




Analytics Report

Produced for
Elliot Castle

Reporting Period
16 March to 16 April 2026





The banner features a dark blue background with white and purple text. On the left is a circular profile picture of Elliot Castle. To the right, a hand holds a smartphone displaying a video of him. Logos for Castle Property Group, We Buy Any Home, and sold.co.uk are visible. The LinkedIn logo is in the bottom right corner.

Lessons from **£1Billion+**
of property trades

Castle Property Group We Buy Any Home sold.co.uk

Elliot Castle ✓ · 2nd
£1Billion of Property Traded | Owner, Castle Property Group, We Buy Any Home, Sold.co.uk | Bank of England Decision Maker Panel | Making Deals Happen for JV Partners
Greater London, England, United Kingdom · [Contact info](#)
1,688 followers · 500+ connections

Castle Property Group
Chigwell School

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Top Performing Posts On LinkedIn



POST 1

Uncomfortable Truth

Impressions	11.1K
Reactions	99
Comments	17



POST 2

£1bn Milestone

Impressions	9.2k
Reactions	170
Comments	90



POST 3

Check Credentials

Impressions	5.8k
Reactions	60
Comments	15

Overall, the posts are performing well, especially in terms of impressions, (especially considering impressions across LinkedIn in general are currently at an all-time low due to algorithmic shifts) and the top posts show a clear pattern in what is getting more reach and attention.

Posts like £1bn Milestone and Uncomfortable Truth do well because they combine real experience with clear, honest messaging. The milestone builds trust and shows scale, while the opinion-led post makes people want to read more and encourages them to stop and engage.

Check Credentials also performs well by sharing practical advice in a simple, easy-to-follow format. The slide format helps keep people on the post for longer.

Across all three posts, a clear pattern is that straightforward, experienced content performs best. The posts feel natural and direct, rather than overly polished, which helps them stand out and feel more relatable.

Engagement is coming from a relevant audience, including professionals, investors, and people interested in property. This is important as it shows the content is reaching the right people, who understand it and are more likely to engage, helping build trust.

Lowest Performing Posts On LinkedIn



Most property joint ventures start in completely the wrong place.

Before you ask about projected returns, ask: what breaks the deal?

When we structure a JV, we start with pressure testing over upside mo

- > If completion slips by ten weeks, what does that do to liquidity?
- > If a buyer drops out late in the process, who carries the exposure?
- > If the exit price softens by five percent, is capital protected or is margin out?
- > If funding tightens mid-cycle, do we still have room to manoeuvre?

This is just what operating looks like once you're moving volume.

Most projections assume smooth sequencing. Real trading doesn't.

The difference between a good-looking deal and a durable structure is how it behaves under friction.

Anyone can present an attractive IRR. Fewer people can explain how they protect capital when assumptions fail. That's usually where the real competence shows.

↳ you've got a joint venture deal you'd like us to partner with you on, re

POST 1

Not Every Deal Wins

<u>Impressions</u>	<u>1.1K</u>
<u>Reactions</u>	<u>30</u>
<u>Comments</u>	<u>0</u>

POST 2

Mortgage Rates Impact

<u>Impressions</u>	<u>1.1K</u>
<u>Reactions</u>	<u>25</u>
<u>Comments</u>	<u>0</u>

POST 3

What Breaks the Deal

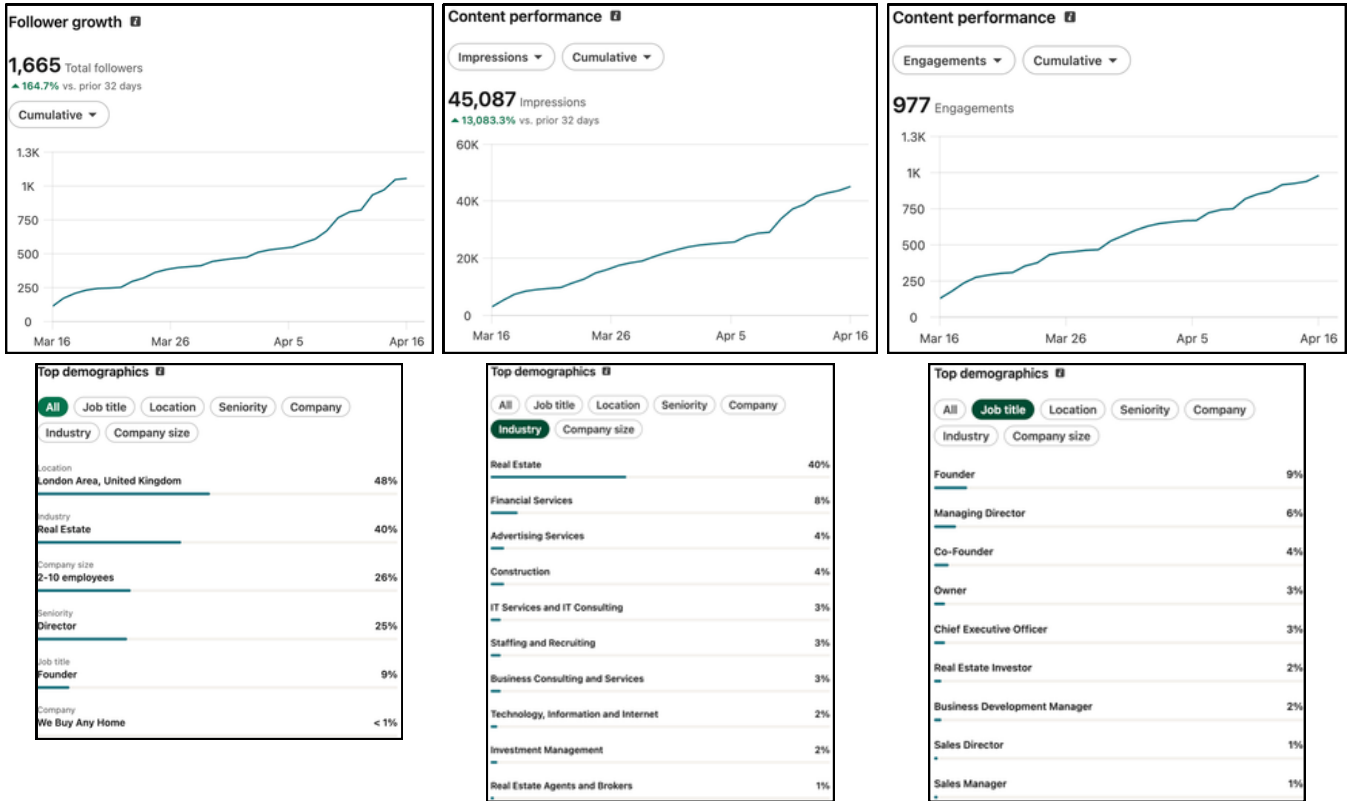
<u>Impressions</u>	<u>978</u>
<u>Reactions</u>	<u>19</u>
<u>Comments</u>	<u>4</u>

A clear pattern across the lower performing posts is how the content is presented and how easy it is to understand quickly. While the topics are relevant, and posts need a bit more time and attention from the reader.

In posts like “Mortgage Rates Impact”, and “What Breaks the Deal”, the focus is more on explanation and detail. This makes the content useful, but a bit harder to understand quickly, especially when people are scrolling fast through their feed. The format also has an impact. Video distribution is undergoing some changes on LinkedIn, so it’s not surprising to see that it doesn’t dominate the ‘top performing’ posts and also features in the ‘lowest performing’ list. This ratifies our approach of mixing in written thought leadership to supplement visibility and give the LinkedIn algorithm what it craves.

Overall, the content is still shows strong knowledge and experience, but simplifying how it’s presented and making the main point clearer earlier on could help improve reach and engagement, while still keeping the same level of trust.

LinkedIn Performance & Audience Insights



LinkedIn performance has grown strongly over the period, with a clear increase in reach, engagement, and followers. Impressions reached 45,087 (+13,083%), while the total engagement is 977 interactions, including 772 reactions and 176 comments, showing strong audience activity.

Followers have increased by approximately +340 (+164.7%) over the past 31 days.

The top demographics of current followers are:
Directors (25%) and Founders (9%) in London (48%)

A mix of industries, including real estate (40%), financial services (8%), advertising (4%), construction (4%), and others (14%)

Companies of 2-10 employees (26%)

Top Performing Posts On Instagram



POST 1

Check the Track Record

<u>Views</u>	<u>419</u>
<u>Likes</u>	<u>25</u>
<u>Comments</u>	<u>2</u>
<u>Watch Time</u>	<u>1h 35m</u>



POST 2

Think Long Term

<u>Views</u>	<u>402</u>
<u>Likes</u>	<u>18</u>
<u>Comments</u>	<u>0</u>
<u>Watch Time</u>	<u>47m</u>



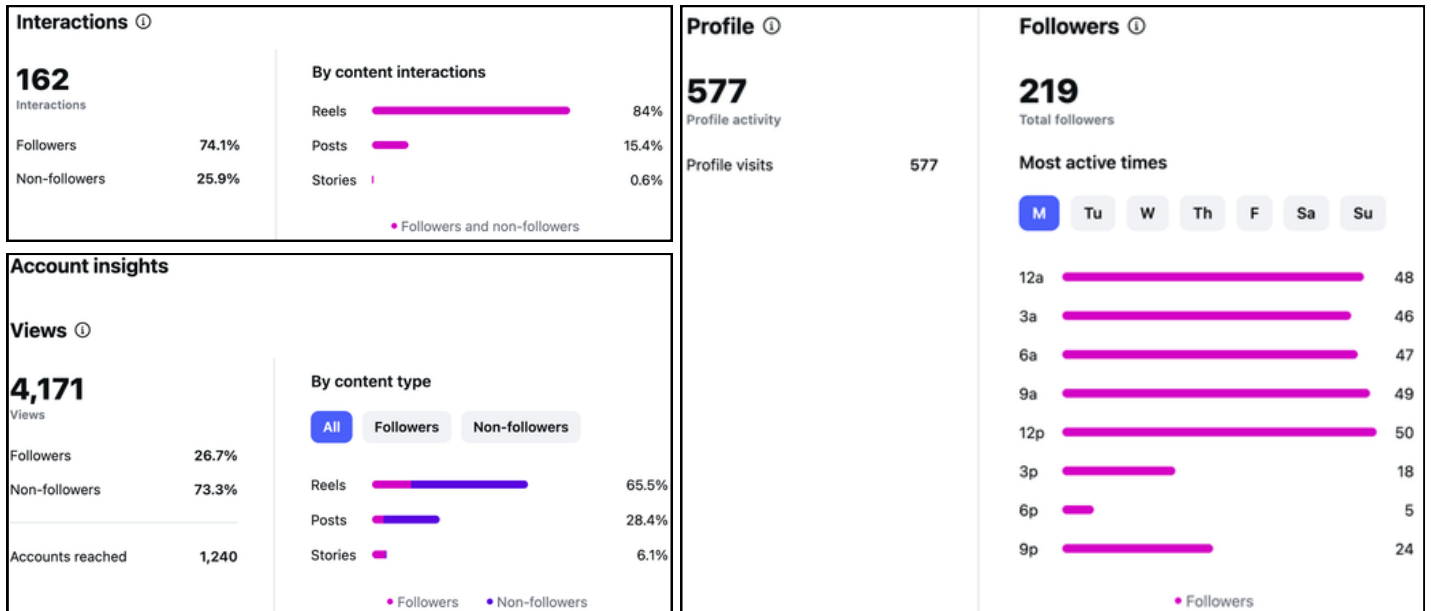
POST 3

Rejecting Deals in 30 Seconds

<u>Views</u>	<u>368</u>
<u>Likes</u>	<u>15</u>
<u>Comments</u>	<u>0</u>
<u>Watch Time</u>	<u>1h 2m</u>

On Instagram, the top performing content is built around simple, clear and practical property insights shared directly on camera. All three videos follow a similar format with in-video captions, which makes them easy to watch and keeps viewers engaged. On average, these posts get around 350-450 views, 15-25 likes, a few comments, and some saves, and the total watch time is strong, showing that viewers are spending time on the content even if comments are low. In terms of retention, viewers are watching around 10-15 seconds on average, which shows attention drops early, but Still, both shorter and slightly longer videos are working, as long as the message is clear, and the main themes focus on real experience, market understanding, and practical advice, and the videos with a strong opening line perform better. Overall, the content is easy to watch, practical, and based on real insights, and is working well on Instagram.

Instagram Performance & Audience Insights

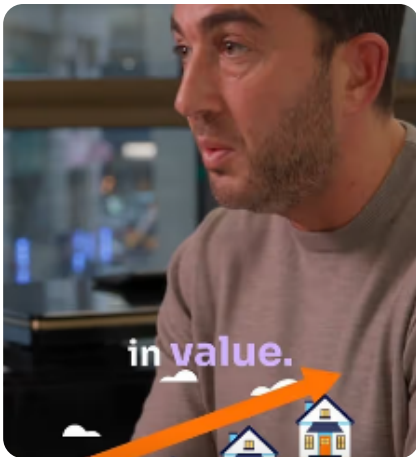


On Instagram, overall the performance is consistent, and the views are generally in the 350–420 range, along with moderate engagement, including likes, a few comments, and saves, and the total watch time is relatively strong, showing that the people are spending time on the content. Overall, the account performance shows there are 4.1K total views and around 162 interactions, with Reels generating most of the activity (around 65–85%), and most of the reach is coming from non-followers, which is (around 70–75%), mainly through the Reels tab and Feed, showing the content is reaching new audiences.

Profile activity is positive, with 577 profile visits and 219 followers. This shows that the users are exploring the account after viewing content, and the engagement is mainly from a male audience (around 70–75%), with an interest in property and business topics.

Activity is spread across the day, with slightly stronger engagement during daytime hours, and overall, the account is reaching new people, with Reels playing a key role in visibility and engagement.

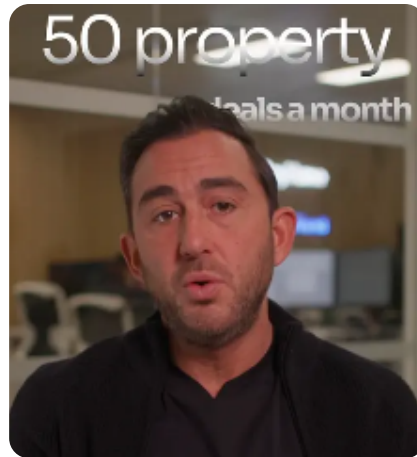
Top Performing Posts On TikTok



POST 1

Property Isn't Always Up

<u>Views</u>	<u>4.3k</u>
<u>Likes</u>	<u>50</u>
<u>Comments</u>	<u>1</u>
<u>Watch Time</u>	<u>13.72 s</u>



POST 2

50 Deals a Month

<u>Views</u>	<u>3.2k</u>
<u>Likes</u>	<u>47</u>
<u>Comments</u>	<u>2</u>
<u>Watch Time</u>	<u>10.97 s</u>



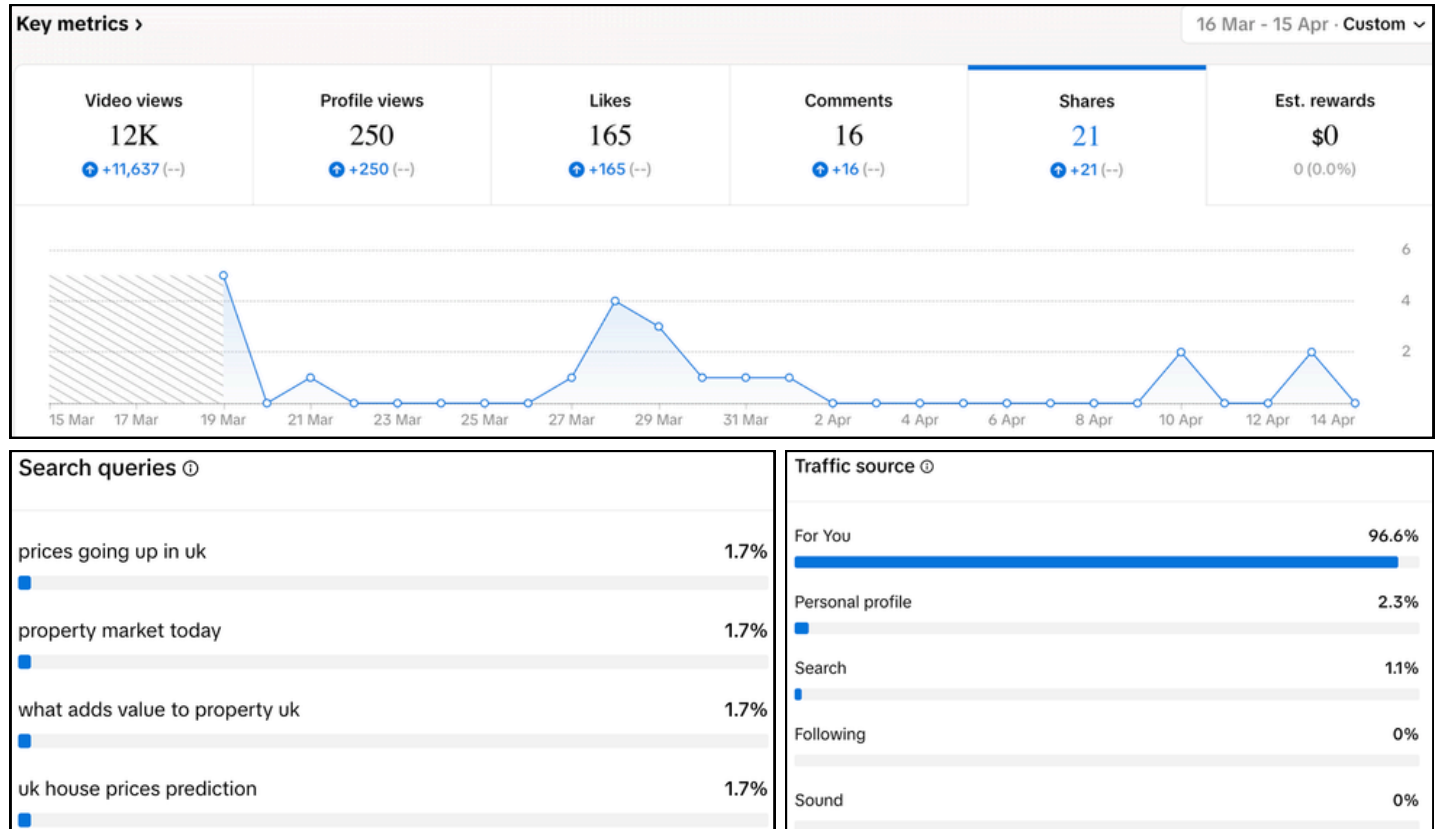
POST 3

Check the Track Record

<u>Views</u>	<u>1.1K</u>
<u>Likes</u>	<u>30</u>
<u>Comments</u>	<u>0</u>
<u>Watch Time</u>	<u>10.71 s</u>

On TikTok, the top performing content focuses on straightforward property insights based on market knowledge. Videos like “Property Isn’t Always Up” and “50 Deals a Month” stand out, bringing in higher views along with steady engagement, including saves and shares, and the average watch time is around 11–13 seconds, which shows people are watching part of the video but not always the full length, which points towards a need to create some ‘re hooks’ in future videos. Content that questions common ideas or talks about real market situations gets more interaction. A clear theme is property market reality, scaling deals, and practical insights. Videos around 40–50 seconds work well, especially when the message is clear early on. Content that gets to the point quickly with a strong opening performs best. Overall, content that is quick to follow and based on real market insights is working well, especially when it gets to the point quickly.

TikTok Performance & Audience Insights

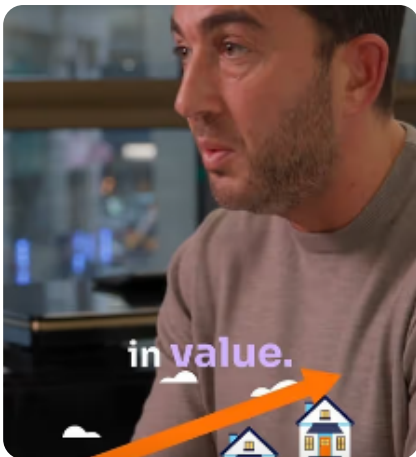


On TikTok, the content is getting good reach, with around 12K views (+11,637), and (+165) Likes, along with comments (16) and shares (21). The ‘Property Isn’t Always Up’ video stands out, with the highest reach and engagement. Profile views are (+250), and the most traffic is coming from the “For You Page” (around 96%), which shows the videos are reaching new people, and the audience engaging with the content appears to be people interested in property and the market. Search terms like “property market today” and “UK house prices” suggest viewers are actively looking for this type of content.

Based on how TikTok works, content that is easy to understand and quick to follow is performing better. Most of the views come early, which shows that attention is gained at the start but needs to be held for longer.

To improve this, keeping the message clear from the beginning and making the main point earlier can help increase reach and engagement.

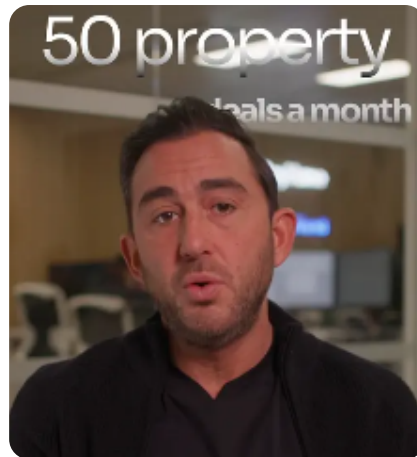
Top Performing Posts On YouTube



POST 1

Property Isn't Always Up

<u>Views</u>	<u>994</u>
<u>Likes</u>	<u>6</u>
<u>Comments</u>	<u>2</u>
<u>Impressions</u>	<u>60</u>
<u>Watch Time</u>	<u>3.5h</u>



POST 2

50 Deals a Month

<u>Views</u>	<u>209</u>
<u>Likes</u>	<u>2</u>
<u>Comments</u>	<u>0</u>
<u>Impressions</u>	<u>67</u>
<u>Watch Time</u>	<u>0.6h</u>



POST 3

Check the Track Record

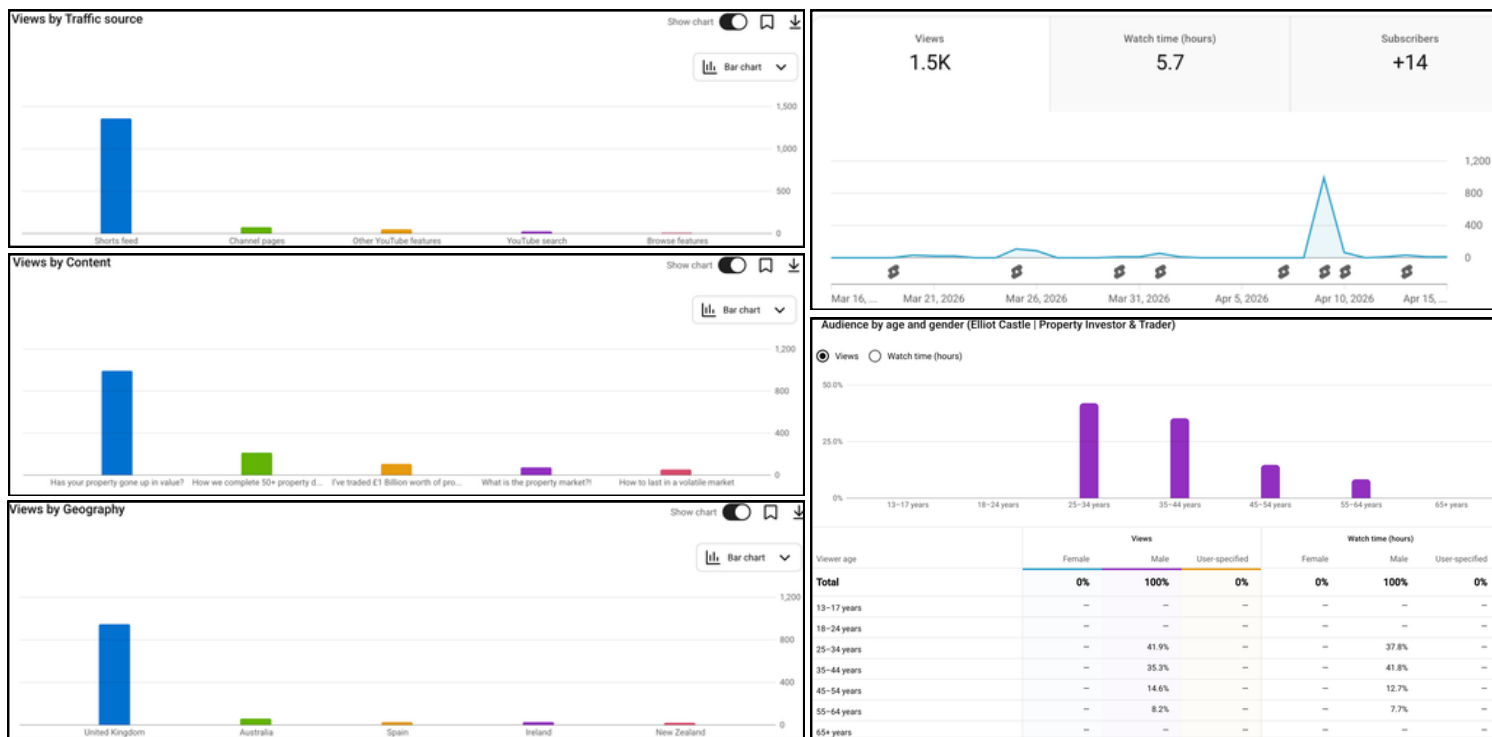
<u>Views</u>	<u>103</u>
<u>Likes</u>	<u>2</u>
<u>Comments</u>	<u>4</u>
<u>Impressions</u>	<u>33</u>
<u>Watch Time</u>	<u>0.7h</u>

Across YouTube, content that works best is focused on property insights shared straight to the camera, with captions to make it easy to follow, and the videos around 40 to 50 seconds are performing better, with higher views (up to 994 views and 3.5h watch time) compared to the longer video (103 views and 0.7h watch time).

This shows shorter videos work best as they get to the point quickly. The format works well because it feels natural and experience-led.

Topics that question common ideas help grab attention and get more clicks, and the audience engaging with this content is mainly interested in property and business, which is important as it shows the content is reaching to the right people. A clear pattern is that shorter and direct videos with strong openings perform best, as they are easy to follow and deliver value quickly.

YouTube Performance & Audience Insights



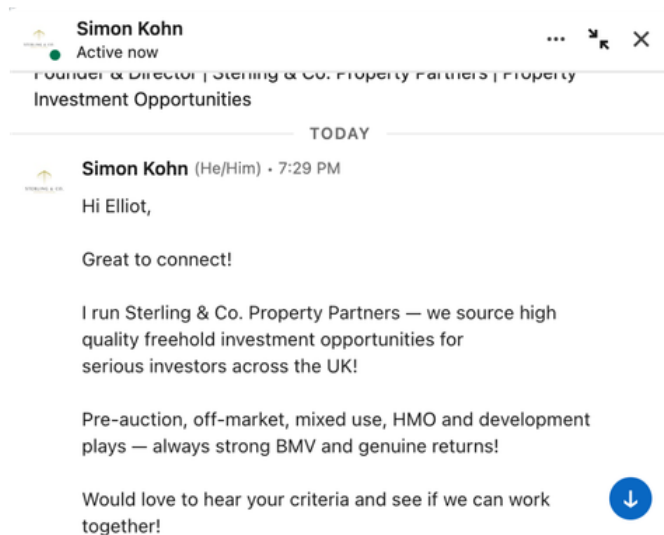
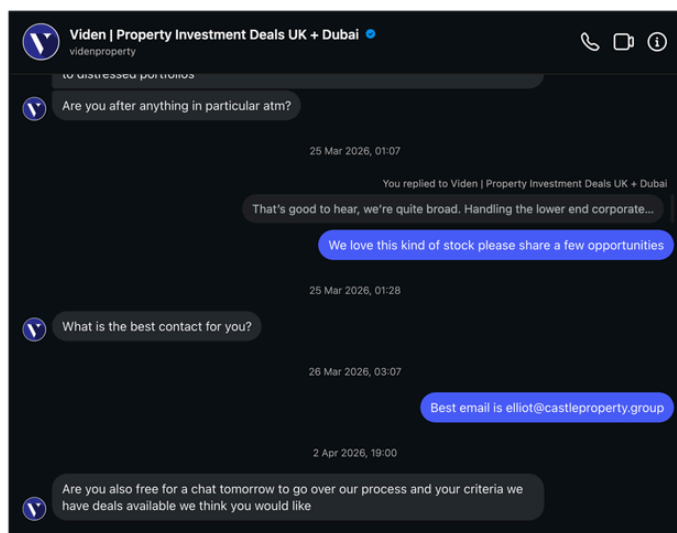
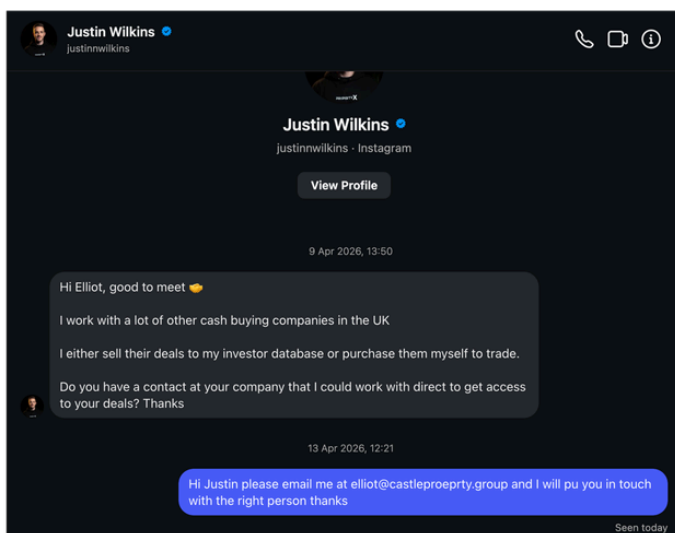
On YouTube, the channel reached around 1.5K views, 5.7 hours of watch time, and +14 subscribers, showing that positive growth over the period. Looking at the performance, one video stands out with close to 1K views and 3.5h watch time, while the others have lower reach. This shows that some topics and titles are performing better than others. Click-through rate also varies, with one video reaching 30% CTR, highlighting the impact of strong titles and hooks. Most of the views are coming from the Shorts feed, which means the content is being discovered through the platform. For the audience insights, the most viewers are coming from the UK, with smaller numbers from other countries like Australia and Spain, and the audience is male (100%), mostly in the 25-44 age range, showing the strong alignment with property and business topics. Common themes include property value, deal scaling, and practical insights. Overall, the channel is reaching to the right audience, with stronger hooks and titles improving performance.

Content Strategy & Recommendations

- **Content should continue to focus on practical property insights, real experiences, and ideas that question common beliefs, as these types of content are performing well across all platforms. Adding more real life examples and short explanations can make the content more relatable and easier for the audience to understand and apply in real life.**
- **The talking-to-camera format with captions is working well and should remain the main approach. This format feels natural and builds trust, especially when the message is straightforward and easy to follow. Keeping the structure simple, with a clear topic and a focused message, can help maintain consistency and improve overall content quality.**
- **For better performance, content should start with a strong opening and introduce the main point earlier. This helps capture attention quickly, especially on platforms like TikTok and YouTube, where viewers decide fast whether to keep watching. Keeping the message clear from the beginning and avoiding unnecessary detail can improve retention and engagement.**
- **Content should also be slightly adapted for each platform. TikTok and YouTube should focus on quick, direct openings, Instagram should focus on keeping viewers watching through the full video, and LinkedIn should focus on clear, easy-to-read messaging that delivers value quickly. This approach can help improve reach and make the content more effective across different audiences.**

Inbound Messages & Opportunities

Over the past month, Elliot's content has generated more than 30 direct inbound messages. These range from potential partners and investors to individuals exploring opportunities to work together or learn more about the business. The volume and quality of these conversations point to a clear shift. The content is moving beyond just being 'seen' and is prompting action. This is early evidence that consistent, well-positioned posting is starting to build trust, surface intent, and open up commercially relevant conversations with the right audience.



Inbound Messages & Opportunities

Matt Glazer · 4:15 PM
Nice videos...we should meet up and see what we can do together.

We are based in Marylebone if that is convenient?

Elliot Castle · 10:01 PM
Hi Matt thanks for the message . I'm not around for the next week but let's set something up w/c 6th April ?

Joel Shields · Active now
MAR 17

Joel Shields · 6:54 PM
Hi Elliot, we havent met before but I am sure we have some mutual connections.

I am always buying and selling and wondered if it was worth grabbing a coffee or jumping on a call to see how we can work together?

We buy anything from a regulated tenant to a shop and upper the worse the condition the better so there maybe things we could buy from you and vice versa.

Let me know when your free for a catch up and we can organise something

Regards

Business Development Manager @ Town and Country Property Auctions

Ali Hussain · 1st
Business Development Manager @ Town and Country Property Auctions

APR 13

Ali Hussain · 3:37 PM
Hi Elliot,

Great to connect, insightful video earlier.

Jamie Roberts · 1st
Property Investor | Property JV Partner | Bespoke Property Sourcer | Residential Flips | Staffordshire

MAR 17

Jamie Roberts · 3:45 AM
Evening mate,

Thanks for your comment on my post. I'm reviewing flip projects across Staffordshire weekly, I'll send anything of value your way that I'm unable to work on.

Do you have a specific criteria?

Elliot Castle · 6:56 PM
We're pretty broad in what we acquire . Generally anything with genuine discount or a good opportunity to have value we will consider. Thanks Jamie

Paul Hegarty · 1st
Continuous Improvement | Property

APR 8

Paul Hegarty · 4:20 PM
Hi Elliot, thanks for connecting.

I'm currently launching Envolve Property Buyers in the South Coast market. We are focusing on a consultative 'Options' model to source off-market leads, predominantly probate and care-transition leads.

As I finalise my lead-generation infrastructure, I'm looking to identify the right back-end partners for our JV exits. I want to ensure that when my first deals land, they perfectly align with your current buying criteria.

Could you point me toward your Acquisitions Lead? I'd like to confirm your appetite for different exit types (Auction vs. Open Market) and understand exactly how you prefer deal packs to be presented to your team.

Best regards,
Paul

Matthew Winter, CeMAP · 4:53 PM
Hi Elliot, good to connect. I noticed your JV Partner line. Are you actively investing in projects or do you offer them to JV contacts you have?

APR 7

Matthew Winter, CeMAP · 4:54 PM
Hi Elliot, hope you had a good Easter.

A developer client of ours has a scheme of 24 flats in Surbiton. We already have Senior terms from Atelier and is seeking a JV partner for the rest. Would something like that be of interest to you if the ask is over £1m?

Regards,

James Huntly · 2:55 PM
Hey Elliot,

Your VLOG style posts are great. They're really interesting and actually give some great insights - a bit different from the usual fluff on LinkedIn.

Hope you're good?

Best,
James

Mohammad Khan (He/Him) · 6:51 PM

Hi Elliot
I hope you are well. I'm a deal sourcer and we can get many below market value deals. Would you be interested in me sending them to you?

Kind regards

Mohammad

APR 2

Elliot Castle · 10:48 PM
Hi Mohammed certainly we would ... we buy 50+ deals a month always looking for new stock

Thank you!

Elliot Castle

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 maya@ingrained.digital

 ingrained.digital

