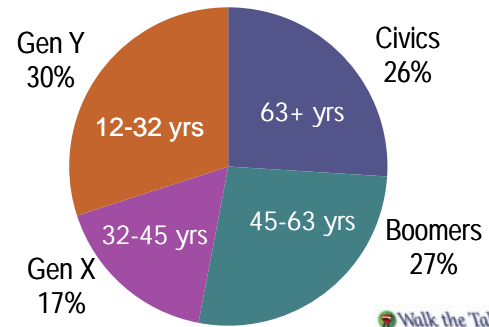


Social Media is (or should be) ...

- About who knows YOU
- Authentic, media rich & personal
- You are what you publish!
- A way to develop likability & trust from the consumer
- The new 'word of mouth'
- A way to FIND you!

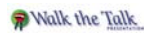
General Population-our customers



WHO are Today's Buyers?

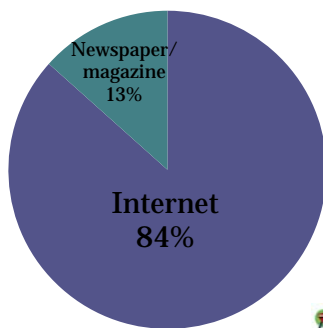
- Median Age = 41yrs old
- First-time buyers accounted for 41% of recent home purchases
- 58% of them were between 25 – 34
- 41% of Boomers have used social networking sites
- 93% of Gen Y homebuyers used social networking sites

Source: 'Inside ORRA' orlandoREALTOR Feb 2009

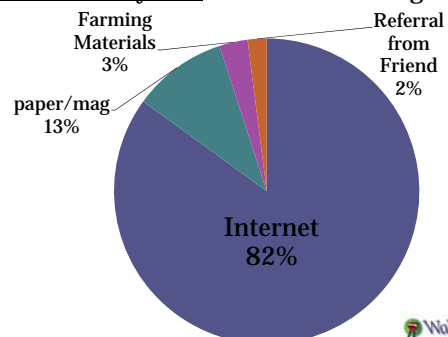


In your current market,
who is your customer?

Where buyers searched for a home...



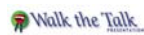
Of the 84% who used the Internet, where did they find their real estate agent?



What do they Want?

- **Communication** (30% said their agent was slow to respond or did not effectively.)
- 66% said they looked at their agent's **website** when shopping for a home
- 91% want **virtual tours**
- 95% want multiple **pictures**

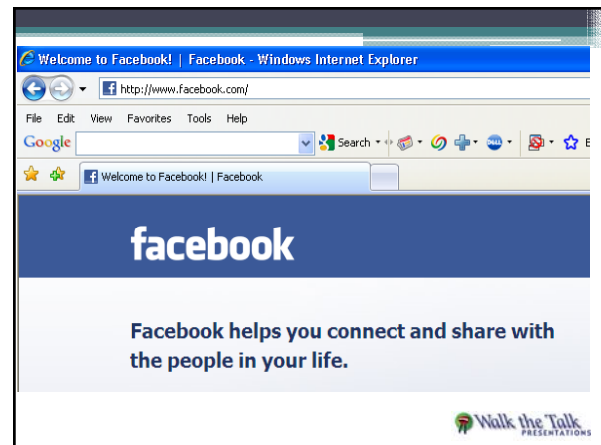
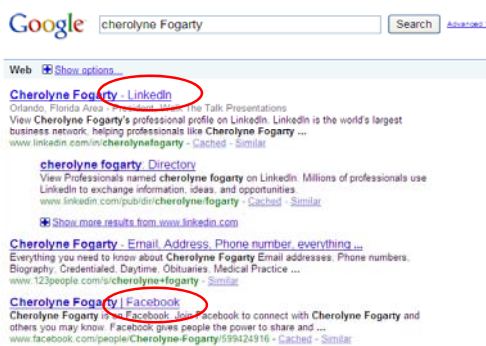
(CA Assn of Realtors 2009 survey)



Communication...

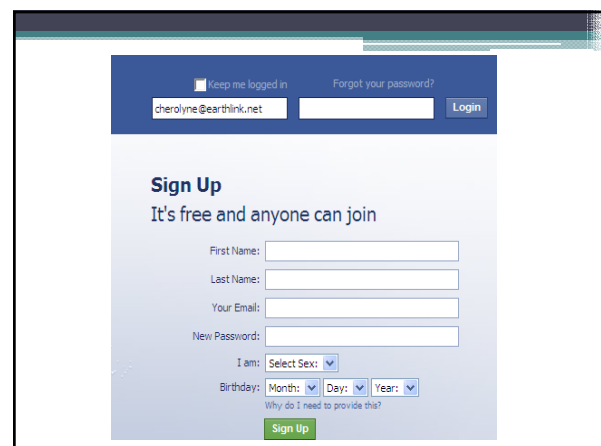
It's about your customers
finding you

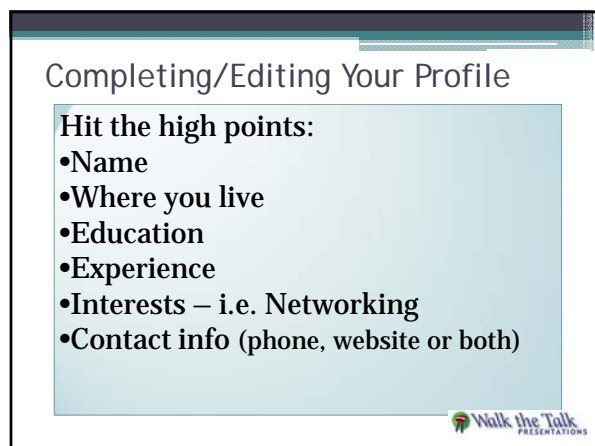
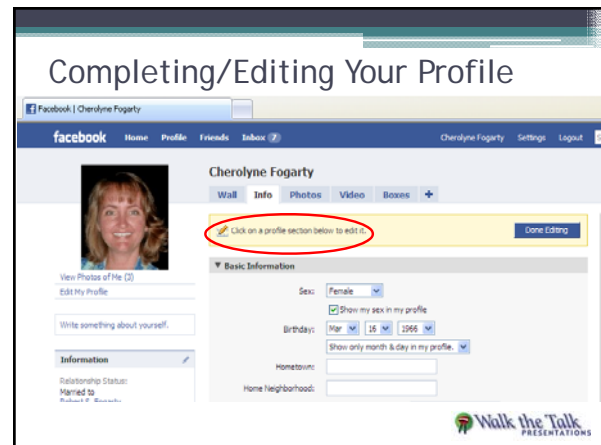
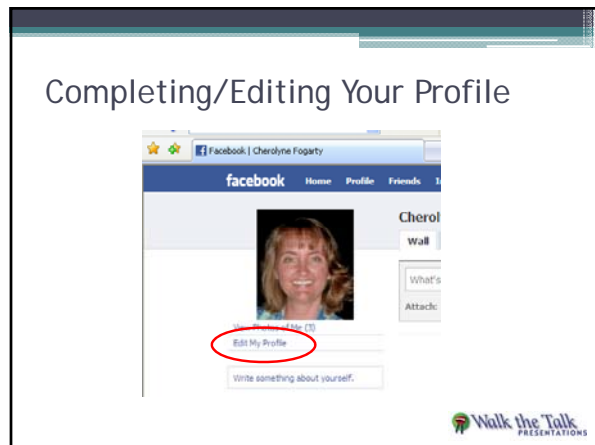
Google yourself...



facebook

- 200 million users
- 75 million users in the US
- Smart
- Affluent
- Internet savvy
- Marketers pay attention

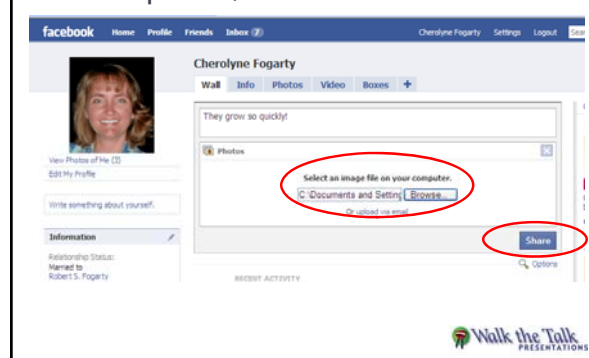




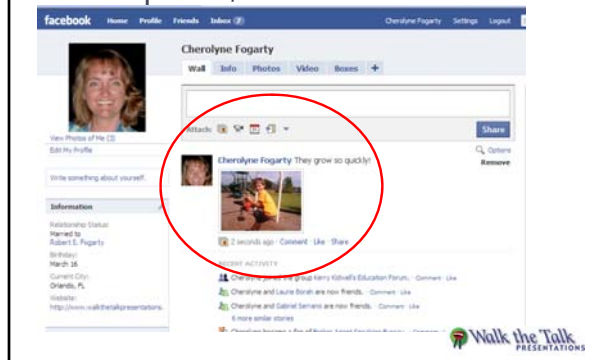
Uploading pictures:
Click on your name, then 'wall'



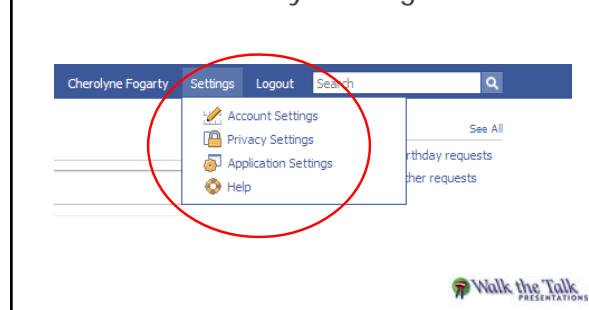
Select photo, click share



Select photo, click share



Blocking someone
-click on Privacy settings



Some 'Do's'

- Be a Resource
- Use for Social Networking
- Post thought provoking ideas
- Set up a Business page
- Upload videos & photos
- Consider the image you portray

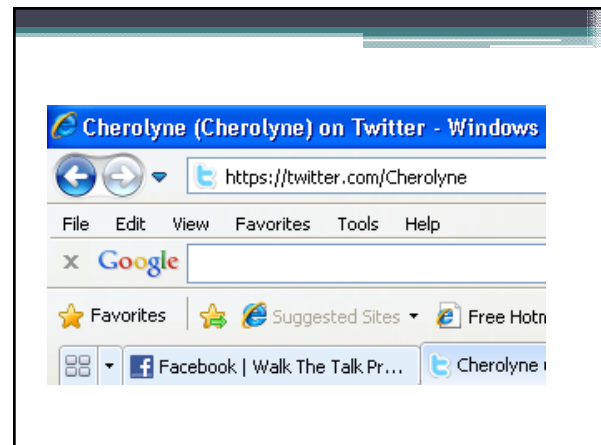
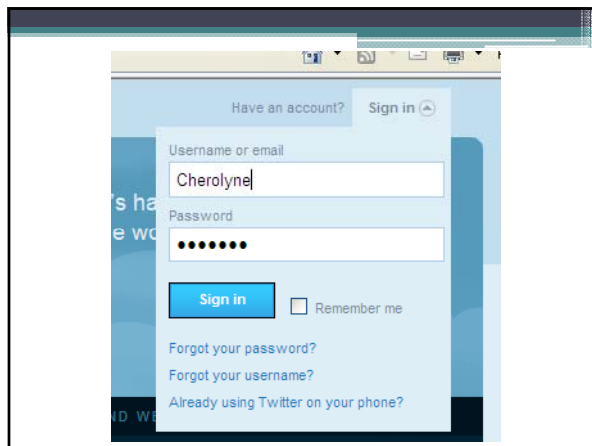
and 'Don'ts'

- Be a SALESforce
- Use as a Billboard
- Discuss controversial topics
- Argue online
- Always talk about Me, Myself and I
- Use questionable third-party apps.



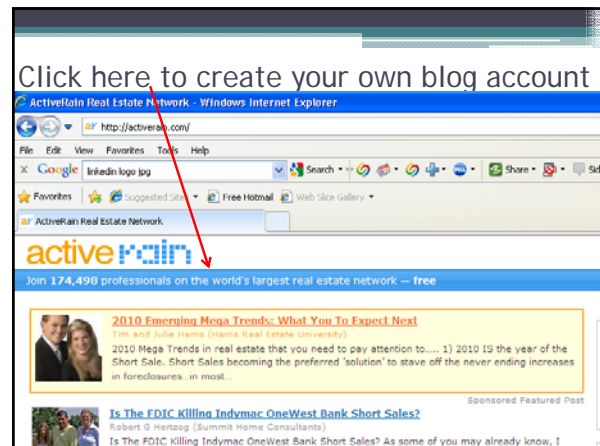
Communicate via Twitter...





What can we talk about on a blog?

- Good restaurants (in your farming area)
- Good schools (in your farming area)
- Current interest rates
- Tax credit i.e. # of days left
- Blog on what YOUR customers are interested in
- What's the pay-off?
- Others? (lets get in groups of 4 or 5 – more ideas)



Search Groups Blogs Channels States Login

ActiveRain Account

Name:

E-mail:

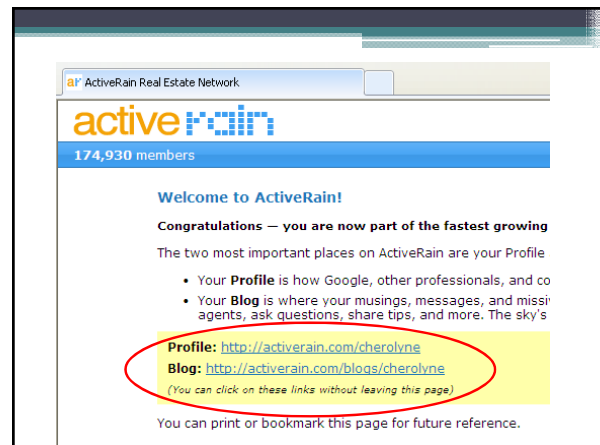
Phone #:

Username:

Password:

I am a...: ☒

☒ I agree to the [Terms of Service](#)



Edit your profile, upload your picture, and you're on your way!

Home : Florida : Orange County : Orlando : Cherolynne Fogarty

Points: 1663 Points [\(Points Breakdown\)](#)
[\[Change Password\]](#)

First Name:

Last Name:

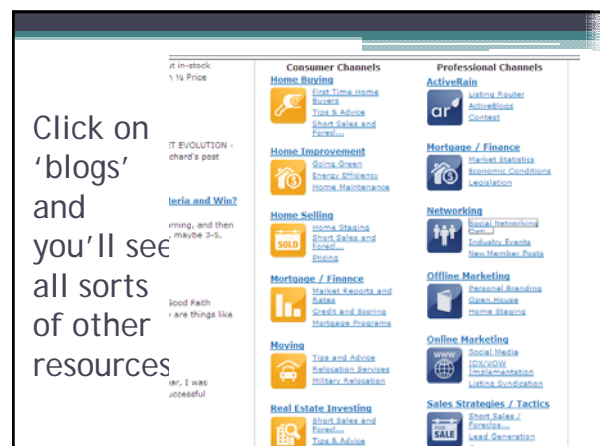
Company:

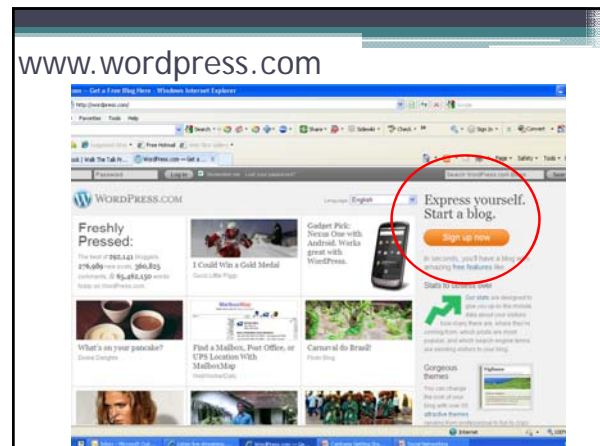
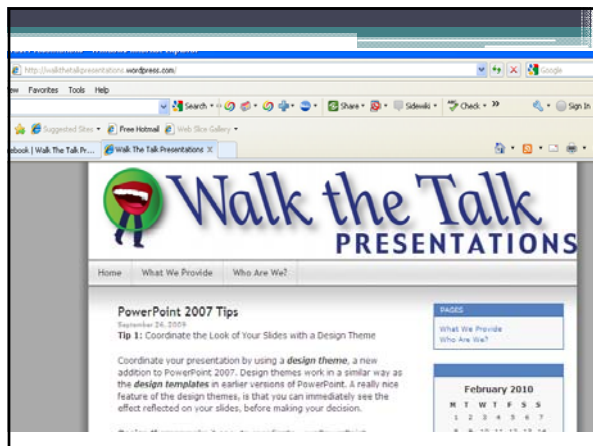
Email:

Website URL:

Office Phone: Ext.

Cell Number:





Get your own WordPress.com account in seconds

Fill out this one-step form and you'll be blogging seconds later!

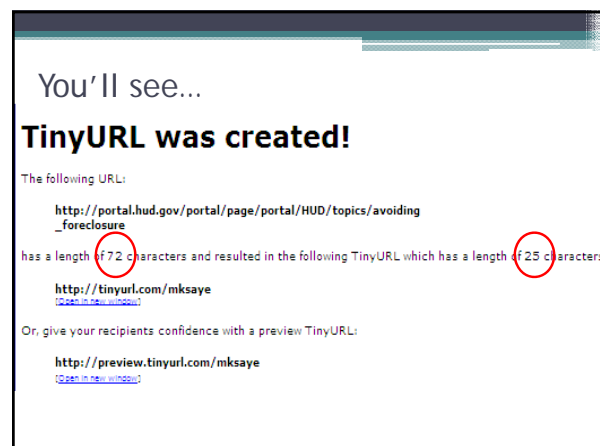
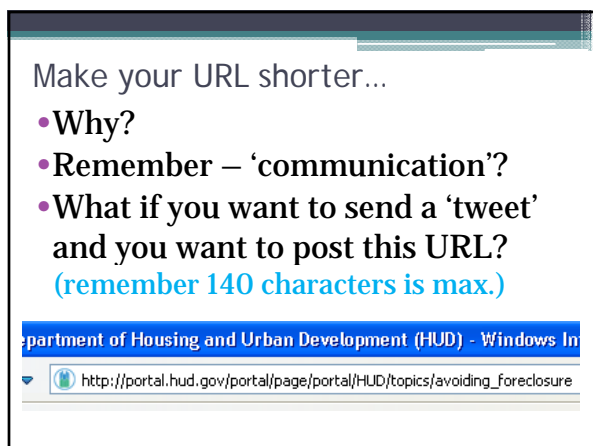
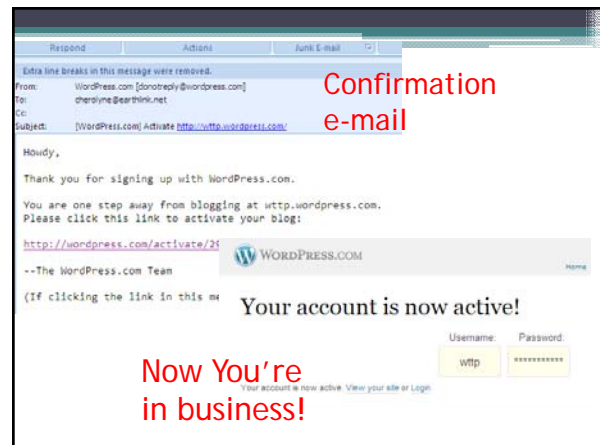
Username:
(Must be at least 4 characters, letters and numbers only.)

Password:

Confirm:
Use upper and lower case characters, numbers and symbols like '!@#\$%^&* in your password.
Password Strength: Good

Email Address:
(We send important administration notices to this address so please check it.)

Legal flotsam: ☒ I have read and agree to the fascinating terms of service.
☐ I want a blog! (Like username.wordpress.com)
☐ Just a username, please.

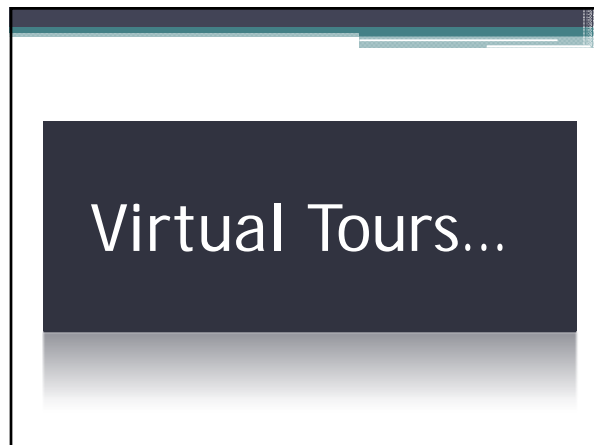




Back to What they Want

- 66% said they looked at their agent's website when shopping for a home
- 91% want virtual tours
- 95% want multiple pictures

(CA Assn of Realtors 2009 survey)

Are You Flipping Out?

1. Power on.
2. Point.
3. Record (red button on/off).
4. Pull USB button down.
5. Insert into computer.

