

Your Personal Facebook Strategy

- Make sure your profile is set to 'public'
- Change other names to 'The Property Expert'... like Perrys
- Periodically post properties you are selling, list and sold (don't over kill). Use words like 'I'm over the moon to have been asked to sell this property'
- Share client testimonials
- Add anyone and everyone as friends (the more people who know your an estate agent the better... your DM's won't stop then)
- Periodically post 'Who do you know who'll be selling or letting a property soon? Tell them to mention you when they call me and they'll get a discount on our fees :)... this reminds people you're an estate agent and keeps you top of mind
- Be real. Be you
- Periodically post general property market info
- Invite people to like your Personal Brand Page
- Join ALL local groups and add value