

Is Your On-line Business Card on Popular Real Estate Sites?



Yvonne Jansen, Broker



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LET'S BEGIN



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THERE IS A DIFFERENCE - STANDARDS

- **REALTOR®:** A real estate agent who is a member of the National Association of REALTORS®, which means that he or she must uphold the standards of the association and its code of ethics.
- **Real estate agent:** Anyone who earns a real estate license can be called a real estate agent, whether that license is as a sales professional, an associate broker or a broker. State requirements vary, but in all states you must take a minimum number of classes and pass a test to earn your license.



SET-UP YOUR PROFILE IN REALTOR.COM

realtor.com®

- Set-up your profile in Realtor.com
- Must be up-to-date with your DAAR dues for your NRDS # to work on Realtor.com
- Add your profile photo
- Insert a simple bio how you can help buyers and sellers with your successes.
- Add all the zip codes that you want to service as many as possible, so you show up in Find a Realtor search option
- What are your specialties? Can also be hobbies; finance, marketing, social media, photography, staging, negotiations, etc.
- What is your slogan? Focus in the Family, Your Professional Realtor, Leesburg Real Estate Specialist, etc.



MARKETING SOLUTIONS FROM REALTOR.COM



<http://marketing.realtor.com/free-solutions.php>
<http://marketing.realtor.com/>

Exposure, branding, leads & improved apps Complete your realtor.com® Profile.

Build repeat and referral business. Use this tool to manage what people learn about you on realtor.com® and from major social media... and differentiate yourself with the block "R" REALTOR designation!...



OBTAIN MARKETING TRENDS AND IDEAS FROM REALTOR.COM

- <http://support.realtor.com/training/social-media/>



Social Media is an essential component of an effective online marketing strategy. For example, Facebook is one of the most widely used social networks in the world – with millions of active users – is now the #1 source for *the* social destination for online users. With so many existing active users, and new users signing on each day, the amount of opportunity for acquiring new clients, friends, and business contacts, continues to make Social Media an effective marketing method and still the best price in marketing.



YOU ARE YOUR MARKETING SYSTEM!

- In the morning take 30 mins to 1 hour by getting into the habit of checking your real estate sites that we are going to cover in this overview.
- I've spent thousands of dollars in my career in marketing efforts and systems. I have come to learn like many other agents and brokers that you still need to maintain your content on-line. Don't fall for marketing gimmicks, watch YouTube tutorials on "How To Market on Facebook" for example.
- Follow real estate influencers on Twitter and Facebook, successful agents love to share how they worked "smart" and "creatively" with goal setting.
- Facebook has an arsenal of ideas for real estate agents to use.
- Successful agents have a CRM that they work daily! Let your CRM work for you. Average cost per month can range from \$35 to \$40. If you can only pay for one source of marketing, you have to have a working **CRM!**

You are a Realtor! Be Proud! Own It!



BASIC REAL ESTATES SITES WHERE CLIENTS CAN FIND YOU EASILY FOR "FREE"

- **Your Brokerage** website: PROFESSIONAL Photo, contact number(s), email, bio, designations, languages spoken, etc.
- **Facebook Business Page:** A **Must** in Real Estate! Separate from your personal page. Easy to boost with landing pages and demographic targeting in your market area. View tutorial Facebook's how to use sponsor ads.
- **Twitter:** for business. Follow other top producer that give great marketing ideas and tips out of your area.
- **Zillow and Trulia:** Fill-out the agent profile and add past sales on both sale and buy side. Ask for Reviews from past clients.
- **Realtor.com:** You must be up-to-date with your DAAR dues in order to add your NRDS # and profile onto Realtor.com. Ask for recommendation from your dashboard.
- **LinkedIn:** An absolute must! Connect with past employers, clients, work staff and friends so they can easily refer you from LinkedIn. Follow influencers, keep your profile professional and up-to-date. Write an original article, share a post of interest.
- **YouTube Channel:** Easy to use for agent walk-throughs on your properties and other properties of interest. Also upload your professional property videos.



BASIC REAL ESTATES SITES WHERE CLIENTS CAN FIND YOU EASILY FOR "FREE"

Wkhv#lv# h#kh# w#srzh ix#h fk#hgj b#h#rx#
 fdq#v#bg#kh|# h#UHH#kh|#d#kdyh#k#fd e#w#
 w#h#dv#b#q#bg#k h#| rx # nhw#j#f#d lj#qv1



TOP 19 REAL ESTATE RELATED WEBSITES

- 1. Realtor.com
- 2. Trulia
- 3. Zillow
- 4. LoopNet
- 5. RealtyTrac
- 6. Apartments.com
- 7. Rent.com
- 8. MOVATO
- 9. HotPads
- 10. Apartment Guide
- 11. Homes.com
- 12. ForRent.com

Start your search engines...

Search engines and firm-specific websites have their own unique strengths to offer prospective buyers, but both types of sites are dedicated to helping consumers achieve their real estate related goals. With these websites having over 1 million page listings online, these sites have established themselves as leaders in the real estate industry.

- 1. Redfin
- 2. Coldwell Banker
- 3. Sotheby's Realty
- 4. Century21
- 5. Remax
- 6. ZipRealty
- 7. Compass

Source: Contactually by Laura Hain Mar 30, 2017



GOOGLE MY BUSINESS – DO IT!

www.google.com/MyBusiness



Get your free business listing on **Google My Business** to start building visibility in Google Maps and Google Search in your local community.



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GOOGLE BUSINESS MAP

The screenshot shows a Google search for "yvonne jansen". The search results include several entries for real estate agencies and agents, such as "Yvonne Jansen - Jansen and Company Real Estate Group" and "J&Co. Real Estate Marketing: Jansen and Company Real Estate". On the right side, there is a business map for "Yvonne Jansen, J&Co. Real Estate Group" with details like address (20130 Lakeview Center Plaza, Ste 400, Ashburn, VA 20147) and phone number (703) 282-9080. The map also shows reviews from Zillow (4.9/5) and Facebook (5/5).



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REALTOR® VS. REAL ESTATE AGENT

REALTORS® MAKE GREAT FRIENDS!



<https://youtu.be/yQDKG5nJ93U>



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QUESTIONS?

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