



How a mortgage broker went from DIY editing to owning his market

Tyler McLellan was already the top mortgage broker in Prince Edward Island. He had the clients, the reputation, and the results. What he didn't have was content that looked the part. He was shooting videos, editing them himself, and posting content that didn't reflect the standard of his actual work. That changed when he found FLUYCOMEDIA.



Case Study

Tyler McLellan

15+

Videos Delivered

24-48 hrs

Average Turnaround

100K+

Views Generated

0

Competitors at his
Content Level



The Situation

Prince Edward Island is a small market. That cuts both ways. There's less competition — but there's also less room to hide when your content doesn't match your reputation. Tyler McLellan had already built one of the most trusted mortgage practices in PEI, with access to over 70 lenders across Canada and a client list that reflected it. But his social content told a different story.

He was shooting educational mortgage tips and short-form reels — the right content strategy for a broker trying to build authority online. The problem was execution. Tyler was editing the videos himself, and the output wasn't matching the standard of his brand. The content looked like it was produced by someone who was also managing 70 lenders, client files, and a growing brokerage — because it was.



There was also a timing problem. Tyler wanted to post the same day or the day after a shoot. That kind of turnaround requires a dedicated post-production system. Doing it yourself while running a brokerage isn't a system — it's a gamble.

Tyler found FLUYCO MEDIA and reached out. The brief was clear: professional quality, fast turnaround, no compromise on either.



The Two Problems

1

Quality — the content wasn't reflecting the brand

Tyler was editing his own videos. For a mortgage broker managing dozens of client files, that meant rushed cuts, inconsistent style, and a final product that didn't communicate the authority his business had actually earned. In a trust-based industry, the way your content looks is part of what clients use to decide whether to pick up the phone.

2

Speed — he needed same-day or next-day delivery

Short-form content is a timing game. Shoot today, post tomorrow — that's the window when momentum is highest and the algorithm rewards fresh uploads. Tyler needed a partner who could match that pace without cutting corners. Waiting three days for an edit doesn't work when the content strategy depends on consistency..



The market context: PEI is a small, tight-knit market where most mortgage brokers aren't producing video content at all. Tyler already had no competition on expertise. With the right post-production, he'd have no competition on content quality either — and that's exactly what happened.



What We Did

The model was simple. Tyler shoots. We edit and deliver within 24 hours — consistently, every time, with no drop in quality regardless of volume or deadline pressure. Educational talking-head videos and short-form reels, both cut to the standard his brand deserved.

Took the edit entirely off his plate

Tyler stopped spending evenings cutting videos and started spending that time on his business. Post-production became someone else's problem — ours — and it stopped being a source of stress or delay in his content calendar.



Case Study

Tyler McLellan

Delivered within 24 hours, every single time

Same-day and next-day delivery — matched every time. Tyler shoots, we return a finished edit before the next shoot. The content pipeline that he needed to build authority in PEI now runs without friction.

Elevated the quality to match his market position

Professional cuts, clean pacing, consistent style — the kind of editing that makes a mortgage broker look like the most credible voice in the room. In a market where most brokers aren't producing video at all, the quality gap became a competitive moat.



The Result

Tyler's videos began performing in a market that had no precedent for mortgage content at this production level. Over 100,000 views generated across his educational tips and reels — in PEI, a province with a total population under 180,000. That's not a small number in context. That's saturation.



Case Study

Tyler McLellan

METRIC	BEFORE	AFTER
Video editing	Done by Tyler himself	Fully handled by us
Content quality	Unprofessional	Brand-level standard
Turnaround time	Weeks (self-edited)	Under 24-48 hours
Total views generated	—	100K+
Competitors at his content quality	Unknown	Zero



Case Study

Tyler McLellan

Tyler McLellan was already the best mortgage broker in PEI. Now his content reflects that. In a province where most brokers aren't publishing video at all — and none at this production level — the gap between his brand and the competition isn't just about expertise anymore. It's visible every time someone scrolls past one of his reels.

