

VR- Social Solutions **REAL ESTATE AGENCY GUIDE**

10 things you can do to become the “go-to” agent in the community.

THIS ARTICLE IS ABOUT LEVERAGING SOCIAL MEDIA TO BECOME THE GO-TO AGENT WITHIN THE COMMUNITY.

The thing is in real estate, if you want to become highly successful you must be a walking-talking-promoting-machine and what matters most is prospecting within the area, closing new listings and closing sales.

Social media is a tool to amplify you, your brand and your unique value you bring to the community. (We have an article [Here](#) regarding the biggest problem when starting out).

The number 1 biggest problem is obscurity, not enough people know YOU!

Here are 10 ways that we utilise social media with our real estate clients in Brisbane, that you can utilise too;



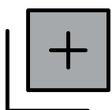
1. **Have a public Facebook page so that you are visible online. A Facebook page costs nothing to set up. Make it look professional with a photo of yourself as the profile picture and a banner photo of the agency (your public image matters).**



2. **Create a basic Instagram with nice photos of yourself and the properties you list (not your damn cat). This allows potential buyers to tag their friends/partners in your posts.**



3. **Have a basic LinkedIn so that professionals can view your contact details and work history (professionals like to see that they're dealing with a professional).**



4. **Add at least 2-3 photos to your Facebook page each week (shows that you are staying relevant and active).**



5. **Share valuable insights about the community on your Facebook page, It proves that you know what you are talking about and you become a source for information (gives you trust and credibility).**



6. **Post pictures of your sold stickers and happy buyers/sellers. Social proof sells! I'm sure you've had a friend tell you about a restaurant, which you've then gone to. The same principle works in real estate. We trust others' judgement (hence why Rate My Agent is so big).**



7. **When you post a photo on Instagram, ensure you add the geolocation and hashtags relevant to your area (this allows other people on Instagram in your area to view your photo/s).**



8. **Do a weekly live stream on your public Facebook page to provide value to the community. It is 2017 now and people like to see your value (business is very much dictated by the value you bring to the marketplace).**



9. **Write valuable blog posts about local events and town plans. If they are good, other businesses and people within the area will share your posts out to their followers (gives you credibility from 3rd parties when they share).**



10. **Utilise Facebook and Instagram Ads. Facebook and Instagram ads are VERY powerful. Now, I'm not talking about a 'boosting your post'. I'm talking about correctly targeted and retargeted ads with your target markets; age, location and income as a minimum. Then segregating your CRM data to create custom audiences on Facebook so that you have Facebook doing part of your follow up and qualification for you.**

So to summarise, you want to be utilising Facebook business pages, Instagram and LinkedIn so that you can utilise social networking because current methods of print media is linear marketing. I cannot share a letter in my mailbox, however I can share a Facebook, LinkedIn and Instagram post. **If you're consistent with providing high levels of value to the community, you will always win.**

Frequency x Consistency x Value = Client flow



If you would like to ensure you become the known agent/agency within your area, we have developed a program specific for real estate agents/agencies, called the...

ONLINE ACCELERATOR PROGRAM

In this program, we do the heavy lifting for you, we take care of the posting, ad creation and build you a tailored strategy to dominate your area online. Bringing you more brand awareness = more inquiries = more viewings and more listings. So you as an agent/agency can focus on what you do best; building relationships, negotiating and closing.

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CALL VAUGHN FOR YOUR FREE ONE-ON-ONE STRATEGY SESSION.

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