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## Opinions

### REALTORS® Tapping in to Social Media to Connect with Buyers/Sellers

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Posted by [Neal Leavitt](#) on September 29th, 2012 at 11:43 am



With so many geographic locales nationwide still suffering from housing woes, REALTORS® are turning to social media in greater numbers to not only help generate sales, but for branding as well.

The [National Association of Realtors®](#) reports that almost half of its members are now using social media; an additional 9 percent plan to in the future. [Mashable](#) reports even higher figures – 84 percent of all real estate professionals are using social media (see graphic).

So what are some innovative sites, programs, tools that REALTORS are finding useful?

There's a gazillion examples; here are a few:

### **LinkedIn:**

As reported by [Power Up](#), a social media site providing a welter of real estate-related information and advice, here are five ways REALTORS are using LinkedIn:

**Company Homepage:** Self-evident; testimonials can also be linked and a real estate agent's firm can be listed for employees to add to their LinkedIn profiles.

**Data Mining:** Use polls/surveys to better understand clients and what they're looking for.

**LinkedIn Ads:** Can target advertising to those folks more apt to call an agent, e.g., people who have recently moved, higher income earners, etc.

**LinkedIn Groups:** REALTORS can connect with clients, fellow REALTORS – by participating in various forums, people get to know you and you may glean some valuable market intel/industry knowledge.

**References:** Testimonials help raise a REALTOR'S profile.

Being on Facebook and Twitter is a given. With Facebook, many REALTORS add their clients; they also communicate with them on their Wall. Twitter can be very time consuming; it can be beneficial if you concentrate on building a local following, e.g., if you live in San Diego, focus on local/regional real estate trends, issues, ideas, news, developments – going national probably won't result in any new listings.

Key, of course, is don't use either social media tool for a hard sell – postings/Tweets should be more educational and informative to further help with branding/positioning – 'WIIFM' ('What's In It For Me', e.g., the client), is paramount.

REALTORS are using YouTube frequently now to provide prospects with virtual tours of homes they're listing.

But many REALTORS who may not want to spend a lot of time crafting their own videos are relying on various programs to do this for them.

One of these tools is [Wellcome Mat](#). The company's co-founder, Phil Thomas Di Giulio said the majority of videos being uploaded consist of property tours, neighborhood profiles, brokerage information/updates, or agency advertisements.

“The common identifier with each is engaging and capturing the imagination of the viewer online while delivering information about a property, place, person or town,” said Di Giulio.

While still relatively new, Pinterest is becoming another way for tech-savvy REALTORS to showcase listings and indirectly, themselves and their company. Many have created their own pin boards highlighting salient features of a particular property.

And two more tools are catching on – Google Analytics is being used by REALTORS to send home sellers weekly reports so they can see how many viewers their property websites are getting; and quick-response (QR) codes are being employed on ‘For Sale’ signs so people can sidle up to a house, point their smart phone at the sign, and immediately download details.

*Mashable's* Erica Swallow summed it succinctly:


“In the real estate world, listings, open houses and tours are the main stepping stones towards making the sale, and the digital world has made those steps much easier.”

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1.  [Jack Wilkinson](#) says:  
[September 30, 2012 at 8:31 PM](#)

Please note: the proper use of the trademark word REALTOR® is ALWAYS in Upper Case followed by the ® or registered mark.

Please correct your site and future emails and other communications.

Jack Wilkinson,

2002 President Marin Association of REALTORS®  
2013 President Elect Marin Association of REALTORS®

We have fought long and hard legal battles to secure this and we must protect it by using what we won correctly.

Thank you for your prompt attention to this important matter.

Jack Wilkinson

[Reply](#)



o *Neal Leavitt* says:

[October 1, 2012 at 11:02 AM](#)

Mr. Wilkinson - Thanks for the catch - corrections now made.

[Reply](#)



2. *Anthony Keeling* says:

[October 2, 2012 at 12:20 AM](#)

Great Idea... very informative I had read many articles that mostly realtors now a days in real estate business focus on social networking sites like facebook, twitter and even craigslist but in my side I used ASLG Sytem also because it gives me an online presence working 24/7 to generate leads to real estate business.

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3. *Javier* says:

[March 9, 2013 at 3:30 PM](#)

Hi there! This is kind of off topic but I need some help from an established blog. Is it tough to set up your own blog? I'm not very technical but I can figure things out pretty quick. I'm thinking about setting up my own but I'm not sure where to start. Do you have any points or suggestions? Many thanks

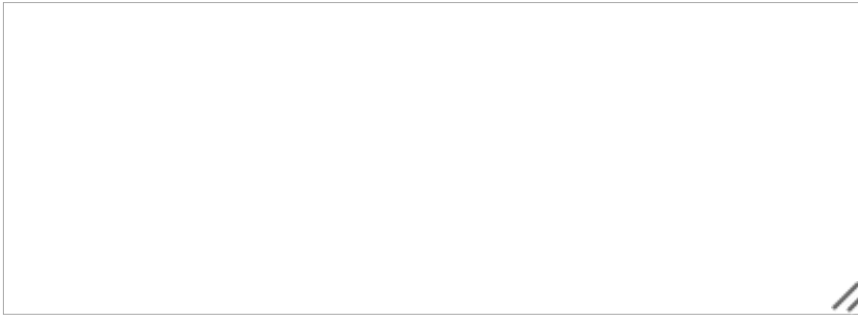
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