

Value Add Network — Clipper Brief

Campaign: CRE Clipping — \$1.50 per 1,000 views **Platforms:** Instagram Reels + TikTok

Who this is

Rafik Moore — CEO of Brait Capital. Immigrated to the US with no capital and no connections. Started in real estate in 2003, lost everything in the 2008 crash, rebuilt from zero. Now manages \$300M+ in commercial real estate across 8 states, 4.3M square feet, 630+ tenants.

He runs the Value Add Network — a private community of 440+ commercial real estate investors who source deals together, partner on acquisitions, and raise capital as a group.

Accounts we are growing: @valueaddnetwork on Instagram and TikTok.

What we want

We really want to drive traffic to our accounts and the goal is to grow our follower count.

Short-form vertical clips cut from Rafik's long-form footage, posted to Instagram Reels and TikTok from a dedicated account you set up for this campaign.

We are not looking for polished corporate content. We want clips that stop the scroll and make a serious person think "this guy actually owns buildings."

The audience is adults with money — brokers, operators, doctors and lawyers with capital but no CRE experience.

Example Videos

1. https://www.instagram.com/reel/DbIxxVEt3_e/?hl=en
2. https://www.instagram.com/reel/DbVzW_dtKUQ/?hl=en
3. <https://www.instagram.com/reel/DaIB95YBSIb/?hl=en>
4. https://www.instagram.com/reel/DaDvHaWj_MA/?hl=en
5. <https://www.instagram.com/reel/DZfsD-uFOVM/?hl=en>

Source footage/Other Pages

[Raw Footage Google Drive](#)

[Rafik Moore Youtube](#)

[Value Add Instagram](#)

Account setup

Set up a dedicated account for this campaign before you post anything. Post the handle in the campaign chat so we can verify it and log which bio variant you claimed.

Handle

Something that reads as a real CRE content account. Do not number it. Do not include "clips," "edits," or "fanpage."

Directionally good:

[@cre.operators](#)

[@commercialdeals.daily](#)

[@realestate.news](#)

[@braitbreakdowns](#)

[@dailycommericaldeals](#)

Do not impersonate Rafik or pick a handle a viewer could mistake for the official account.

Display name

Descriptive of the niche. [Commercial Real Estate](#), [CRE Deals](#), [Commercial Property Investing](#).

Profile photo

Your choice — a still from the source footage, a property shot, or a neutral graphic. **Do not use the Value Add Network logo.** That is reserved for the official account, and duplicating it across accounts is the exact pattern we are avoiding.

Bios

Every bio must contain @valueaddnetwork. It is clickable on both platforms and it is the entire conversion path — that account carries the booking link and answers DMs. A bio without it does not get approved.

No outbound links. Do not put a website in your bio on either platform. Everything routes through the handle mention.

Instagram Bios — 150 character limit

A.

Commercial real estate with Rafik Moore
\$300M+ under management 💰
Full library 👉 @valueaddnetwork

B.

Value Add Mastermind
Minneapolis September 10-12 📍
Reserve your seat 👉 @valueaddnetwork

C.

CRE mastermind with Rafik Moore
Sept 10-12 in Minneapolis 📅
Claim a seat 👉 @valueaddnetwork

D.

Lost everything in 2008. Rebuilt to \$300M in CRE. 💰
Rafik Moore's full library 👉 @valueaddnetwork

E.

440+ investors sourcing deals and raising capital together 💰
Join us 👉 @valueaddnetwork

TikTok — 80 character limit

A.

CRE with Rafik Moore 🏢
More 👉 @valueaddnetwork

B.

Minneapolis CRE mastermind Sept 10-12 
@valueaddnetwork

C.

How CRE operators actually buy 
@valueaddnetwork

D.

Lost it all in 2008. Rebuilt to \$300M. 
@valueaddnetwork

E.

440+ investors doing deals together 
Join us  @valueaddnetwork

Attribution inside the clip

There is no spoken call to action and no end card. Do not tell viewers to follow, DM, comment, or subscribe. Let the clip end on the content. Hard CTAs make a clip read as an ad and cost you reach, which costs us both money.

Two requirements instead:

1. On-screen handle. @valueaddnetwork visible for the full duration. Small and unobtrusive — bottom third or upper corner, legible but not competing with the content. It should read as attribution, not an overlay ad. **Do not place it where platform UI will cover it.**

2. Caption first line. Instagram truncates at roughly 125 characters, so the pointer goes in line one or it will not be seen.

Instagram:

DM MASTERMIND to @valueaddnetwork — Sept 10-12, Minneapolis.

[Your hook line/Text around the video]

TikTok:

More from @valueaddnetwork Sept 10-12, Minneapolis.

[Your hook line/Text around the video]

Rafik Moore — \$300M+ in commercial real estate, 4.3M sq ft, 8 states.

Hashtags:

Use this on every video: #valueaddnetwork

Set 1

#commercialrealestate #cre #cashflow #fixandflip #valueaddnetwork

Set 2

#realestateinvesting #commercialproperty #leasing #dealflow #valueaddnetwork

Set 3

#cre #realestate #capitalraising #underwriting #valueaddnetwork

Set 4

#commercialrealestate #realestateinvestor #industrialrealestate #cashflow #valueaddnetwork

Format requirements

- **Length:** 20–60 seconds. Sub-30s performs best.
 - **Aspect ratio:** 9:16 vertical, full frame.
 - **Captions:** Burned-in subtitles required.
 - **One submission per platform.** The same cut may go to both Instagram and TikTok and be submitted separately. Each is paid on its own views.
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Rules

Approval requirements

1. Clip cut from the provided source footage. No AI-generated Rafik, no voice cloning, no footage from other creators.
2. [@valueaddnetwork](#) visible on screen for the full duration, placed unobtrusively.
3. Caption leads with the attribution line for that platform.
4. Posted from your verified dedicated account, set to public.
5. Bio matches your claimed variant, mentions [@valueaddnetwork](#), contains no outbound links.
6. Burned-in captions present and accurate.

Payment

- **\$1.50 per 1,000 views**
- **Minimum payout:** \$5 (about 3,300 views) — clips below this are not submitted for review
- **Maximum payout:** \$200 per clip
- Payment issues after manual approval. Approvals reviewed within 48 hours.
- Posts must stay live for 30 days. Deleted posts forfeit payment.

How to earn more here: If you perform well we will increase cpm and offer high commission splits for any seats sold to seminars and members that join the community. Seats at the seminar are \$1000 and our memberships go up to \$50,000. We top up budget and raise rates when the campaign performs. Accounts consistently producing approved clips that pull real view volume get rate increases and first access to new footage. Five clips that land are worth more to us than thirty that do not.