# Epic Agents Podcast Releases 100th Episode, Marking Two Years of Conversations With Top U.S. Real Estate Professionals

*Host Jeff Hamm marks 100 episodes of Epic Agents: The Best in Real Estate Podcast with a publicist's guide to how agents can earn free press coverage.*



Jeff Hamm, host of Epic Agents: The Best in Real Estate podcast

CHARLOTTE, NC, UNITED STATES, September 7, 2026 /EINPresswire.com/ -- Epic Agents: The Best in Real Estate Podcast has published its 100th episode, capping a run that began in March 2024 and has since featured top-producing agents, brokers, coaches, and industry specialists from markets across the United States.

Episode 100, "Press Releases Aren't Dead," features publicist Kristen Skladd, a former broadcast journalist who launched her own PR agency in 2020. Skladd makes the case that the press release is far from obsolete – she estimates that more than half the time she pitches a journalist, the story runs in her exact wording, straight from the release she wrote. She and host Jeff Hamm discuss how agents can find newsworthy angles without a record-breaking sale to announce, the "newsjacking" tactic that inserts an agent into trending stories, newswire distribution options, and why earned media pickups now matter as much for visibility in AI search as they do for backlinks.

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> *Jeff Hamm, Real Estate Agent and host of Epic Agents Podcast*

"One hundred episodes in, the thing that still surprises me is how generous top agents are with what they know. Nobody guards the playbook. They just tell you what worked and what didn't," said Jeff Hamm, host and producer of the Epic Agents Podcast. "Getting to episode 100 with a guest who teaches agents how to earn their

own press coverage felt like the right way to mark it."

Since launching, the show has published weekly conversations with real estate professionals in markets including Manhattan, Beverly Hills, Las Vegas, Palm Beach, Greenwich, Charleston, Houston, Austin, Tampa Bay, Asheville, and Portland – alongside mortgage advisors, home stagers, transaction coordinators, marketing strategists, and coaches. Episodes consistently center on the practical mechanics of building a real estate business: lead generation, referral networks, video and social marketing, team structure, and market analysis.
The podcast is free and available at epicagentspodcast.com, on YouTube, and through major podcast platforms. Guests receive full audio and video files to repurpose in their own marketing, promotion across the show's podcast, YouTube, email, and social channels, and access to a nationwide network of past guests for referrals and introductions. There is no cost to appear.

Jeff Hamm is a real estate broker with Ivester Jackson Distinctive Properties (a Christie's International Real Estate affiliate) in Banner Elk, North Carolina. In addition to Epic Agents, he produces Banner Elk Living, a media platform covering food, real estate, and life in the North Carolina High Country.

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