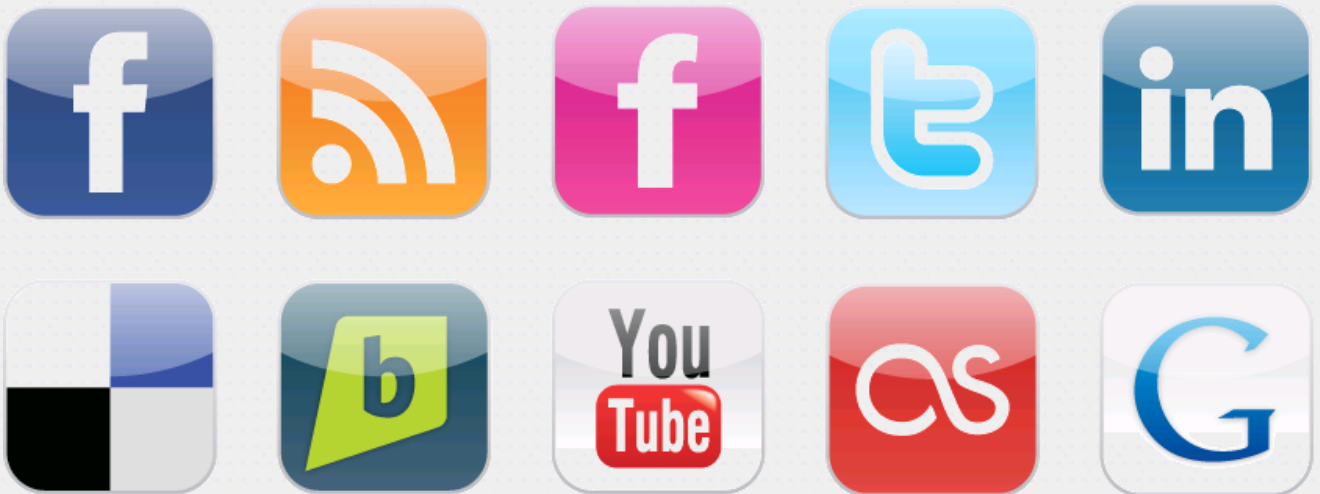


5 Ways the Best Brokers Use Social Media



- Jarred Alexandrov, Director of Social Media @ REIC

Introduction

As you read this report you are going to be surprised to discover that brokers can use social media in **5 important ways that will help transform their real estate businesses.**

You're also going to realize that you are probably missing out on this important transformation (hopefully your competition is as well.) **You still have an opportunity to take action, and reap the benefits, first!**

While very few brokers do all 5 of these things well, many do 1 or 2 very well. **We'll soon reveal some examples that you can follow right away** and give you the specific action steps you need to get started for your own brokerage.

Almost as important as what this report will show you is what it will NOT show you.

As you are reading this report you will NOT learn:

1. How to capture or buy internet leads.
2. How to dabble in social media to see if it "works".
3. How to sign up for twitter, facebook, linkedin, etc.

What you will discover are the **5 most important ways that any size brokerage can use social media to improve your business (they're on the next page!)**



5 Ways the Best Brokers Use Social Media

1 To support your agent's marketing and lead conversion efforts.

- If you're like most brokers, you want to support your agents by providing them with affordable ways to close more business...you'll learn how in this report.

2 To recruit a new generation of agents and staff.

- Most brokers want motivated, assertive, quick-learning agents and staff members. Your social media efforts will help attract them to your office.

3 As a PR Machine for your company, your agents, and your vendor partners.

- Many brokers do not yet realize the dramatic increase in free awareness social media can bring to their business.

4 To get on (or stay on) the first page of Google.

- You don't have to be the largest, oldest brokerage to use social media as a tool to enhance your Google ranking, and if you are the largest/oldest you still need to dominate on Google.

5 To meet, and eventually surpass consumer expectations.

- When you realize that it is no longer good enough to have a website you'll take the first step in being able to serve the modern (and future) real estate customer.

Supporting your agent's marketing and lead conversion efforts.

How to Support Your Agent's Marketing and Lead Conversion Efforts:

1 Provide them with the platforms and content to get their message out.

- Most of your agents avoid using social media because of the time commitment involved in the set-up and maintenance of their accounts. **You can reverse this trend now but setting them up on the appropriate platforms and providing them with content to use on a regular basis.**

One example of a brokerage that provides regular content is Keller Williams, with a “This Month in Real Estate Video” that all their agents can use.



This is just one example. **A realistic starting point is for you to produce (or have us produce) a great piece of content once per week that your agents can share with their database/connections/sphere.**

Supporting your agent's marketing and lead conversion efforts (continued).

How to Support Your Agent's Marketing and Lead Conversion Efforts:

- 2 Teach them how to position social media as an advantage when they are talking with buyers and sellers.
 - Many brokers and agents don't yet realize that social media is not a lead-generation tool. However, social media is an effective "lead-conversion" tool.

Every agent should have a document in their pre-listing packet that describes their "social media strategy" for helping get a home sold. Further, every brokerage should provide this for their agent!

Consumer expectations of your agents:

- Will work hard
- Will be transparent and honest
- Will understand the market
- Will use a variety of tools to market the home to the correct audience
- Will be regular contact
- Will do what he/she says they will do
- Will take care of any problems

Social media is not the be-all and end-all for meeting these expectations, but it does support them.

Many sellers have the perception that agents who use social media are modern, relatable, open, and connected.

Even agents who use social media every day don't know how to use it to help them convert leads. Teach them the difference between using social media to get new leads and convert new leads.

Recruiting a New Generation of Agents and Staff.

The new generation of agents and support staff want to work with a new generation of broker:

1 At REIC we've helped offices create 15 new agent leads per week using Craigslist and we've taught brokers and managers how to close those new agent leads.

As you probably already realize, a good chunk of agents who are entering the real estate business today are tech-savvy, educated, motivated, and aggressive. They want to work with someone who supports these qualities.

When an agent contemplates switching brokerages they typically do so for the opportunity to make more money and access cutting-edge technology to help them sell more homes.

Here is one way you can use your social media strategy to position your brokerage as a smart financial decision for a good agent:

“John, if you stay at a brokerage that doesn't use the latest technology to help you close more business, it's absolutely certain that your conversion rate is going to decline and you'll lose market share to our agents.

And when you come to our brokerage it's certain you're going to convert more leads and past clients by using our modern marketing system.

It's obvious, there are certain differences here, now it's up to you to decide where you want to be.”

Recruiting a New Generation of Agents and Staff (continued).

The new generation of agents and support staff want to work with a new generation of broker:

2 It's never been easier to find the support staff you need to help with all your marketing needs. The ideal support staff is no longer the person who understands the MLS system. It's the person who understands all the systems you use.

Plus they are a graphic designer, copy-writer, web-coder, social media adopter, seo experimenter, and more.

Finding one or two of these people to have on your staff is a must for your brokerage as they will soon be in extremely high demand.

Many brokerages also find trustworthy outsourcing partners that are more financially convenient than hiring new full-time staff.

When looking for an out-sourcing partner to help with your social media/web marketing needs look for these important factors:

1. They understand and have experience in the real estate industry.
2. They don't over-promise on leads and SEO miracles.
3. They do it for you instead of adding more tasks to your day.
4. They charge what's right. (they don't break the bank, but you also can feel confident you're paying for something of quality).

Your New PR Machine

The more active, professional, and thought-provoking you are, the more people want to talk with you and about you.

1 In the past year, three of REIC's clients have been nominated for "Realtor of the Year" in their respective markets. These nominees will admit that though they have been great agents for a long-time, **they didn't get the public recognition they deserved until they started using social media full-time.**

Most brokers understand that all real estate is local and social media is a key part in positioning you as the local choice.

Local = Trustworthy = Your Brokerage

In my town of Brookline MA there is a Coldwell Banker, Prudential, ReMax, and Keller Williams (plus more) within a 5-minute drive. Yet when most people think of Brookline and real estate they think of the Chobee Hoy brokerage, which has been a successful, local brokerage for over 25 years.

Big name brokerages in any town in America can use social media to be recognized as the local choice. **Here are some quick tips:**

1. Write a blog about the area you work in, and let local newspapers use that blog on their website (patch.com, wickedlocal.com, and more).
2. Use social media to promote local events, causes, charities, people, and your partners (attorneys, loan officers, home inspectors, etc.)

Your New PR Machine (continued).

The more active, professional, and thought-provoking you are, the more people want to talk with you and about you.

- 2 The more you use your social media accounts to promote your referral partners, the more referrals you both will get.

The less you talk about yourself, and the more you talk about others on social media the better. It's actually a pretty simple concept:



In many ways you want to take what is successful offline and use your online accounts to enhance that proven process!

Let others talk about how great you are. Customers and leads trust that more than what you have to say about yourself.

Getting on Page 1 of Google

We may not like it, but being found on Google is important. It's the platform many people use to make hiring and purchasing decisions.

1 Remember when I said not to trust people promising SEO miracles? Well it's not a miracle to get on the first page of Google with time, consistency, and a proven process.

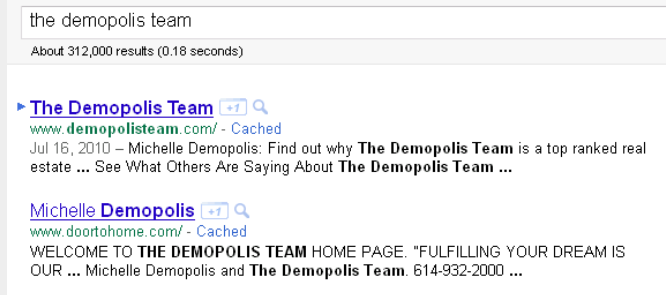
The real question becomes, how will you get found on the first page?

Three realistic ways to get on the first page of Google (easiest to hardest).

1. Be listed in the Google Places directory.



2. Show up at the top when someone Google's your name or the name of your brokerage.



3. Blog as often as possible with content and keywords related to your local area.

Greater **Boston Real Estate**, Brookline Properties, Newton Homes ...
bostonrealestatema.com/ - Cached

Top **Boston Real Estate** Agents, Back Bay Boston properties such as condos, townhomes, Brookline homes for sale, Newton luxury property, Boston South End ...

Getting on Page 1 of Google (continued).

2 When you use the known blogging science it will have a dramatic effect on your Google ranking. The main factors in the equation are:

1. The platform you choose (Wordpress).
2. The keywords you want to focus on.
3. The design and usability of your blog.
4. The consistency and quality of your content.
5. Using all of the lesser known blogging techniques that most people ignore. These techniques can be very “techie” and most brokers want nothing to do with understanding them.

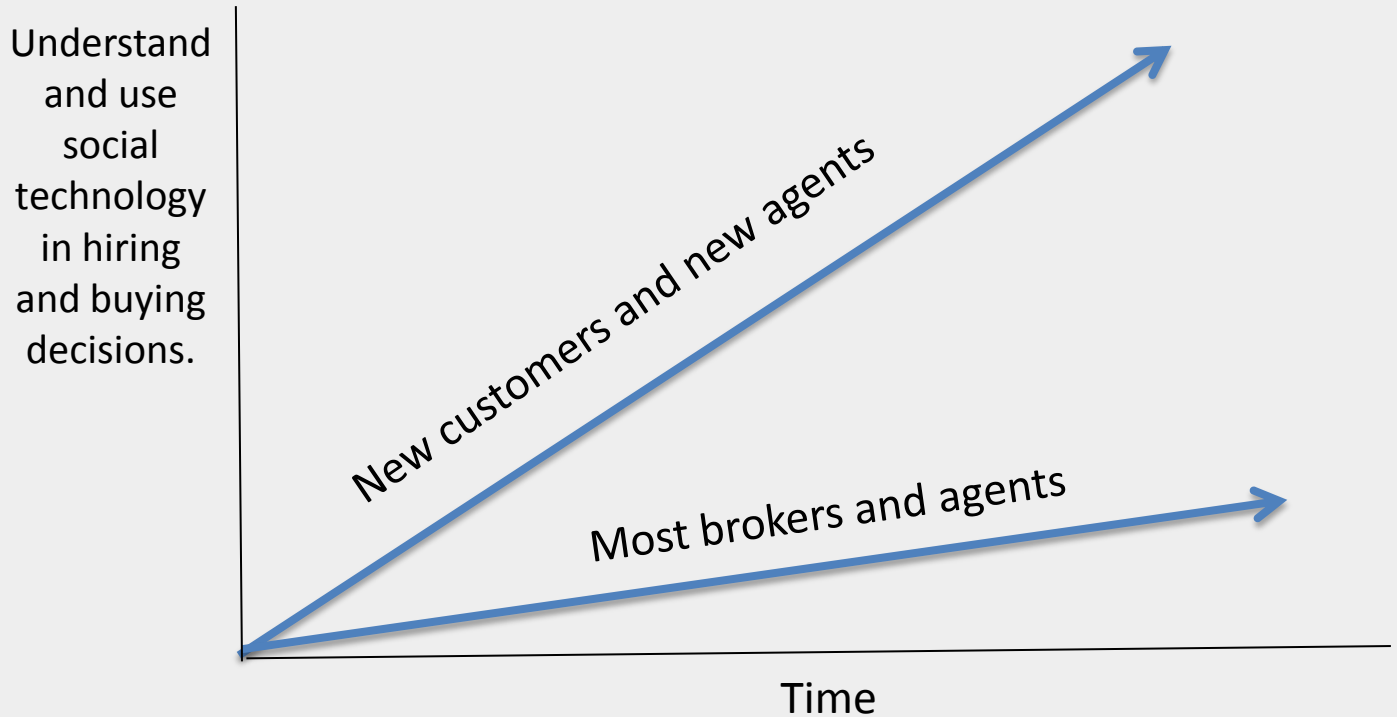
At REIC, we tell our brokerage clients that they should spend as little time as possible on blogging...

We believe in blogging...we just believe somebody else, who understands the blogging science, should be doing it for you.

Blogging is one of the most important parts of a social media and SEO strategy but you will get better, measurable results by having professional help instead of trying to figure it out for yourself.

Recommended reading: [Searchial Marketing, Dr. Alan Glazier](#)

Meeting Consumer Expectations



As time goes on, the gap between the modern consumer/agent and the most brokers is widening. Remember our example earlier?

“If you keep marketing and recruiting the way you did even just 2 years ago (having a website), it’s absolutely certain that you will lose your best agents, convert less leads, and lose recruiting opportunities.

And when you commit to the advice in this report it is certain you’re going to keep your best agents, convert more customers, and recruit a new generation of agents and staff.

It’s obvious, you have a choice between losing and winning, now it’s up to you to decide which path you take.”

Re-Capping Your Opportunity

The faster you discover that social media is NOT the lead generation tool that many brokerages wish it was, the faster you will also understand the realistic ways it can support and transform your business model.

As a broker you probably enjoy the process of “working on your business” instead of spending your time with the mundane tasks of “working in the business.”

You truly have the opportunity today to work on a business model that is different than 99% of other brokerages. That model includes all the tried and true best practices you’ve learned with experience combined with the latest technology and customer expectations.

Which of these Brokers Do You Want to Be?

Relies too much on social media = has misguided hope and is a “shiny” object chaser

Shuns social media = is stubborn and closed-minded to new opportunities

Uses social media to develop an enhanced business model = has fun, is excited, and is profitable

About REIC

REIC is an innovative real estate coaching and media company that creates cutting edge coaching programs, proven business strategies and dynamic social media marketing systems.

We work with some of the country's top agents, brokers, and mortgage companies to help clarify the role social media should play in their business. We do so with facts, evidence, and experience so that we avoid over-promises and delusions of grandeur.

Some of our clients include:

Chris Heller & The Heller Real Estate Group
Ken and Jayne Parsons & The Parsons Real Estate Team
Jeff Brand & Associates
The Addis Insurance Group
Landmark Home Warranty
Fairway Independent Mortgage Corp.



Contact us today to talk about the realistic ways social media marketing can help transform your brokerage and help you make more money.

Last but not least we'd appreciate you sharing this report with as many agents, brokers, and managers you know! – THANK YOU, Jarred