

THE 5 POSTS EVERY REAL ESTATE AGENT MUST HAVE ON THEIR FACEBOOK PAGE

Working with real estate agents across the United States, we have discovered the types of posts that work best.

Follow these 5 easy tips and you will build followers, create engagement, and win more listings.

1. SOMETHING REAL ESTATE

It goes without saying that some of your content should be about real estate. This is what people expect from you... and it's a chance to show your expertise.

We've found that people love stories about interior design – home makeovers, design trends, interesting architecture. Buying and selling tips are also appreciated.

Posting something quirky also helps. A post we did about mancaves got a lot of response!

If you blog, make sure to share your articles on your Facebook page so your followers are can see how knowledgeable you are!



Todd January 2 at 4:01pm · 🌐

Would you like a craft room in your home? What would you create in it?



Like Comment Share

1 Top Comments

Write a comment...

[Profile] I want this room!
Like · Reply · 1 · January 2 at 9:42pm

[Profile] We have a craft room! It's half of a guest room!! LOL
Like · Reply · January 2 at 5:51pm

[Profile] Id create a mess. #notgonnalie
Like · Reply · January 3 at 10:21am



Kristine, Broker/Realtor January 9 at 6:01pm · 🌐

What a great idea for organizing all those kitchen essentials.



Like Comment Share

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2. SOMETHING LOCAL

It's vital to stay relevant with your posts on Facebook if you want lots of engagement. That's why having some local content is important.

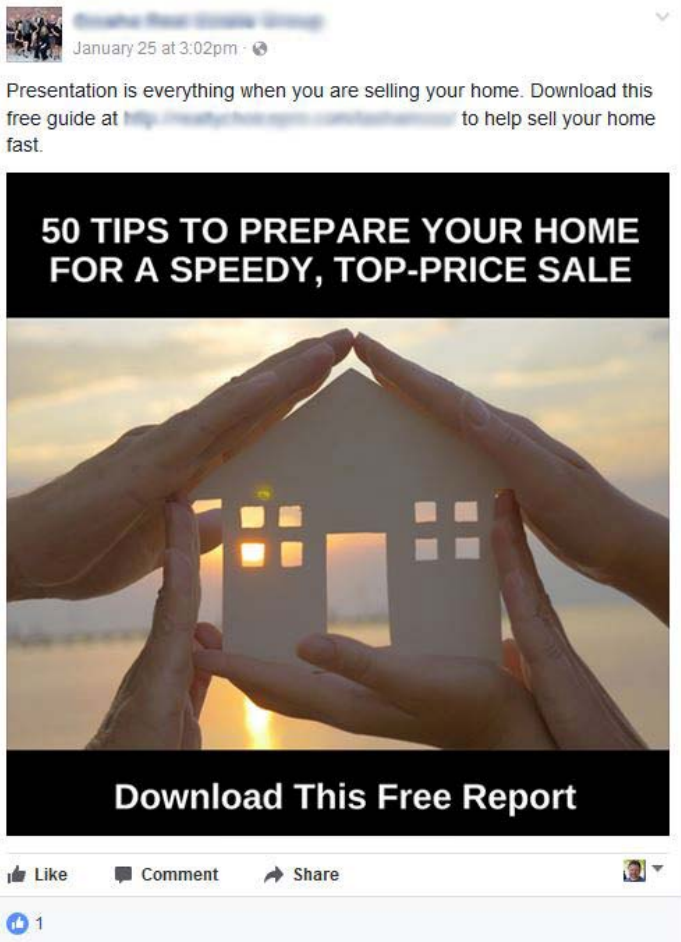
Your posts could be about real estate (there are often new real estate market reports and statistics available – either from your own MLS or reported in the media).

Alternatively, your posts could be about what's happening in the area.

We've been posting what's on guides, public service announcements, news about developments in town... and a whole bunch of other interesting, local content.



3. SOMETHING THAT GETS YOU LEADS



While it's important to have a full Facebook page with lots of great content, it's also important to win leads.

That's why you should include posts that encourage people to sign up for your newsletter or to request a home evaluation.

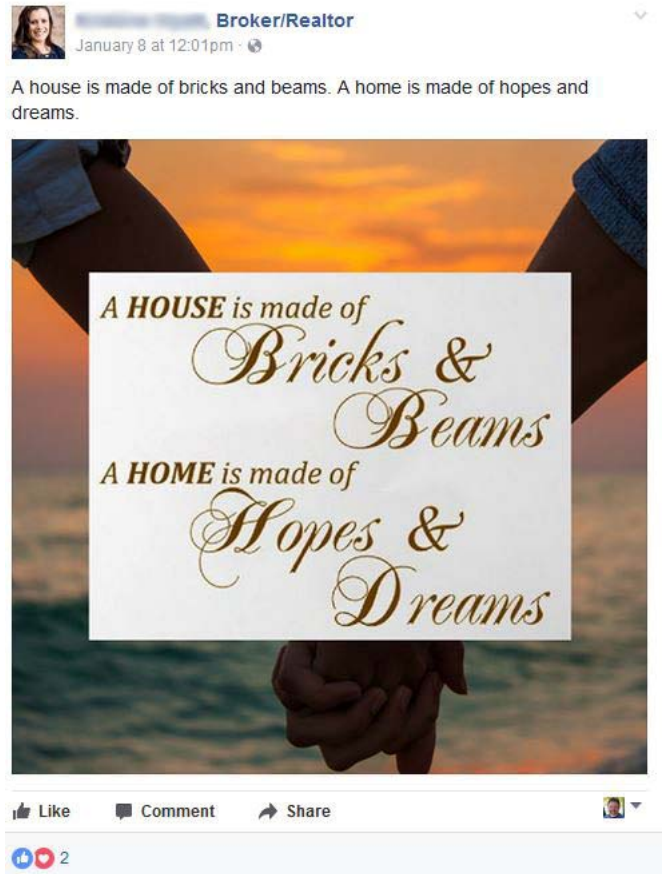
Make sure that these posts go to a specific page on your website where people can request what you are offering.

4. SOMETHING INSPIRATIONAL

Having your posts shared is important if you want to reach more people.

We've found that inspirational posts can often get a lot of shares!

So make sure you include something uplifting on your page from time to time. Your followers will thank you for it!



5. SOMETHING WITH A LISTING OR A JUST SOLD



We've discovered that posts promoting listings get great engagement – likes and comments. Maybe it's because people like to see inside other people's homes! Or maybe it's because some of your Facebook followers are actually looking to list or buy soon.

To make your listing posts even more effective, try “boosting” them in Facebook. This requires a small investment (probably not more than \$30) to promote your listing to potential thousands of people in your local area. You can narrow your ad down to the kind of people you want to reach – ages, income... and even if they are likely to move soon. It's super-powerful.

EVER WISHED SOMEONE WOULD JUST DO YOUR FACEBOOK FOR YOU?

In its third-quarter 2016 financial reports, Facebook revealed it has 178 million daily active users in the United States and Canada.

That's why YOU must have an active, effective Facebook presence.

We'll handle Facebook for you, create posts that encourage people to contact you, and even guarantee 300+ Facebook users visit your listings each month.

Click here or visit readytogosocial.com
to find out more...

