

How To Profit From Facebook in 2013

For Real Estate Professionals



**3 Top Strategies & Best Practices From A Network Of
Over 80,000 Real Estate Agents and Brokers**

**By Austin Sams,
Managing Editor**

AgentInnerCircle.com

Copyright Notices

© 2013 Forte Communications, Inc. All Rights Reserved.

Any unauthorized transfer of license, use, sharing, reproduction or distribution of these materials by any means, electronic, mechanical, or otherwise is prohibited. No portion of these materials may be reproduced in any manner whatsoever, without the express written consent of the publisher.

Published under the Copyright Laws of the Library Of Congress Of The United States Of America, by:

Forte Communications, Inc.
DBA: Agent Inner Circle®
7349 E. Tanque Verde Road
Tucson, AZ 85715

Legal Notices

While all attempts have been made to verify information provided in this publication, neither the Author, nor the Publisher assumes any responsibility for errors, omissions, or contradictory interpretation of the subject matter herein.

This publication is not intended for use as a source of legal or accounting advice. The Publishers want to stress that the information contained herein may be subject to varying state and/or local laws or regulations. All users are advised to retain competent counsel to determine what state and/or local laws or regulations may apply to the user's particular business.

The purchaser or reader of this publication assumes responsibility for the use of these materials and information. Adherence to all applicable laws and regulations, both federal, state, and local, governing professional licensing, business practices, advertising and all other aspects of doing business in the US or any other jurisdiction is the sole responsibility of the purchaser or reader. Forte Communications, Inc. assumes no responsibility or liability whatsoever on the behalf of any purchaser or reader of these materials.

Any perceived slights of specific people or organizations is unintentional.

How To Profit From Facebook in 2013

For Real Estate Professionals

TABLE OF CONTENTS

Introduction	4
Background	5
Top Strategy #1	7
Top Strategy #2	10
Top Strategy #3	12
Summary	14
Tips For Great Facebook Status Updates and Comments	15
How To Setup Your Facebook Account and Business Page	19
Privacy Settings To Protect Yourself On Facebook	20
Become A Fan Of AgentInnerCircle.com on Facebook	22
The Easiest Social Media Tool To Boost Your Production	23

INTRODUCTION

This is a hands-on guide to finally tap into the largest social network on the planet for more real estate business.

If you've ever thought about using Facebook as a method to get new clients and just don't know where to begin. Or, if you've used it before with little or no response, then this ebook is for you.

I wrote this ebook to give you, the hard-working real estate guy or gal, a better way to use social media to connect with more people, motivate response, and get clients without spending your life online!

It's not my goal to give you every strategy you could use with Facebook. Instead, I want to share the "best practices" of what's working for other agents so you can quickly apply it to your business.

After reading this ebook, the two most common responses I get are: "Oh my gosh, I never realized it could be so simple." And: "I can't believe you're giving this away for free."

Well I am. For now. I've done the hard work. I spent 8 months surveying, studying, and questioning our network of top-performing agents. I've found the top 3 strategies any agent can use to get more real estate clients from Facebook this year and for years to come.

Best wishes for your success,

Austin Sams

Managing Editor,
Agent Inner Circle®

P.S. This is just one of many free business-building resources available at:

<http://agentinnercircle.com>

Why Should I Use Facebook In My Real Estate Business?

Facebook is a social network that helps you connect with friends, family, past clients, and future clients.

You knew that, right?

Most real estate professionals have a personal Facebook profile, but few understand how to use Facebook to generate new leads, send updates about your activity to sell homes faster, or program people to send you referrals.

In this ebook you'll learn the BEST way to use Facebook to:

- Get referrals from your friends and fans
- Promote your listings or find the perfect home for buyers
- Generate new leads and clients for free

Important Background...

Facebook started as a site for college students, but now has over 900 million users worldwide of all ages and backgrounds. In the U.S., there are 163 million users from every state, big cities and small towns. The 35 to 64+ age group is 35.7% of the users in the U.S. (Source: Facebook.com).

This means you can now reach people who live in your geographic area (or people looking to relocate to your area) who are thinking of buying, selling, or investing soon...and who are also financially capable of buying and selling real estate.

But there's an even more important reason to use Facebook...

Most people who use Facebook login every day and spend an average of 25 minutes on the site EACH DAY – more than any other website.

Are you starting to see why it's so important to be on Facebook?

People check Facebook nearly as often as their email, so you have more opportunity to get their attention than any other website, plus reach people early-on before they talk to any other agent.

Question: If you knew your potential prospects were hanging out in the same place for half-an-hour every day... wouldn't you stop by and say "Hi" at least a few times a week?

You need to be where your clients are – where they "hang out."

But keep in mind... Facebook is like a "coffee shop." People aren't directly looking for real estate information like they do when they search on Google, Craigslist, or the Classifieds. You become an unwanted pest when you get on Facebook and only talk about real estate. People do not want to be "sold." Your goal is to be visible as the helpful, trusted expert. Not the guy or gal trying to sell at every opportunity. But you only make money selling real estate, right? So...

How do you use Facebook without wasting time?

That's what the rest of this ebook is about – how to identify people on Facebook who are considering selling their home or buying a home, and how to become the agent they choose. You'll discover the best practices for interacting with friends and fans in ways that help, encourage, inspire others AND bring you business.

Even if you think you've heard it all before, you're sure to learn new ways to bond people to you more, refer you more, and how to sell more homes.

3 TOP STRATEGIES To Profit From Facebook As A Real Estate Professional In 2013

TOP STRATEGY #1:

Stay connected with past clients, friends, family, and acquaintances (your Power List™) to generate unlimited referrals and repeat business

Every real estate agent should have a personal profile and a business page on Facebook. If you already have both of these, great! If not, refer to the "SETUP" section on page 19 of this ebook for steps and tips. These are the tools to create your online "social network" which is really just another part of your Power List™ of personal contacts (along with your contact database of email and mailing addresses).

You need to do TWO things to make this first strategy work:

- Build your Power List™ LARGER IN SIZE
- Make your Power List™ MORE RESPONSIVE

HOW TO BUILD YOUR POWER LIST™ LARGER IN SIZE

What's the best way to make new connections with more people on Facebook (and not just other real estate agents)?

First, go through your email program or contact database, search for each person on Facebook, then invite them to be your friend.

Also, think about common connections you have – people you meet through a local organization or group you're involved with in your area.

Next, you need to segment your personal network of “friends” and identify who is a “fan” of your business. This way you can separate your personal and professional life. I know sometimes they feel the same, but you’ll talk about different things on your business page than your personal profile, so don’t skip this next part.

Second, get “fans” by messaging your Facebook friends, asking them to “Like” your Business Page. That’s the easiest way but there are other ways to get fans that our network of top-performing agents has identified, which I can explain in a future article on our website.

For now, realize having more friends or fans is a preliminary step but not the main goal. Having *quality relationships* is what leads to more referrals and repeat business.

HOW TO MAKE YOUR POWER LIST™ MORE RESPONSIVE

Once you have your network of friends and your smaller network of fans, you need to deepen the relationship with each segment so when they think “real estate” they naturally think of YOU.

Here’s how to do that. It’s the same as a relationship in-person...you wouldn’t become great friends with someone who talks business all the time and is constantly pumping you for names. Instead, use “status updates” to talk about the following things that make people want to respond and share your updates with others:

- **Friends** – life events, inspirational quotes, funny stories, referral programming, and occasional offers for helpful information
- **Fans** – real estate updates, stories of how you’ve helped others, client recognition, and your monthly newsletter

Answers to a few common questions are on the next page...

How often do I post status updates?

Daily is best, weekly at a minimum. You want to stay in touch to continue to build relationships while also positioning yourself as an expert in real estate. If you post a message that basically says “buy this” or “hire me” every day, people will tune you out.

For your personal profile, simply post something from your smart phone as you go about your day (use the Facebook mobile app). Or, when reading real estate news online, share a link to the news story. For your Business Page, you can schedule posts to go out each day. For example, on Sunday you can schedule posts to go out for the coming week. See page 15 for writing tips and example messages.

The very act of being consistent demonstrates your reliability, trustworthy and professionalism so you’re positioning yourself as an expert even if most of your updates are not about real estate.

When is the best time to post status updates?

Most people check Facebook at night. If you post a status update in the afternoon or evening, more people will see it than a morning post.

Why? Because Facebook’s “newsfeed” (the list of status update each person sees) is continually updated, with older posts going further down the page. You want to be near the TOP when they start reading their newsfeed so your message gets noticed.

What can I expect from using this strategy?

Over time your online friends wouldn’t think to work with any other real estate agent, as long as you’ve continued to provide value while staying in touch. That means locked-in new and repeat business! They’re also more likely to introduce you to THEIR friends through Facebook – more referrals!

Another way to use Facebook to interact with Power List™ members who are on social media is to **comment** on other people's status updates related to life events that may require them to buy or sell real estate. See the section page 15 about "Writing Tips" to learn more.

Why this strategy won't work for some agents?

You have to be "referral worthy" to make this strategy work. You also have to remind (even program) people to send you referrals. This is not just saying "I love referrals". Most agents underestimate the depth of relationship required for someone to refer business to you.

If you're looking for pre-done status updates proven to bond people to you like family and get more referrals, [click here](#).

Let's move on to the second of the top three strategies...

TOP STRATEGY #2:

Leverage your Power List™ to sell homes fast

For every 100 people you know, 14 will buy or sell a home each year. (Based on average length of home ownership stat from NAR).

If you have 100 friends on Facebook, they each know at least 100 other people, which means you could potentially reach 1400 people (or more) who will buy or sell real estate in the next 12 months. Question is, how do you get noticed by these people?

We've already talked about how you leverage your relationships to get referrals from your social network. Now we'll talk about how you find a buyer for your listing, or the perfect home for a buyer client by tapping into the extended connections of your network.

What's the best way to promote listings on Facebook?

You can use a "Just Listed" strategy without overtly selling so more people welcome and value your message. Instead of blasting everyone an update with a photo of the home, do this:

- **List out who in your personal network lives close to your listing.** Individually, send them a personal message on Facebook letting them know about a listing "in their area." Why? Because many times a person will know a friend or coworker who wants to move into the same area. It makes sense.
- **Also, think about what type of person the buyer would be,** then message people in your network who are similar. For example, if you have a listing a first time buyer would want...then, send a message to each person you know who is under 35 years of age (fyi, this could also work the other way, if you have a vacation home that friends over 50 may want to buy). Don't have friends in the age range you need? You'll learn more about how to make new connections on the next page.

What's the best way to find homes for buyers?

Besides announcing on your personal profile and fan page that you have a buyer who is looking for a certain type of home, use a similar approach to what you just learned. Message people in your network who live near where your buyers want to live. Ask them if they know of anyone wanting to sell and you may even get a listing. You can also have your client message their friends on Facebook. Do this right and you can get exposure to a lot of other potential buyer and seller clients.

One more Top Strategy...

What about getting business from people you don't know yet?...

TOP STRATEGY #3:

Generate new prospects automatically and grow your Power List™

We both know real estate is a relationship business. The more relationships you have, and the deeper you can make those relationships, the more money you're going to make. So here's a here's a quick and effective strategy to generate leads and make new connections...

To get new leads from Facebook offer a "lead magnet." What's that? It's a specific reason why someone would contact you – valuable information that's free and easy to get. Someone has to contact you to request it and identifies themselves as a potential prospect who is thinking of buying or selling real estate soon.

Here's how it works: Members of the 3-StepsUltimate.com group have a pre-written report called "*8 Secrets For Saving Thousands When Buying A Home*". Promote this report for free by...

Posting a status update on your **Business Page to fans:**

Thinking of buying a home soon? I have a free report called: 8 Secrets For Saving Thousands When Buying A Home In [Area] -- if you're not already a fan click "Like" above, then call me at 555-555-5555 to get your copy.

Then, use a status update on your **personal profile to friends:**

Hey friends in [Area]! I just finished updating a free report called: 8 Secrets For Saving Thousands When Buying A Home In [Area] -- if you're thinking of buying soon (or know someone who is), go "Like" my Fan Page and I'll send you a copy. Here's the link to my page: <https://facebook.com/your-fan-page-url>

Can you guess what happens when someone does this?

First, you're generating leads from people you're already connected with. So this strategy can get you more "fans" for your Business Page on Facebook. The first time someone "Likes" your Business Page you get an email notification from Facebook. Then send them a private message on Facebook with a link to download your report as a PDF. Or send them a message through Facebook asking for their email address so you're also building your email list for you monthly "Direct Response" [real estate newsletter](#).

Second, when they "Like" your business page, it shows up on their newsfeed FOR ALL THEIR FRIENDS TO SEE. Someone they are connected to (a friend of a friend) may be thinking of buying or selling and they can click on a link to be taken right to your Business Page.

Holy cow! That's exciting. That's free, viral marketing. It's reaching people you don't know yet in a way that's credible because it's basically an endorsement of YOU from their friend. But your friend didn't have to do anything else but click the "Like" button. And this can happen for not just one person, but EVERY person who "Likes" your Business Page to get one of your offers.

Now, you don't want to be doing this all the time on your personal profile with your friends (remember what we talked about before in the first strategy?). Try making offers to get more fans on a weekly basis, and then use your Business Page to get leads to call you!

Keep in mind, you have to write the message in a way that is natural and still gets attention. Plus, there are other "lead magnets" you can offer like a free home value analysis or a free list of homes that I don't have time or space to discuss here.

SUMMARY

How Do I Get Started Using These Strategies?

There are dozens of ways to use Facebook to reach potential buyers and sellers. But remember, the BEST ways our network of agents has identified are:

#1: Stay connected with your personal network for repeats and referrals using the right type of status updates that “program” friends and fans to do business with you and only you.

#2: Leverage your network’s reach to sell homes faster by messaging specific people who may know your next client.

#3: Meet new prospects through your network’s connections by having people “Like” your Business Page for free offers.

I hope you use these 3 strategies to maximize your results from Facebook in the coming weeks and months. If you need a “Plan Of Action” to get started, follow these steps:

STEP 1: Review tips for writing status updates (see page 15)

STEP 2: Setup a personal profile (see page 19)

STEP 3: Setup a business page (see page 19)

STEP 4: Update your privacy settings (see page 20)

TIPS FOR WRITING GREAT FACEBOOK STATUS UPDATES AND COMMENTS

In this section you'll find suggestions for writing "Status Updates" and comments on your Personal Profile that gets noticed, liked, shared, and valued by people...and how to avoid ruining your reputation.

5 Types of Status Updates People Like & Share

1. Make people smile. This could be from something funny you saw or experienced, a story or joke that made you laugh, or a quote that inspired you and would lift people's spirits. It could also be helpful tips that can make someone's life easier.

2. Ask real questions. Questions are perfect for short messages that make people want to respond. Be careful you're not using this as a way to blast out information about listings. ***Don't*** say: "What if this were your kitchen?" Instead, use questions to position yourself as a helpful expert, for example: "Anyone in Tucson know a good locksmith? Client needs a recommendation. I know every other service provider to help with home maintenance, but not this one!" Also, use questions to learn more about people, for example: "Working on the garden this weekend. What's your favorite weekend activity?"

3. Be excited about common interests. Remember, your friends on Facebook put on their profile the types of music, movies, books, and other things they enjoy. Scan through there to see what common interests you have with your friends. Then send enthusiastic updates about these things, including: local events like concerts in your city, or information about a local high school or college sports team winning a recent game.

4. Real estate news on your Business Page. When you have important news about the real estate market, post it on your Business Page first. Then, use your Personal Profile to do a shorter update with a link to your Business Page. Be careful you don't do this too often on your personal profile or you'll lose trust with people. But periodically posting big news stories and describing why it's important makes you a trusted professional and can motivate people to call you.

5. Use Photos whenever you can. Interesting, fun, and eye-catching photos are a great way to capture people's attention as they scroll through their newsfeed. While you're going about your day, if you notice something worthy of a picture, take a snapshot with your smart phone and then immediately upload it to Facebook with a short message on what it is or why you shared.

5 Ways To Bond People To You With Comments

1. Thank other people for sharing on YOUR update. When friends comment on your status update, write a comment back, personally thanking them by name: "Thanks for your comment Jan! I'm glad to know this quote inspired you."

2. Thank people on THEIR update. You probably are friends with people who help you in real estate. For example, when your mortgage lender posts an update, make a comment saying: "I am so thankful to know Barb Sanders at Happy Street Mortgage. She helped my clients who were first time buyers get a fantastic interest rate so they could afford a home!" Don't overuse this strategy or it could backfire but when done correctly, this public recommendation shows you care about people and makes them more likely to do the same for you.

3. Contribute to a conversation. Commenting on one of your friend's updates puts your name in front of their friends. So, be cool

by adding something insightful and relevant to a conversation. For example, if someone posts a picture of a piece of furniture they just re-stained, it's **NOT** a good idea to say: "Great work on this. By the way, I'm never too busy for your referrals."

4. Know when to stop commenting and "private message"

someone. If it's just you and one other person commenting back and forth, send them a private message through Facebook to talk with them directly. This will help you get to know someone better who can become a new friend of yours and possibly a new client.

5. Get an introduction from your friend. If you notice a comment from a friend of a friend that looks like they would need your real estate help, don't scare them away by messaging them directly. Get an introduction by messaging your friend through Facebook like this: "How do you know [PERSON]? Sounds like they need real estate help. I'd love to help them by giving them a report I wrote about how to sell a home fast and for the most money the market will pay. Can you introduce me or tell them about my free real estate report?"

5 "Oh No, They Didn't" Messages To Avoid

1. Boring messages. People do not need to know everything you're doing. Instead of saying: "Eating pizza for lunch again," say: "Who wants to grab lunch at this pizza shop tomorrow?" That might turn into a business meeting if a person wants to talk real estate or knows someone looking to buy or sell.

2. Political messages. Remember, every person you're connected to on Facebook may see your message. You may have a strong feeling about a political figure or a viewpoint about a law. It's best to not even go there.

3. Questionable messages (or photos). It may seem funny to post after you've had a few drinks late in the evening, but be careful because what you say and how you say it can come across wrong way if you're not clear-headed. Also, photos of you at a party or doing anything else that makes people question your professionalism should be avoided for obvious reasons.

4. Angry messages. It's OK to vent your frustration to yourself. Just don't broadcast it to your network of friends or fans. They don't need to know that someone cut you off, besides, you're not supposed to be on your phone while driving! Posting things you're upset about, especially frustrations with clients you're working with, or contractors not doing a good job, do not help you get more clients.

5. Too many messages. Once (maybe twice a day) is enough status updates. The key is quality and consistency, not quantity. If you post too much or post only about your business, you lose credibility because it looks like you have nothing better to do than update Facebook every hour with self-serving promotions.

Key Takeaways

Real estate agents who successfully find new clients from Facebook aren't focused on promoting their company name or logo. They use Facebook to make a personal connection with their Power List™ by sharing helpful information, interesting and fun pictures, and engaging status updates. They avoid things that could compromise their credibility as a real estate professional. They share relevant offers to help with real estate needs. And they consistently use comments to congratulate, console, and champion others while demonstrating their professionalism and desire to serve others.

HOW TO SETUP YOUR FACEBOOK ACCOUNT AND BUSINESS PAGE

How To Create a Personal Profile on Facebook

1. Go to <https://www.facebook.com/>
2. Enter in your name, email address, and other profile details
3. Setup a Profile picture – use a personal and fun headshot
4. Add your contact info – change privacy settings later
5. Add your work info – very important!
6. Add your interests – fill out as much or little as you want
7. Change your preferences under Account Settings
8. Add friends by searching for Past Clients, email contacts, etc.

How To Create a Business Page on Facebook

1. Go to <http://www.facebook.com/pages/create.php>
2. Choose the Local Business option, and select Real Estate
3. Enter the desired name for your page (your brokerage company)
4. Provide your business address and contact information
5. Check the box indicating you agree to the Facebook Terms
6. Click the Get Started button. (If prompted for a Security Check, follow the instructions to continue.)
7. If you don't already have a Facebook Account, you can create one now. If you already have a Facebook account, you can link your Business Page account to your personal account. Linking accounts means you only have to log in once using one Email and Password to maintain your personal profile and any Business Pages you create. If this applies to you, select I already have a Facebook account, enter your existing Facebook Email and Password, and click Login.

PRIVACY SETTINGS TO PROTECT YOURSELF ON FACEBOOK

Here are a few suggestions to control who finds you on Facebook and what they can see...

Control Who Sees Personal Updates

On your personal profile, when you post a status update, photo, or other information... select if you want to share this with:

Public, Friends, or a Custom List of friends

Create a Custom List of Your Friends

Under your personal profile, select "Friends" and you will see all your connections. Hover your mouse over a specific friend's name and you'll see a new window appear. Then hover your mouse over the button that says "Friends" and a menu will show where you can select to categorize this person as a Close Friend, Acquaintance, or another custom category.

Control Who Can Find You

Go to your "Privacy Settings" (click the down arrow that's at the top right next to your name). Then under the heading HOW YOU CONNECT, choose these options:

"Friends" for ***Who can look up your timeline by name?***

"Friends" for ***Who can look you up using the email address or phone number you provided?***

"Everyone" for ***Who can send you friend requests?***

"Everyone" for ***Who can send you Facebook messages?***

Control What Others Can Post Or See

Go to your "Privacy Settings" (click the down arrow that's at the top right of the page, next to your name). Then under the heading TIMELINE AND TAGGING, choose these suggested options:

"Friends" for ***Who can post on your timeline?***

"Friends" for ***Who can see what others post on your timeline?***

"Friends" for ***Who can see posts you've been tagged in on your timeline?***

Control Who Sees Your Contact Information

For your personal profile, click on the "About" section then under the "Contact Info" you can control who sees your email address, phone number, or any other contact details. It's best to limit this to "Friends".

Control Who Sees Your Birthday and Relationship Status

Under your personal profile, click on the "About" section then under the "Basic Info" you can control who sees your birthday, relationship status, and other profile details. It's best to limit this to "Friends", or you could limit relationship status to a specific list of people, such as Friends and Family but not Acquaintances.

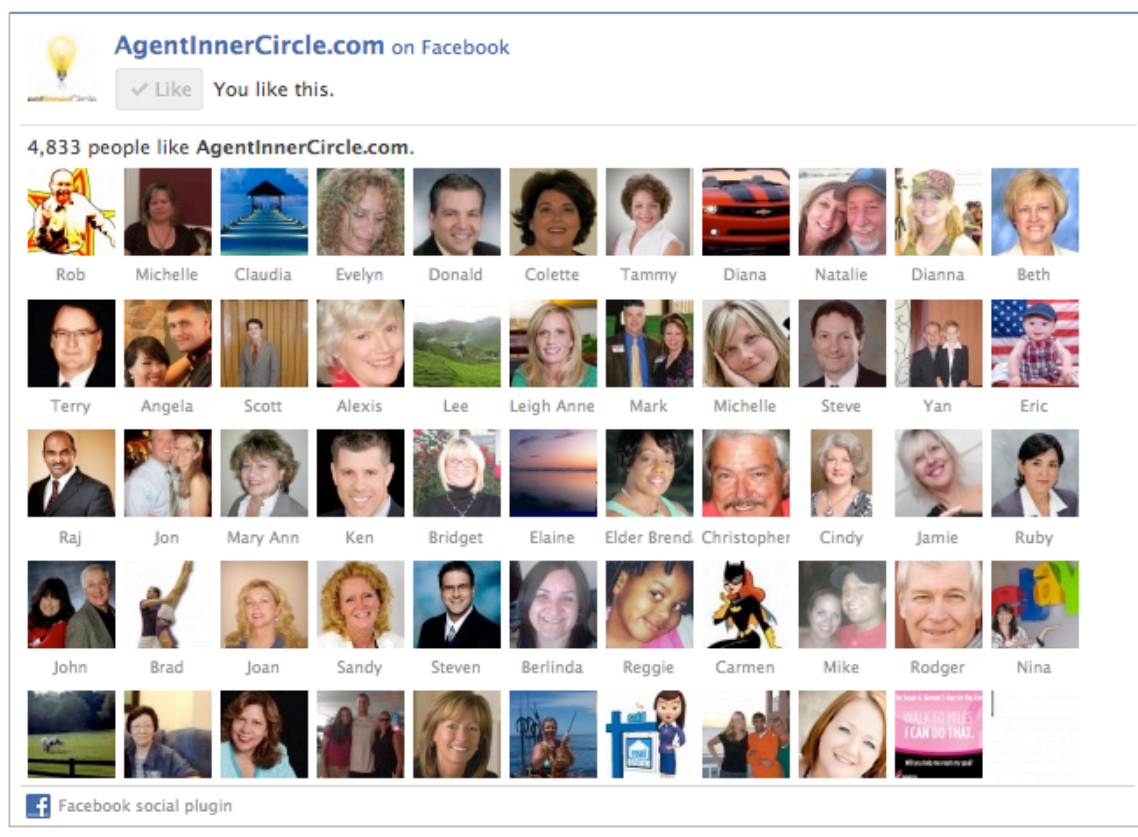
IMPORTANT NOTE:

Facebook frequently changes their website layout. If you can't find specific settings mentioned here, you can always find updated information at the main help web page for privacy controls here:

<https://www.facebook.com/help/privacy/basic-controls>

BECOME A FAN OF Agent Inner Circle® ON FACEBOOK

<https://www.facebook.com/agentinnercircle>



Are You Getting Our Updates Via Email?

Join top agents from around North America in the largest online business-building community ONLY for real estate professionals. Our community publishes a regular e-newsletter sharing real-world marketing ideas for getting more clients, making more money and enjoying a vibrant life in real estate. It's FREE to join, and if you don't absolutely love it, you can easily remove yourself at any time. We hope you find as much value in our community as thousands of other agents have...

<http://agentinnercircle.com>

It's The Easiest Social Media Tool To Get Leads & New Real Estate Clients Spending Almost NO Time and NO Money

Do you want an easier, faster way to get real estate leads without wasting hours and hours each day on social media websites like Facebook?

Then watch this short video to learn how to get pre-written, copy-and-paste Facebook messages that have been proven to work in real estate markets across North America – and how you can use these messages to get more leads, more referrals, and new real estate clients from social media...



<http://www.3-Steps.com/Facebook>