



18 Tips for Busy Realtors Who Want to Get Started on Facebook



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Comedian Will Rogers loved to tell people to [buy land](#).

Real estate certainly is an intriguing investment for buyers. Facebook is an even better investment for realtors. Over [1.86 billion people](#) are active on Facebook, and that number keeps growing. For the uninitiated realtor, tackling Facebook is like scaling the Great Wall of China. It's a daunting task. This article provides 17 tips that will help you zoom ahead of your competition.



1. Set Up a Facebook Business Page

Don't use your personal page for Facebook real estate. A Facebook real estate page brings certain expectations of professionalism. The content you post on your personal page may violate those expectations. For instance, talking about politics is okay on your personal page, but inappropriate for your business page.

Facebook business pages also have a plethora of other advantages: you can advertise, you're not limited to 5,000 friends, you can connect to Facebook Places, and much more. Additionally, using a personal page looks unprofessional—even if you don't post unprofessional content on it.

2. Claim Your Vanity URL

You want your URL to be as close to your website as possible. This displays cohesion in your branding strategy. There's no need to keep the default Facebook URL.

So how do you make a change? Assuming you're the page admin, you go the about section, and click on the edit button next to the username. Then you can enter a new username. You need 25 likes to claim a vanity URL, and you can't take one that's already been taken.

3. Display Alluring Cover Photos

Your cover photo is important for your brand. Some realtors create a nice graphic. Others rotate houses to show what's available. This latter option is powerful because you're advertising a specific product with your cover photo. Here are some notes about cover photos.

- 1.They will render at 851 x 315.
- 2.JPG files are good for basic photos.
- 3.PNG files are preferred when you have logo or text.



4. Maximize the Similar Page Suggestions

Your goal on Facebook is to get as much exposure as possible. You want your

settings to help with that. Make sure the “similar page suggestions” option is checked. If people like other realtors in your area, Facebook may show your page to them.

It’s easy to get there. Click on the settings tab. Then go from “general” to “similar page suggestions”. Make sure the box is checked.

5. Create Useful Tabs

Custom tabs have impressive utility on your Facebook business page. They give your visitors a richer experience. You can put certain types of content under certain tabs. For instance, you can put houses that are newly listed under a custom tab. Creating a custom tab is often thought to take developer-level skills. It’s not that involved. You can access a [full tutorial here](#).

6. Follow the 80%-20% Rule

Social media is flooded with promotional pages. Have you ever been on Fiverr? There are sellers that will promote your page to hundreds of thousands of people for \$5.

Are these sellers all duplicitous? Some of them are, but many are not. They really will promote your page to thousands of people. Yet, all these pages do is add friends and pump out promotions. They have virtually no engagement, and their value is lower than some pages with only hundreds (or dozens) of committed fans.

You can’t keep fans by only pumping out promotional content. People will tune you out. You need to post engaging material your audience will care about. That’s why you should follow the 80-20 rule. 80% of your content should be non-promotional, and 20% of your content should be promotional. If you only list houses, you’re going to turn people off.



7. Reply to Comments

Naturally, you're going to reply if someone says they want to buy a house. But you should respond to every comment. If someone has a real estate question, look to answer it. Even if that question isn't on your page. This will help you build up goodwill in the community.

8. Share Informative Facts

Do you know the meaning of a red door in Scotland? People painted their door red once they paid off their mortgage. The red paint was a celebration of the fact the homeowners are debt free. Or did you know the sky high value of Japanese land in the 1980's? During that time, the Palace of Japan was more valuable than all the land in California.

There are a lot of cool real estate facts like this. These engaging facts will give you more likes and comments than a typical post. These kind of posts fall into the 80 part of the 80-20 rule. Don't just post these photos. Make cool infographics of them using free software like [Canva](#). If you're too busy, you can collect the facts, and outsource the infographics to Fiverr.

9. Upload Photos of Eye-Catching Homes

Matsuo Basho, a legendary Japanese poet, said every day is a journey, and the journey itself is home. The advice is solid; your journey, not your possessions, will make you happy. That doesn't stop people from loving their actual homes, or nice homes they wished they owned.

Photos of eye-catching homes are appealing. They are beautiful, and they inspire people to shoot for the stars.

10. Rely on Facebook Insights

It's easy to hook up Facebook Insights with your business page. There is much data on Facebook Insights: including data about the age, gender, and location of your followers. Who's checking out your page? Are you getting a surprising amount of views from a neighboring city? Maybe you should do a flyer drop there to promote yourself.

How do you check out Facebook Insights? Scroll down to "All Posts Published", and the click on "Reach". You can then switch over to view your "Engagement Rate". This piece of data helps you know who only saw your post and who interacted with it. The level of engagement is a more accurate barometer of the value of your content.



11. Gather Leads at Open Houses

You should have a pen and paper ready at your open houses. Ask for the name

and email of your prospects. After they leave, you can send them a request to add your Facebook page. Moreover, you're growing your email list, a marketing channel that has a 4300% ROI.

12. Run a Contest

Do you want to gain local subscribers quickly? There's nothing like a contest if you want to balloon followers and email subs. Here are some things you can give away.

1. Passes to a local sporting event
2. Gift cards at local restaurants
3. Local partner services, like free oil changes
4. Electronics, like a free iPad
5. An Amazon Gift Card

How can you run a Facebook contest smoothly? One way is to use Wishpond. You can run various other types of contests via Wishpond such as: an essay contest, a vote contest, a photo contest, and much more.

13. Update Your Contact Info

Maybe you started your Facebook business page a while back. In your haste, you may not have updated the contact info. Go back and check it. Make sure it's 100% accurate. The more data you have, the better you'll be.

14. Use Awesome Infographics

As a realtor, you'll face general questions about the local market. What are the worst home improvements for sellers? What are the benefits of using a realtor? How does freeway proximity impact home value? Unlike local questions, these questions are answered on other blogs and pages too.

So why just blog about them. Stand out by designing gorgeous infographics. Put the info out there in a clear and simple way. Fiverr is a wonderful place to get infographics designed. Also, Facebook is a platform where photos and videos

triumph over long blog posts. Make your content easy to digest.

15. Create a Stealth Page

A stealth page is a fan page that doesn't relate directly to your company. You could make a page titled, "Best Pools in San Diego County" or "Best Japanese Gardens in Southern California." These pages get likes a lot faster than the typical realtor Facebook page. That being said, the leads are colder. Carve out a niche for yourself to accelerate success.

16. Properly Fill Out the Description Box in Photos

People who are interested in homes are looking for as much info as possible. That's why you need full captions and descriptions on your photos. How do you do this? Simply click on the edit box next to the photo and fill everything in. You can answer when the photo was taken, who you were with, and you can edit the description.

17. Share Good News About the Economy

Good economic news benefits buyers and sellers. Was there a positive jobs report? Did the average home price increase more than expected last year? This information can drive people to make a decision. Post that type of info on your page as part of your non-promotional push.

18. Use Social Media Socially

The real key to success on Facebook is to provide value. Respond to comments. Upload engaging content. Run contests that people want to enter. Make your page a page that you would want to follow. This is the key to success for realtors on Facebook.



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