

Tap Into the Full Power of Facebook
Realtor® Steve Wilson shares his secrets.



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16

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ONLINE MARKETING

TAP INTO THE FULL POWER OF FACEBOOK

Generate leads, build your brand and compete with national property portals.

BY LISA A. BEACH

When a potential homebuyer started looking for property on Florida's Space Coast, he searched by location and found Steve Wilson's HomeASAP website. Soon after, Wilson received the lead. He recognized the man right away—it was the same lead that he'd recently lost by switching brokerages. Wilson, now a sales associate with MVP Realty of Melbourne, was able to recapture the lead and get the customer and his family into the home they always wanted.

HomeASAP is a digital solution that helps sales associates market themselves online, through special real estate features on Facebook. They can cherry-pick from the suite of applications, including Real Estate Agent Directory, Search Alliance and IDX Home Search.

The Real Estate Agent Directory, which has about 510,000 agents in more than 15,000 U.S. cities, helps you connect with home buyers and sellers looking for agents on Facebook.



But Wilson says he makes the most use of Search Alliance. "It allows me to have an IDX site and incorporate this into Facebook," he says. Search Alliance members have individually branded sites on the network that covers MLS properties in their local market. The network connects these agent sites to form a virtual national home search with no geographic limitations.

Wilson uses HomeASAP for these purposes:

1. GENERATE LEADS.

Done on a bid-per-lead basis, HomeASAP drives leads to your Facebook page. "I set a budget of \$100," Wilson says.

He pays very little for these first-time visitor leads and gets some basic information. But the second visit is where the magic happens—Wilson receives more details, such as an email address, allowing him to engage leads directly. "I get about 12 leads a week, which is really good for one site," he says.

2. ENGAGE WITH PROSPECTS.

Wilson uses HomeASAP's PageEngage feature to automatically post to Facebook, whether he's putting out a video, a new listing photo, an affiliate recommendation or industry news. When people comment, tag someone or share the post with a friend, Wilson sees

Verified Real Estate Leads
verifiedrealestateleads.com

HomeGain
(lead generation)
homegain.com

Adwerx (Google ads)
adwerx.com

Landvoice
(for expired and FSBO leads)
landvoice.com

“It doesn’t matter which side of the fence you get off on sometimes. What matters most is getting off. You cannot make progress without making decisions.”—Jim Rohn, author of *“The Art of Exceptional Living”*



“These are not scrubbed leads. You’ve got to put some work into it,” says Wilson. **“But you’re paying for good engagement—and getting that.”**

HomeASAP. He loves that he can send directly to his prospect’s Facebook page with the click of a button.

“It allows me to immediately and directly engage more with people on Facebook,” he notes.

Plus, HomeASAP offers an affordable way for Wilson to gain exposure, build readership and boost engagement. Wilson sets his own budget for Search Alliance, and it replenishes every month. For PageEngage automatic Facebook posting, Wilson pays \$79 per year.

who’s posting and engages them directly. Through this casual-but-consistent outreach, he’s converting cold leads to warm.

3. BUILD A SALES PIPELINE.

Once he’s captured enough information on these leads, Wilson adds them to his CRM and they become part of his ongoing marketing efforts. For example, he might follow up with text messages, social media outreach and drip email campaigns.

Wilson cites active lead generation and engagement as the two big draws of

While Wilson praises HomeASAP’s brand-building and lead-generation capabilities, he’s a bit underwhelmed with the lack of real intel from first-time visitors to his Facebook page. “The person has to come to the site twice for me to get any real information,” Wilson points out. “I might be paying for 10 leads, but some of them might never come back.”

He adds, “These are not scrubbed leads. You’ve got to put some work into it. But you’re paying for good engagement—and getting that.” #

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