SPEAKER ONE-SHEET

Esteban Andrade

Founder and CEO, Hesel Media · Co-founder, Remote Latinos

Esteban Andrade runs Hesel Media, a marketing agency for real estate investors, and co-founded Remote Latinos with Omer Bloch. He co-hosted the Miami stop of Pace Morby's Creative Nation Tour, co-hosts SubTo Broward meetups, and teaches investors how to get motivated sellers to call first, how to put AI to work, and how to hire overseas. He left Colombia for Canada at 14 with no English and studied engineering.



CO-HOST	AWARD	GUEST ON	SPEAKS
Creative Nation Tour, Miami 2026	MVP Go-Giver, The Boardroom 2023	11 podcasts and shows	English and Spanish

TALK TOPICS

Get the seller to call you first
Motivated seller marketing with Google, Meta, YouTube and SEO run as one system, and why the team that answers first gets the deal.

AI tools investors can use this week
The tools he uses every day for content, ads and follow-up, walked through live.

Put AI agents to work in your business
Build the process first, then hand the repeat work to an agent: calls, one dashboard for the numbers, an agent per department.

Hire A-players overseas
Find, test and onboard bilingual talent from Latin America, from the team that built Remote Latinos.

From no English to two companies
Colombia to Canada at 14, an engineer who drove Uber, and an agency built from one free campaign.

PAST STAGES

Sep 2026	SubTo Broward RV and Mobile Home Park Meetup, Fort Lauderdale · Co-host
Apr 2026	Founders AI workshop, Miami · Host and speaker
Jan 2026	Pace Morby's Creative Nation Tour, Miami · Co-host
Late 2025	AI tools for investors, SubTo Broward meetup · Speaker
Jun 2025	SubTo Broward Creative Finance Meetup, Fort Lauderdale · Host
Mar 2025	Broward SubTo Meetup, Miramar · Event host
Jan 2024	REIPRENEURS Miami Meetup, Brickell · Host
Dec 2023	The Boardroom Mastermind, San Diego · MVP Go-Giver Award
2022	Motivated seller masterclass for SubTo members · Teacher

AS A GUEST ON

Real Estate Disruptors · The Wealthy Way · The Science of Flipping · The Entrepreneur DNA · The Austin Zaback Show · The Underdog Podcast · BAD Marketing Podcast · We Love Equity · Calibrate Real Estate · We Love Real Estate · The Real Estate Way to Wealth and Freedom

Formats: Talk · Workshop · Masterclass · Live Q&A · Event host · Podcast guest. In person or online.
Hosts REIPRENEURS Office Hours every Friday.

Book Esteban: heselmedia.com/speaking

support@heselmedia.com · (973) 928-8609

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