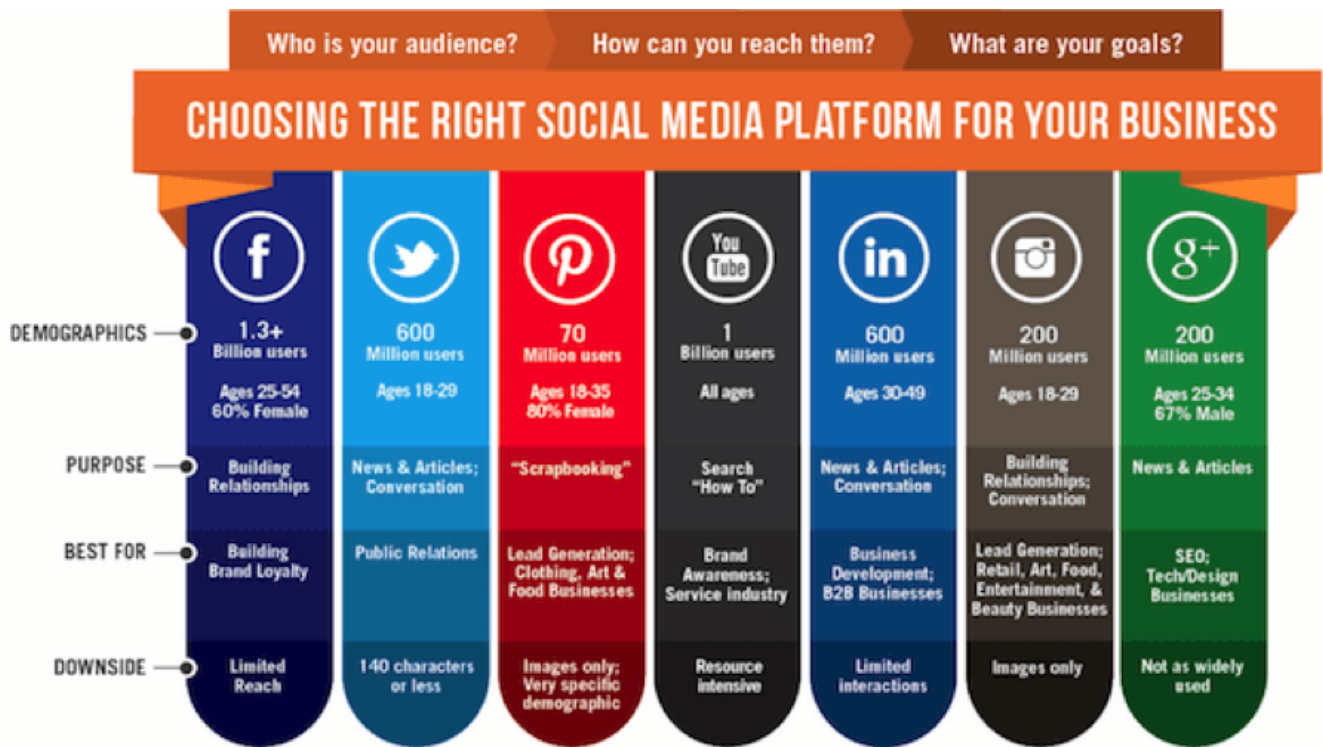


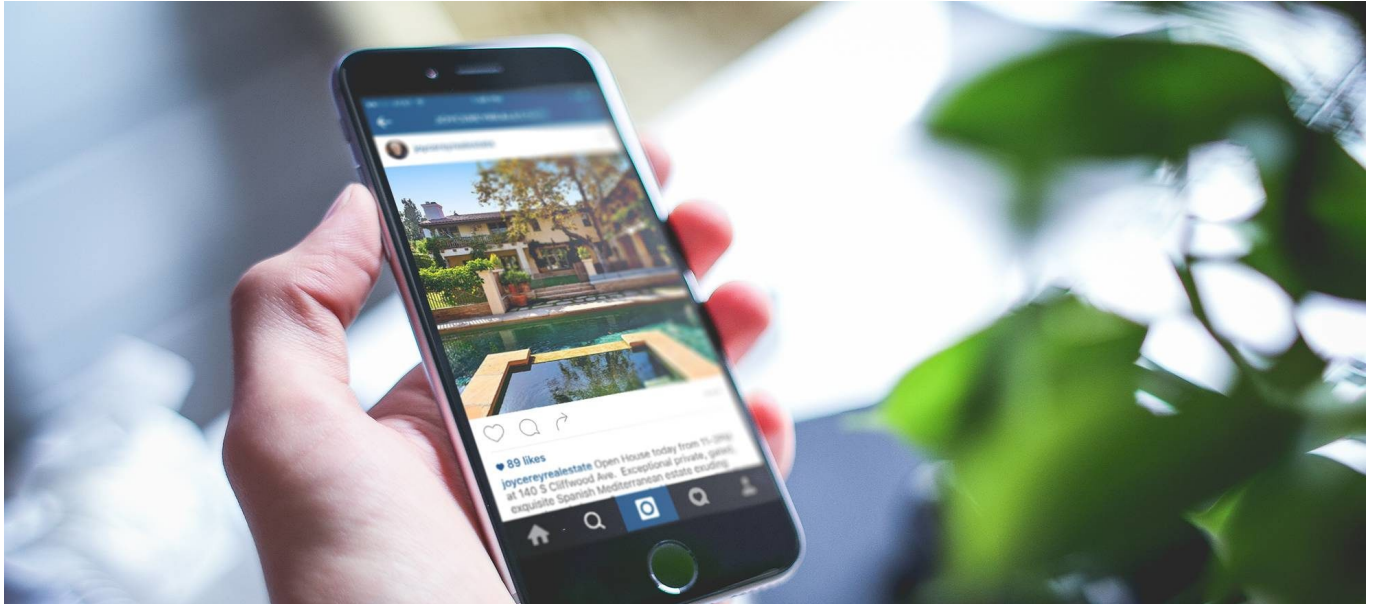
Real estate [social media](#) is here to stay, and true professionals need to know how to make it work for them.



The days are gone when Realtors could put all of their listings on MLS, send out a newsletter, hand out cards and wait for the business to roll in. The pre-2020 real estate buyer or seller uses real estate social media to find agents and properties, and you need to know how navigate that area. Following are six ways you can use real estate social media to your advantage:

## Real Estate Social Media: Instagram

According to [Meiggs](#), it's key for Realtors to grow more Instagram followers and post photos regularly. This is important!



New listings, sold homes, before and after pics of landscaping you suggested that improved curb appeal and resulted in a sale and even just holiday greetings will help generate buzz about you and your company. So, remember, growing your [Instagram followers](#) can be a huge help for your business.

## **What About Facebook?**

You need to be there, your company needs to be there, and when you engineer sales you need to post that good news there also.



[Facebook](#) is like [social media marketing](#) 101, and you need to be fluent on this platform. Understand how to post, how to drive traffic to your pages, and how to advertise if you have the cash to do it.

## **Are You Using Twitter?**

The current U.S. president certainly understands the power of [Twitter](#) as he can instantly reach millions of followers.



As you gain followers, your new listings can be sent as soon as you have signed the client, and that's a lot of quick and free advertising for you.

## **LinkedIn is Hugely Important**

You will be vetted by prospective clients, and a lot of them will search for your [LinkedIn](#) page.





If you don't have one, your credibility will take an instant nosedive. Furthermore, your LinkedIn site—which some call Facebook for business—needs to be current and updated regularly. A stale LinkedIn page can almost be worse than not having one at all.

## Be Hands-on with Real Estate Social Media

While you may not always embrace DIY, if you are able to do your own social media marketing, you can quickly disseminate information that will benefit your business. New listings, properties under contract, and completed sales can be acknowledged as they happen.

If you don't feel comfortable managing your own social media accounts, look carefully for someone that will move quickly and handle the job efficiently.

## Sending a Newsletter?

**Newsletter Templates for Real Estate**

As a real estate or mortgage professional, it's getting harder to find qualified clients who can borrow and buy, even at foreclosure prices. With GetResponse email marketing, they'll soon be knocking on your door!

**Office Loft Brown**  
Download template as \*.zip

**Engineers Yellow**  
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**Transaction Green**  
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**Agreement White**  
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Our last tip is a bit old-school, but a monthly newsletter can provide clients and those on your mailing list with lots of great info about the local real estate market.

Newsletters are a great addition to real estate social media platforms and you will find many clients that look for your monthly newsletter with great anticipation. You can use email or

snail-mail for this.

As you know, getting the offer is one thing and seeing a deal through financing is another.

With mortgage interest rates nearing the formidable five percent range, you may have clients that just can't qualify for a conventional mortgage loan. If this happens, be sure to contact us at C4D. We are the MN contract for deed experts and we find a way to get difficult deals done. Don't let any deal die without [contacting us first](#).