

## How To Stay Connected?

### FutureTense: Fundamentals of Building a Killer Web Presence

Friday, March 27: 8:45 a.m. – 10:00 a.m.

### How to Effectively Use LinkedIn, Facebook and Twitter Effectively in your Real Estate Business

Gerry Bourgeois, President, Towne & Country, Realtors

*Anyone who is interested can Follow @RealtyMan (Me) on Twitter. Also connect to Gerry 'RealtyMan' Bourgeois on Facebook, LinkedIn or Plaxo if you are there (mention LeadingRE in your request and I'll connect with you sooner).*

#### *A Quick Overview on Social Networking and Why it Works:*

1. It's inexpensive
2. This is a People business first
3. People will buy/sell with an agent who they Know, who they Like & who they Trust
  - a. Do you think that you are the ONLY agent that they Know Like & Trust?
  - b. What if there is someone that is always 'in front of them' that they K,L&T?
  - c. The more you have in common with someone, the more they like you.
  - d. Why did/do you send out postcards, newsletters, etc?

Why is everyone talking about these three sites (among others)?

Because this is a very easy way to Connect with your sphere of influence, as well as other agents and business partners (loan officers, attorneys, etc.)

#### **The most Important thing to know:**

**You Have To WORK These Sites or they will Not work!**

Each of these should be looked at with a different Focus!

#### **LinkedIn:**

This is Where Professionals Connect!

Therefore, your conduct should be Professional

#### **Facebook:**

This is where your Friends and Family are (and your Competition)!

Therefore, it is OK to 'Be Yourself' - potential clients will get to know the Real you

#### **Twitter:**

This is Totally up to you...

It can be a 'Tool' or it can be a 'Playground' - or Both!

## How To Stay Connected?

Here is how **RealtyMan** uses these sites:

### LinkedIn:

When do I check it? At Least Twice A Week  
What do I do? Update My Status  
Check Who Viewed my Profile  
Answer Questions  
How Much do I talk RE? Mostly

### Facebook:

When do I check it? Daily - Hourly - Whenever I'm on-line  
What do I do? Update My Status  
Respond to 'Friends' Statuses or Updates  
Look for New Connections  
Upload Photos  
How Much do I talk RE? Occasionally to Rarely

### Twitter:

When do I check it? Daily - Hourly - Whenever I'm on-line  
What do I do? Socialize with 'Followers'  
Post Links (i.e. Just made a New Blog Post)  
Upload Photos (using Twitpic)  
Repost 'Tweets' which I feel will benefit my Followers  
Learn A Lot  
How Much do I talk RE? Hardly Ever

This will sound Counter-intuitive but believe me...

The Less You Talk About Real Estate, The More Business You Will Do.

The fewer the updates, the more you can talk about Real Estate

For me, I only update around 2x per week on LinkedIn

On Facebook, I update my status around 5 times a day

On Twitter I average upwards of 50 - 70 Tweets a day.

If Every Status Update is Real Estate Related your Followers Will See it as SPAM especially if you update frequently.

Your Focus Should Be on Connecting With Others and Staying 'In Front of Them' So That when they are thinking of Real Estate YOU will be the one they contact.

Many people I connect with on one site, I end up connecting with on the others.

These are the Top 3 in Real Estate right now, but there are more...

Flickr, Plaxo, TokBox, Trulia Voices, Blip.fm...

## How To Stay Connected?



This is my Office Desk (Yes, It Is Over-Kill)

But with the iPhone (or other SmartPhone) you can Always be Connected

