Featured.
- 5 **Claim the anniversary.** High Country was announced June 17, 2025 — pitch The Mountaineer the one-year follow-up story **this month**, and post the press set across LinkedIn while it's timely.

"Three other men own your name — a doctor, a footballer, an engineer. You're the only one of the four who buys businesses. Give it 90 days and \$30 a day, and the next seller who Googles Kyle Robins finds the man who kept High Country's promise — not a physician in Utah."



Dennis Yu

BlitzMetrics · Local Service Spotlight

612-707-8045 · dennisyu.com

Built with the 10-skill agent library from the DealCon workshop
dennisyu.com/dealcon — first visible win inside 14 days, handover by Day 90

Primary data: Ahrefs API & SERP (06/10/26) · BlitzMetrics KG Explorer (06/2026) ·
GoDaddy · Verisign RDAP · PR Newswire · The Mountaineer ·
blueridgelegacy.com · ascendpoint.agency · YouTube · pod.co · RocketReach.
Self-reported figures flagged inline.