

**Forward Thinking –
Forward Moving -
How Top Agents are attracting
Clients through Social Networks**



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**“Your own Web site
is your business’s hub, but
Social Networking Sites let
you create spokes to drive
people back to your site.”**

-John Jani
-Ducttape Marke

Blogs - A blog is a web site where you add commentary on an ongoing basis. New information ends up at the top of the blog so people can scan and see your articles by dates. Post Consistently—Blogs will generate interest if you post something new and interesting on a regular basis. Entries do not need to be long, but they do need to be frequent.

Rss Feeds and Email Subscription – People will subscribe via RSS Feeds and Email. Make sure you have both available.

- Find a Publisher – Wordpress.org is free and has hundreds of themes and plug-ins. Many hosting plans have one-click installs of Wordpress in your account.
- Check out
 - ActiveRain and Trulia have free blogs
 - www.Dakno.com for a Blogsite

If you are not ready for a blog set up a Google Profile – <http://google.com/profiles/me>

Website – Four Key Elements of Any Site

- Home Search
- What is your home worth
- Statistics
- Hyper local Information

Making it Work

- Call to action
- Privacy Policy
- Compliance with COE
- Contact Form on Every page

Gather Contact Information - As a lead management resource, your Web site has three goals. Your Web site should get you

- (1) a name
- (2) a phone number or e-mail address,
- (3) an appointment.

If it can do that, you have been successful.

Social Media adds to your Web Presence

Web 2.0 has changed our industry as the web became our platform. Wikipedia defines - Web 2.0 as a perceived second generation of Web-based services including. Listed below are some of the more popular Add-Ons. It is not a software or a hardware, but the ability for anyone to create content on the web to communicate with their niche.

LinkedIn is one of the more professional networks. Build a network of past colleagues, friends, and industry experts. The Answer section helps you build a reputation of an industry expert. Get people to write recommendations of your work.



Facebook is an Internet site that allows users to post online profiles (including photos, information about themselves, etc.) and then connect to other users who share the same interests, experiences, etc. Facebook is built around groups and is made up of many networks, each based around a company, region, high school or college.



Twitter is a microblog that allows you to post messages 140 characters long. Every time you post a message anyone that follows you get a message. You can include hyperlinks to engage. Find people in your community and start reaching out.



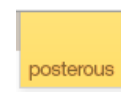
Trulia is also a tool for real estate professionals to market their listings, view real estate data and promote their services. Participate in Trulia Voices and set up a blog.



ActiveRain is a social network for real estate professionals. Great networking and referral building happens here. This blogging platform has all the right tools to let the newest of Real Estate Professionals to be found on the internet.



Bringing it all together - Posterous lets you post things online fast using email. You email post@posterous.com and they reply instantly with your new posterous blog. Post one idea to many sites. Also check out www.ping.fm.



Flickr is not only a storage place for photos, but it is also a social network. You will meet people looking for great local pictures and people finding your photos. Flickr has a great interface that lets you also post to your blogs.



YouTube is social network through video. Let people find you with key word searches on communities and towns and see your videos and contact you



Maps –The search for a home neither begins nor ends with the house itself. Location is equally important, as buyers seek homes with physical proximity to the places and community features that they desire most. SpatialMatch™ is the first search platform to fully enable the geospatial map-based search.



Setting up a Profile that Works

To get started, read other profiles. What resonates with you? Don't use your standard resume, Write it in the narrative, first or third person, try not to use too many bullets.

No everyone know what our designations means, so explain everything that is in your resume.

Your profile is a resume on search engine steroids. So pardon the pun, but pump it up with searchable key words

Some of the key words that are searchable include the list below. Remember, make it easy for people to find you even when they don't know you.

- Areas of Expertise
- Ways to contact you
- Communities you serve (Zip Code, State, City)
- Technology you use
- Your offline and online Marketing
- Industry Involvement
- Designations/Certifications
- Schools, Clubs, Groups, Past Jobs

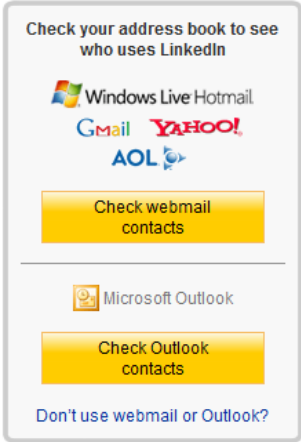
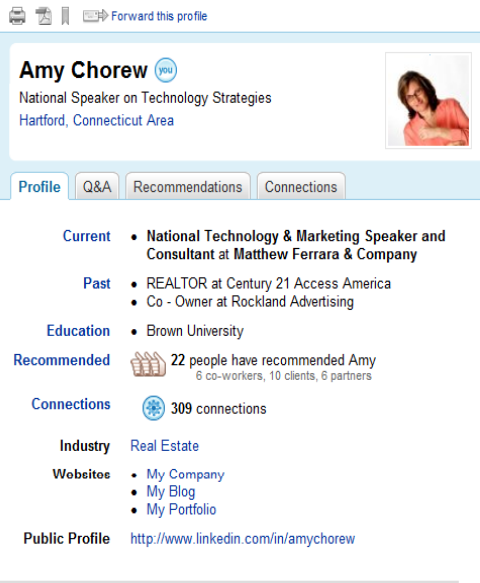
Write your profile in a word processing program. Then all you need to do is copy and paste whenever you need a new profile.

Profile Photos: Upload your photo and put a face with the name. Make sure the photo is only 100x100 pixels. Use a photo editing software like www.picnik.com

When you join a social network it will give your ability to look through your existing database to find people you can connect to.

It's easier than ever to keep in touch with your colleagues, classmates & clients — find out where they are working, what they are working on, and what groups they are joining.

Read and discuss the latest on your company & industry.



LinkedIn is a Business Network

1. Get a vanity URL – a free tool on LinkedIn, you need to edit this in your profile screen
2. Download your email account and see who is on Linked In
3. Use some of their applications
4. Get recommendations from past clients
5. _____
6. _____
7. _____

Facebook can be a personal profile or a fan page

1. Read the HELP guide. Here is the link <http://www.facebook.com/help.php?ref=pf>
2. Choose apps selectively <http://www.facebook.com/apps/>
3. Iphone App <http://www.facebook.com/apps/application.php?id=6628568379>
Blackberry App <http://facebook.com/blackBerry>
4. Create a badge for your website: http://www.facebook.com/badges.php_
5. _____
6. _____
7. _____

Twitter is a microblog that allows you to post messages 140 characters long.

1. Use a desktop application www.tweetdeck.com or www.seesmic.com www.twitterific.com for MAC
2. Use www.search.twitter.com to find people and ideas
3. Use an application on your Smart Phone
4. _____
5. _____
6. _____
7. _____

Reputation is a key factor in choosing a REALTOR!

The two reasons cited for choosing a REALTOR® in the 2008 NAR Home Buyers and Sellers Survey center around reputation. The first is the agent's honesty and trustworthiness followed by overall reputation. Consumers are making decisions about their real estate professionals using the same types of measures we use to choose friends or other types of colleagues. It makes sense for REALTORS® to figure out a way to share these important elements with consumers in any way they can.

Real Estate Consumers Want Tools for Learning About REALTOR® Reputations On-line

Consumers are looking for better ways to choose their REALTOR® other than just referrals. They are looking for objective feedback from past customers to verify the quality level of service they will receive. Consumers in the current market are looking not only for quality service delivery, but also for marketing results. They want to see how successful the REALTOR® was at selling homes within a reasonable time frame.

Quality Service Certified

<http://www.qualityservice.org>

Incredible Agents

<http://www.incredibleagents.com>

Real Estate Ratingz

<http://www.realestateratingz.com>

Reputation Management Tools

Brokers and agents need to learn how to use tools to MONITOR their online presence.

Google Alerts

<http://www.google.com/alerts>

Twitter Search

<http://search.twitter.com>

StepRep

<http://myfrontsteps.com>

Yelp

<http://www.yelp.com>



- ✓ Put a system in place that starts with a plan and offers monthly and quarterly progress.
- ✓ Have a Response Plan and Engagement Plan for Issues
- ✓ Develop a Buddy system for agents to track each other
- ✓ Brain storm lessons learned, share with agents
- ✓ Chart Success

Create a Google Alert

Enter the topic you wish to monitor.

Search terms:

Type:

How often:

Your email:

Google will not sell or share your email address.