

Social Media Tactics using RealScout

FACEBOOK



A great chance to connect & speak directly to Homebuyers and create relationships with peers in your market. It's important to build a following encompassing your brand and a platform where buyers can discuss listings.

TWITTER

Use Twitter to establish connections with an audience that is interested in real estate. Your followers can convert into a network of loyal assets to your business.





Sharing is caring!

1. Broadcast your Listings to the World:

- Type the address in the top Search Box & select your Listing.

The screenshot shows the RealScout dashboard. At the top, there is a search bar with "903 Loyola Dr" entered. Below the search bar, there are two buttons: "ADD CLIENT" and "ADD ALERT". On the left, there is a sidebar menu with options like "MY ACCOUNT", "DASHBOARD", "CLIENTS", "SEARCH", "MARKET 360", "EXTRAS", and "SUPPORT". The main content area shows a list of search results for "903 Loyola Dr, Los Altos". The first result is active, while the others are canceled. Below the list, there is a "PROFILE DETAILS" section for the active listing, showing fields for First Name (Bobby), Last Name (Broker), Email Address (agent@example.com), Phone Number ((650) 397-6500), and Company. To the right of the profile details, there is a section for "YOUR REALSCOUT URLS" with a link to "https://bobbybroker.realscout.com" and a "Your RealScout Single Page Website" link to "bobbybroker.realscout.me". Below that is a "DEFAULT WELCOME MESSAGE FOR NEW CLIENTS" section with a message that says "Hello! I've created an account for you on RealScout, which is a powerful search engine that lets you search for homes using really unique criteria like 'open floor plans' or 'natural light.' I look forward to your feedback! I'm here to help with your home search, so please reach out with any questions you m".

- Click on the Facebook icon to share the Listing.

The screenshot shows a RealScout listing page for "903 Loyola Dr". The listing is active and listed for \$3,850,000. The address is "903 Loyola Dr, Los Altos, CA 94024" with MLS # "ML81673309" and a listing date of "Aug 08, 2017". There are social media sharing options for Facebook and Twitter. Below the text, there is a photo gallery with a "Click" button and a red arrow pointing to a photo. The photo shows a modern house at night. Below the photo, there are details: "5 bedrooms", "5.0 bathrooms", "2 days ago", "4158.0 sqft", "8288 sqft lot", and "\$925 /sqft". On the right side of the listing, there is a "VIEW MY MATCHING BUYERS" section with a "Client(s)" field and an "Add a message for your client(s)" field. Below that is a "SEND THIS LISTING" button and a "PRINT LISTING" button. At the bottom, there is a checkbox for "Include Agent Only Remarks".



- It will Re-direct to Facebook. Add a comment. Post.

Share On Your Timeline ▾

Julian Jamison
Take a look at my new listing using RealScout! Please comment if you have any questions.



903 Loyola Dr, Los Altos
JUST COMPLETED! BRAND NEW CONSTRUCTION-MODERN HOME BY ARON DEVELOPERS, LOCATED NEXT TO THE PRESTIGIOUS LOS ALTOS GOLF AND COUNTRY CLUB. TWO LEVELS INCLUDING BASEMENT AREA, 5BEDS, 5BATHS, 4,158 OF LIVING SQFT & LOT 8,288 SQFT. THE
BOBBYBROKER.REALSCOUT.COM

Friends ▾ Cancel **Post to Facebook**

2. Post Weekly niche specific Open Houses in your Market:

- Create the Open House Search

MY ACCOUNT ▾

DASHBOARD

CLIENTS

SEARCH

MARKET 360 ▾

EXTRAS

Social Media

Integrations

Widgets

Landing Page

Pipeline


SUPPORT ▾

Q Search address, MLS ID, or client name ▾ ADD CLIENT ADD ALERT

Ways to share RealScout to your network 2

SHARE YOUR PERSONALIZED REALSCOUT SEARCH PORTAL

Every homebuyer listing detail page is branded to you, and features a lead capture form that homebuyers are encouraged to complete in order to get more information regarding a listing. Leads that complete this form will then show up in your clients list. 1



STEP 1: CREATE MAP SEARCH LINK

Select a City, Neighborhood, or Postal Code

Q Los Altos, CA x ▾

Minimum Price Maximum Price

\$ 4,500,000 \$ 7,000,000

Only Open Houses

STEP 2: SHARE TO SOCIAL MEDIA

Share on Facebook or copy the URL to share on other social sites:

Share 3

[Copy link to clipboard](#)

Preview of what homebuyers will see when they visit the link:
https://bobbybroker.realscout.com/homesearch/map?pmin=4500000&pmax=7000000&geo_type=city&geo_id

- It will Re-direct to Facebook. Add a comment. Post.

Share On Facebook ▾

Share On Your Timeline ▾

Julian Jamison
These beautiful High-End homes have upcoming open houses this weekend. I would love to put together a tour for you.



Home Search with Bobby Broker
Search the latest homes listed on the market. Or let's talk, and I can create a custom search alert for you.
BOBBYBROKER.REALSCOUT.COM

Friends ▾ Cancel **Post to Facebook**

Pro Tips:

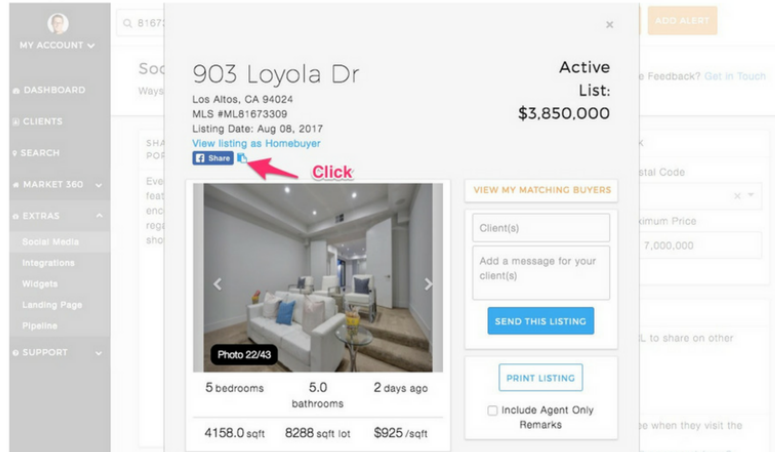
- Reply to every comment: It shows that you're engaged.
- Post about Local Interests: It implies that you know your area well.



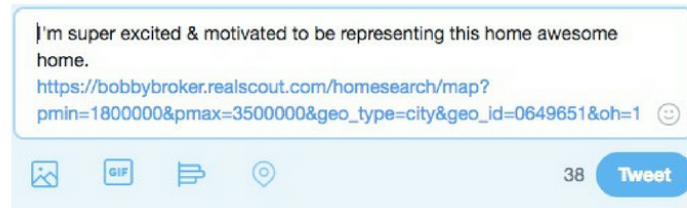
Tweet Tweet!

1. Show off your listing to your followers:

- Copy the URL

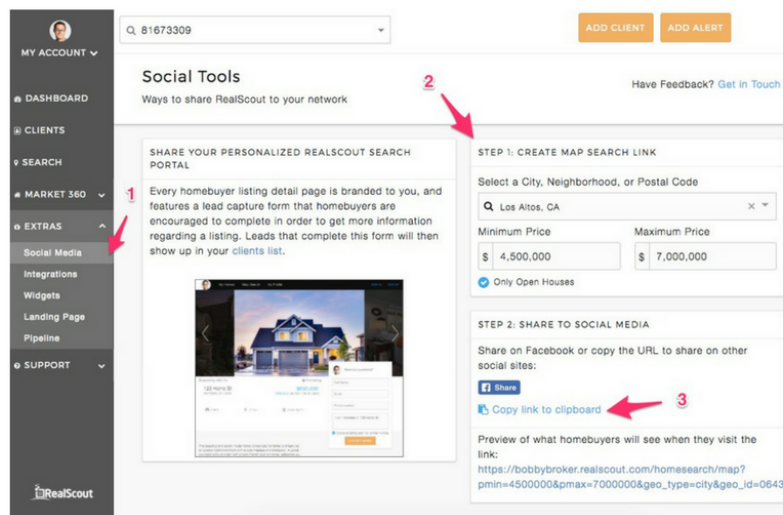


- Paste link into a Twitter Post.



2. Tweet upcoming Open Houses as well:

- Create the Open House Search.





- Copy & Paste the URL of the search into a Twitter post



Pro Tip:

Try to be transparent as possible: Tweet about your day in real time. Highlight the best features of a listing. Point out what went well at an open house.

Lead Capture

Every homebuyer listing detail page is branded to you, and features a lead capture form that homebuyers are encouraged to complete in order to get more information regarding a listing. Leads that complete this form will then show up in your clients list.

Leverage your Facebook & Twitter using RealScout.

