

# TUESDAY TECH TIPS

A weekly update of real estate related tech news and tips

## Need Help?

If you'd like to run ads for your listings or for your services, but don't want to do the work, let me know. I can help. If you'd rather learn how to create and run ads, I'll be happy to teach you.

## How to Get Help

Simply visit <http://www.RealtyTechBytes.com/Hire-jerry> to learn how to hire me. Go ahead, do it!

## The Blog

For the past 9 years I have been publishing a weekly blog for real estate professionals. Each week I find some new app, software program or some new gadget that I think will be helpful to you in your business. Occasionally, I slip in a little sales training that I think you would find useful too.

And on rare occasions I publish a rant about something that rubbed me the wrong way. Check it out:

<http://www.RealtyTechBytes.com>



The graphic features the Facebook logo at the top left. Below it is a blue speech bubble containing three white quotation marks. To the right, a megaphone icon is shown above the text: "Your ads are ONLY shown to the people who meet the criteria that YOU set. You can choose who is best suited to take action!". Above the megaphone, it says "The BEST way to reach your ideal client!". At the bottom, there are silhouettes of three people.

## Facebook ads help sell houses

Have you ever thought of using Facebook to find new buyer or seller leads? It's only the number one social network on the planet and pretty much all age groups are users of the platform. Perhaps you

have subscribed to what all of the gurus have been teaching and have been disappointed by the results or lack thereof. After all, you've probably been told that you have to constantly post content that will position you top of mind to your Facebook friends.

## But honestly, who has time for that?

There is another way. Facebook has a very robust advertising platform that in many ways is ideal for real estate agents wanting to promote their services or their listings.

Today I'll show you a way to use Facebook to expose your new listing to the Facebook users who are likely to buy that listing! Interested? Read on.

To start with, you will need a **Facebook Business page**. A Business (Or fan Page) is free and Facebook is happy to give you one. You can go to <https://www.facebook.com/pages/create/> to create one. If you have a listing, you can create a page just for that



## Here are some useful Links

*(For when I can't be there)*

### *TopProducer Help*

<http://www.topproducer.com/campus/top-producer/top-producer-help>

### *zipForms Help*

<https://www.youtube.com/user/zipLogix/featured>

### *DocuSign Help*

<https://support.docuSign.com/>

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one listing, Here is an example: <https://www.facebook.com/3021LiveOakCourt/>

Or, you could create a page about yourself, here is an example: <https://www.facebook.com/JerryKiddREALTOR/>

Once you have the listing page up you can Boost the page. Boosting is just another name for Facebook advertising and you will be given the opportunity to create an ad that will only be shown to the Facebook users who meet the criteria that you specify. In the case of the listing, you can use it as a **Just Listed** campaign and only show the ad to people who live in the same zip code. Or you could determine where the likely buyer for the listing is currently located, determine what income they would need to purchase it and show the ad only to those people.

If you have one of those single property websites up and running (or if your web site has a page just about your listing), instead of Boosting your Page, you could run an ad using the criteria above, but when someone clicks on the ad they get delivered to your single property listing page. Once there you can hope that they will spend some time looking at other features of your site.

If you don't have a listing to promote, you could use this technique as a **Just Sold** campaign and work it the same way. Just direct the ad to people who live in the area around the sold listing.

You can start running ads for as little as \$5.00. For more information on how to run ads, go to <https://www.facebook.com/business/products/ads/> which is Facebook's guide on advertising on the platform.

This article barely scratches the surface of what you can do with Facebook ads, so let your imagination get to work. If you can dream it or do it, there is probably a way to advertise it on Facebook!

At any rate, you need to be considering this method of gaining leads. It does work and it is one heck of a lot less expensive than mailing postcards!

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