



Real Estate Leads From Facebook Groups

As a Real Estate agent, groups can also be a great way to generate free leads with “ads” that convert and you don’t have to pay for.

Almost every city and town has groups out there for Buy/Sell and Networking.

Find them in your area and join. Join and post in no more than 10 groups each day, to avoid triggering an alert on Facebook.

Post an ad inside the group and make sure it contains these key components:

Use a crisp, sharp photo. It needs to be a quality picture as 60% of success comes from the engaging photo.

Create a status update within the group that has the photo FIRST, then the text, and then the link. Add the photo first so the link photo doesn’t show up.

Posting Buyer Ads is the key. This WILL attract sellers, too, who are researching what’s happening in their area for Real Estate sales. If you don’t have listings, check with agents in your office. Know the IDX Social Media guidelines for your area. And, check with local builders about their inventory, as well.

Your goal is to generate a LEAD with these updates.

Have a squeeze page to bring them back to where you capture their name, email and phone number (option) so you can follow up and begin to build a list and database.

Groups to do this in are Buy/Sell groups; local networking groups where others are sharing about their businesses and products; and Swip/Swap groups.

When you do this, your “Ad” will potentially show in the newsfeed, especially on mobile, of the group members.

Set a goal of 10 groups a day, for 10 days. This way you are only posting in any group every tenth day.

If someone comments, or opts into your squeeze page, find them on Facebook and friend request them. Add them to a specific Friends List.

Be engaged with others in these groups, too, so you begin to raise awareness for what you do, without being nothing but promotional yourself!

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