

# NXT UP!

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## Attracting and Engaging the Next Generation of Homebuyers



NARdotRealtor



nar.realtor



NATIONAL  
ASSOCIATION OF  
REALTORS®



**NATIONAL  
ASSOCIATION OF  
REALTORS®**  
OFFICIAL  
DESIGNATION



# Presented By

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# Key Pillars



- Social Media
- Community Engagement
- Referrals & Client Retention
- Messaging & Communications

# Social Media

# Social Media Platforms

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**Facebook**

2.912 billion monthly active users



**TikTok**

1 billion monthly active users



**Instagram**

Potential advertising reach of 1.452 billion



**Twitter**

Potential advertising reach of 465 million



**YouTube**

Potential advertising reach is 2.562 billion



**LinkedIn**

830 million members.

# Social Media Platforms



74%

OF REALTORS USE  
FACEBOOK  
PROFESSIONALLY



57%

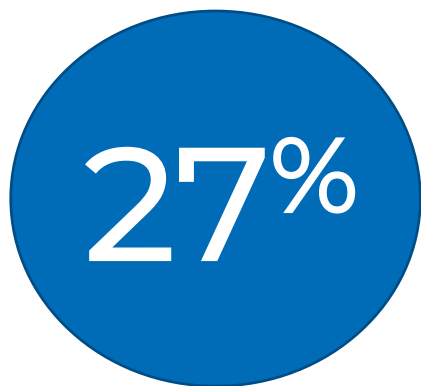
OF REALTORS USE  
LINKEDIN  
PROFESSIONALLY



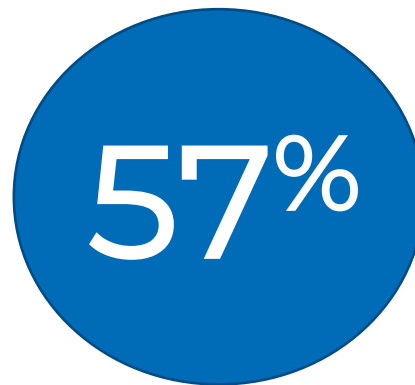
69%

OF REALTORS USE  
INSTAGRAM  
PROFESSIONALLY

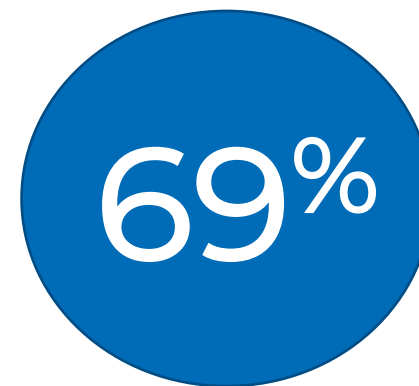
# Social Media Platforms



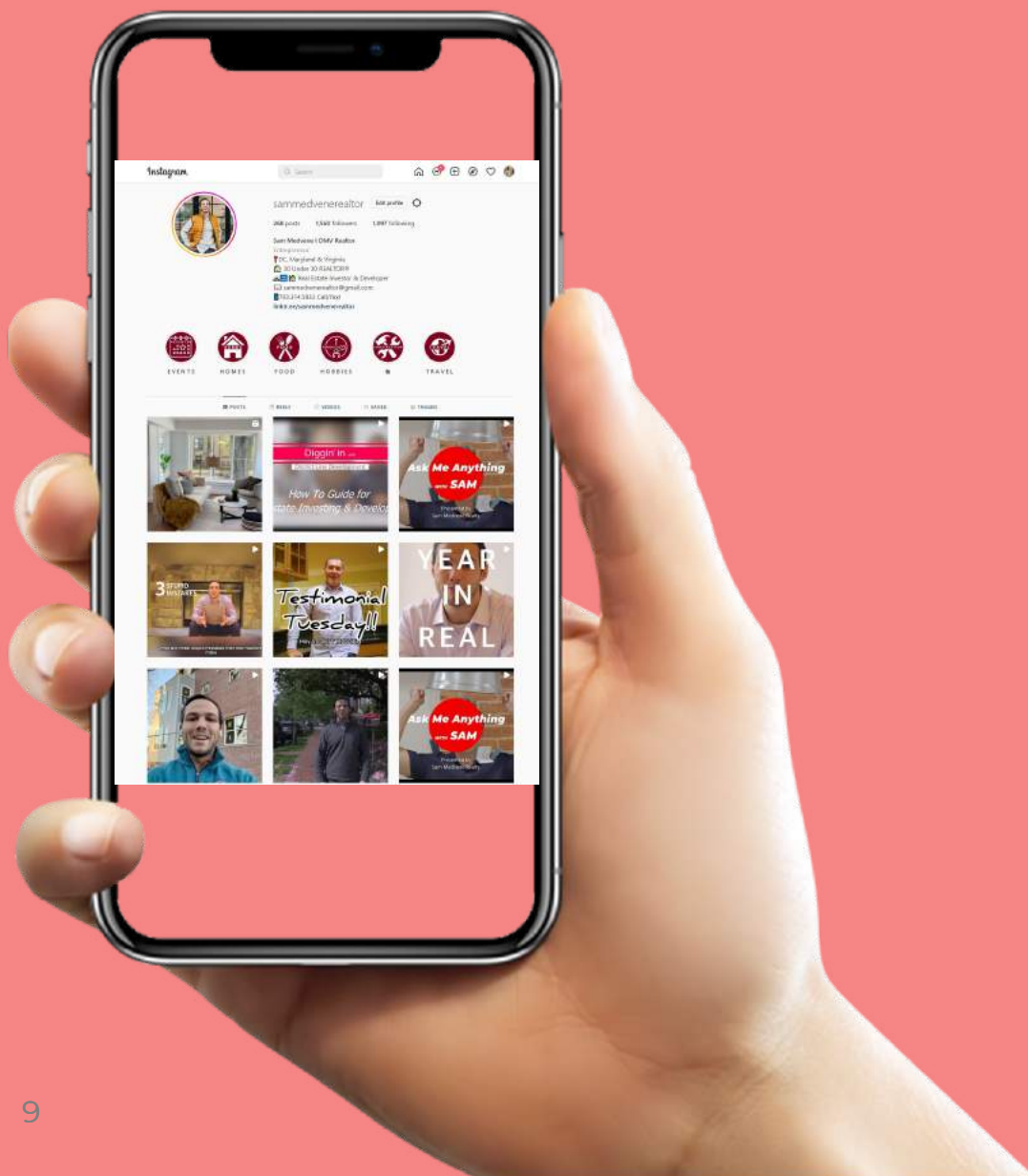
OF REALTORS DO NOT  
USE SOCIAL MEDIA FOR  
BUSINESS



OF REALTORS USE  
SOCIAL MEDIA APPS  
DAILY IN SOME  
CAPACITY



OF REALTORS HAVE  
THEIR OWN WEBSITE



## Video Tactics:

- Raw and Real
  - Do not overthink! Strangers see your face every day as you walk through daily life, accept this! People love the natural, relatable, content
- Professional
  - Hire Videographer to capture professional videos (Home Tours, Business/Community Features, Series)
- Reuse, Rinse, Repeat!
  - Leverage video editing tools to create multiple pieces of content from one recording (30-60 secs MAX!)
- Post over perfection
  - If a good take or recording is captured, do not strive for perfection as it will kill any progress. Consumers and peers want the content, not perfection



Find Your Niche! What are three things that are unique to your business?

A hand is holding a black smartphone against a solid red background. The phone's screen is white and displays the text 'MEANINGFUL STORYTELLING' in bold, uppercase letters, followed by 'is an art form' in a smaller, italicized font. Below the text is a small white horizontal bar. The hand is positioned on the left side of the frame, with the thumb and fingers visible holding the phone.

MEANINGFUL  
STORYTELLING  
*is an art form*

## Storytelling excites and attracts new relationships when it is:

- People-focused
  - You have two choices: focus on the sale or focus on the people and process. Choose people every time.
- Attractive
  - One way or another, it has to make you pause. And when you pause, you look. And think. And feel.
- Concise
  - Whether straightforward, helpful, clever or funny, get to the point! Less is more.
- Aware
  - Constantly consider your environment. Your social posts must be timely and relevant. But also sensitive to the situation.



BE THE  
CHAMPION  
*of your story*

## Leave an impact with these elements that lead to meaningful stories:

- Content Type
  - Be visual whenever possible. This could be closing day photos or listing walkthroughs.
- Links and Hashtags
  - Utilize links and hashtags of your brokerage, local community and real estate market.
- Message
  - Balance evergreen and timely content messages and know when to combine the two.
- Timing
  - When you post impacts engagement.

A double closing with Mr. Hodge! 🏠 Today we closed one chapter and opened up another. We sold his family home to the most excited buyers and he purchased a prime fixer upper that he will make beautiful (he's already pulling up carpet!). I'm grateful for his ease, trust and kindness during what I know had to be an emotional sale for him. A big thank you to US Title for helping a domino of contingencies fall perfectly in to place!



## BE VISUAL

- There are different content types: Static, Image, Video, GIF and Text Only.
- Use a mix when planning social media posts.
- Each social media platform has a different audience for different reasons, so having a mix of content keeps followers engaged.



## USE LINKS AND HASHTAGS

These can serve as a call to action and/or direct followers to other information. Hashtags can also help social media users find YOU!

**hash·tag** /'haSHtag/ *noun*: an index for keywords or topics on a social channel; written with the hash or pound sign # (i.e. #RealEstate, #TexasRealtor).

Examples of call-to-actions or conversations to consider using:

- Your Brokerage
- Your Website
- Links to listing via website/MLS system
- Hashtag examples:  
#firsttimehomebuyer,  
#homebuyer, #buyahome





bethanynolanrealtor



Liked by carmencornelius and 443 others

**bethanynolanrealtor** The best is yet to come ✨ Starting into real estate almost 5 years ago, I would have never dreamt of where I am now. Now it hasn't been easy breezy - I've worked endless hours, drive all over East Texas most days and am going non-stop and looking back at it I'm grateful for all of it. I keep all of my past goals in my notes just to reflect on how far I've come (we forget to appreciate and reflect far too much) and I always love seeing where I thought was 'big' for me in terms of sales or even social media goals. If you're just getting started on anything - keep going, keep pushing and stay consistent!

## TWO MESSAGE TYPES

### Evergreen

Conversations occur naturally amongst community – flipping homes, passions, investing. **These conversations are not sales-oriented.** Examples of evergreen content include:

- Brand
- Community Involvement
- Client Highlights

### Campaign

Messages that you posts for specific moments and occasions. **Campaigns come and go.** Examples of campaign content include:

- Customer Events
- New Listings

# When You Post

# IMPACTS ENGAGEMENT

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## *Time of day*

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- Social usage peaks in morning and evening.
- Test different times of the day.
- Feature clients when they can share with their followers.



## *Day of week*

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- Identify peak days to post.
- Ask yourself: Would I rather read this on a Tuesday afternoon or Saturday morning?
- Test a variety of content types and times to establish consistency in your posts.



## *Community or Cultural*

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- Match the mood of the holiday if posting. Memorial Day is respectful while Halloween can be fun.
- Follow local events to ensure your sharing community happenings.

# Content Calendar Strategy and Breakdown

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## Date

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Plan out your content a month at a time. Use digital or hardcopy calendar to stay on track.

## Channels

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Decide who and what audience you'd like to reach and dictate content to that respective platform.

## Frequency












































































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Choose the amount of content desiring to post on an ongoing basis and stay consistent.

## Time

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Use the algorithms and audience behavior to your advantage to increase odds of going viral on each platform.

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
<b>2</b> IG stories(4) 	<b>3</b> IG stories(6) IG Grid(1)   TikTok (2)	<b>4</b> IG stories(6-8) IG Grid(1)   TikTok (2) LinkedIn Activity 	<b>5</b> IG stories(6-8) IG Grid(1)   TikTok (2) Youtube video 	<b>6</b> IG stories(6) IG Grid(1)   TikTok (2) LinkedIn Activity  Facebook Post	<b>7</b> HFF(IGTV) IG stories(6)   TikTok (2)	<b>8</b> IG stories(4) IG Grid(1)   TikTok (1) Facebook Post 
<b>9</b> IG stories(4) 	<b>10</b> IG stories(6) IG Grid(1)   TikTok (2)	<b>11</b> IG stories(6-8) IG Grid(1)   TikTok (2) LinkedIn Activity 	<b>12</b> IG stories(6-8) IG Grid(1)   TikTok (2) Youtube video 	<b>13</b> IG stories(6) IG Grid(1)   TikTok (2) LinkedIn Activity  Facebook Post 	<b>14</b> HFF(IGTV) IG stories(6)   TikTok (2)	<b>15</b> IG stories(4) IG Grid(1)  Youtube Short  Facebook Post 
<b>16</b> IG stories(4) 	<b>17</b> IG stories(6) IG Grid(1)   TikTok (2)	<b>18</b> IG stories(6-8) IG Grid(1)   TikTok (2) LinkedIn Activity 	<b>19</b> IG stories(6-8) IG Grid(1)   TikTok (2) Youtube video 	<b>20</b> IG stories(6) IG Grid(1)   TikTok (2) LinkedIn Activity  Facebook Post 	<b>21</b> HFF(IGTV) IG stories(6)   TikTok (2)	<b>22</b> IG stories(4) IG Grid(1)   TikTok (1) Youtube Short  Facebook Post 
<b>23</b> IG stories(4) 	<b>24</b> IG stories(6) IG Grid(1)   TikTok (2)	<b>25</b> IG stories(6-8) IG Grid(1)   TikTok (2) LinkedIn Activity 	<b>26</b> IG stories(6-8) IG Grid(1)   TikTok (2) Youtube video 	<b>27</b> IG stories(6) IG Grid(1)   TikTok (2) LinkedIn Activity  Facebook Post 	<b>28</b> HFF(IGTV) IG stories(6)   TikTok (2)	<b>29</b> IG stories(4) IG Grid(1)  Youtube Short  Facebook Post 
<b>30</b> IG stories(4) 	<b>31</b> IG stories(6) IG Grid(1)   TikTok (2)	<div>JANUARY 2022</div>				

Instagram	Youtube	Facebook	LinkedIn	TikTok
<b>Mon</b> 6am, 10am, 10pm	<b>Mon</b> 2-4pm	<b>Mon</b> 11am-2pm	<b>Mon</b> 11am, 1-3pm	<b>Mon</b> 6am, 10am, 10pm Best Days
<b>Tue</b> 6am, 7am, 9am Best Day	<b>Tue</b> 2-4pm	<b>Tue</b> 11am-2pm	<b>Tue</b> 8am-2pm	<b>Tue</b> 2am, 4am, 9am Best Days
<b>Wed</b> 6am, 8am, 11pm Best Day	<b>Wed</b> 2-4pm Best Day	<b>Wed</b> 9am, 11am-4pm Best Day	<b>Wed</b> 8-10am, 12pm Best Day	<b>Wed</b> 7am, 8am, 11-12pm Best Days
<b>Thur</b> 9am, 12pm, 7pm Best Day	<b>Thur</b> 12-3pm	<b>Thur</b> 1-3pm, 8pm Best Day	<b>Thur</b> 9am, 1-2pm Best Day	<b>Thur</b> 9am, 12pm, 7pm Best Days
<b>Fri</b> 5am, 1pm, 3pm	<b>Fri</b> 12-3pm Best Day	<b>Fri</b> 1-3pm Best Days	<b>Fri</b> 8am-2pm	<b>Fri</b> 5am, 1pm, 3pm
<b>Sat</b> 11am, 7pm, 8pm	<b>Sat</b> 9-11am Best Day	<b>Sat</b> 9-11am Least Engagement	<b>Sat</b> 8-9am	<b>Sat</b> 11am, 7pm, 8pm
<b>Sun</b> 7am, 8am, 4pm Least Engagement	<b>Sun</b> 9-11am	<b>Sun</b> Least Engagement	<b>Sun</b> Least Engagement	<b>Sun</b> 7am, 8am, 4pm



What are two Social Channels you plan to start implementing?



## Section Q + A

# Community Engagement



# Organic Involvement

Now more than ever, consumers want an authentic, approachable, and real human to aid in all their needs. Showing up and being accessible, an active listener, and knowledgeable to their specific needs is a must.

Meet your desired tribe where they are, be PRESENT:

- Restaurants
- Volunteering with NGOs
- Coffee Shops
- Sporting Events
- Local School Events
- Farmer's Markets
- Local Organizations/Groups  
(More on this to come)

# Get Involved & Stay Involved



1

## How To Get Involved

See what organization aligns with your lifestyle and passions!

2

## Stay Involved

Show up and be there!

3

## Make it TWO!

Join a minimum of two organizations in your community that aren't Realtor-focused.



What are you  
passionate about?  
What are two  
organizations or  
groups that you can get  
involved with?



## Section Q + A

# Referrals & Client Retention

# The Art of Creating A Raving Referral Based Business



## How-To Buyer and Seller Booklets

Write out your value proposition and have a simple, tangible resource that dictates the process, your core values, and why they would never want to use anyone else.



## Transaction Gifts

Provide a world class experience! Moving kit upon going under contract. Stress relief kit upon HICRA. Find one thing that is special to them and cater a personal gift from that.



## Event Invites

Host quarterly events, varying from small to large, and invite the whole town. Find a reason to reach out and connect. (more on this next!)



## Reviews – Text and Video

Google reviews are a MUST! Collect video reviews for social and cross marketing (cell phone captured is fine).



## Provide Relevant Information

Leverage technology to stay connected. Newsletters, blogs, automated home valuations.



## Home Concierge

Be the one-stop-shop of all things Real Estate. Seasonal House check/guide. Recommended list of trusted contractors, send HUD-1 at tax time.



# Client Events

- Virtual
  - Cooking Class
  - Wine/Paint Night
  - Fitness Class
- In-Person
  - Happy Hour / Restaurant Soft Opening
  - Movie Night
  - Sporting Event
  - Fall/Spring Fest
- Tips for Running Events
  - Obtain Affiliate Sponsors to aid in paying for event (Check w/ State & Local Regulations)
  - Encourage Invitees to bring a +1
  - Hire a videographer to obtain footage of the event
  - Poll in advance to stack cards in your favor – google forms / doodle
  - Be different, STAND OUT!



# CHECK IN WITH YOUR CLIENTS



1

## FOLLOW UP

- Drop off fun holiday-themed surprises
- Check in on house updates
- Remind clients about local events

2

## SURPRISE & DELIGHT TEXTS

- Happy birthday videos
- Texting videos to check in

3

## FOUR H's

- 4 – Hand Written Notes
- 4 – Facebook Happy Birthdays
- 4 – Hot Sheets
- 4 – High Fives (Social Media)



## Section Q + A

# Messaging & Communications



How are you engaging  
with your clients?

# The Informality of Formality

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## Keep it Casual

Be intentional with your conversations and if real estate pops up – run with it – otherwise, let it come naturally.



## Stay Branded

Rep your brand, but don't overdo it.



## Text it Out

Younger generations prefer texting over phone calls, so ask for preferences.



## Be YOU!

Dress, act and be your genuine self!

# LESS IS MORE

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8.25 Seconds

---

Average Human  
Attention Span

9 Seconds

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Average Attention Span  
of a Goldfish

25%

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The amount Human's  
attention span has been  
reduced between 2000-2015

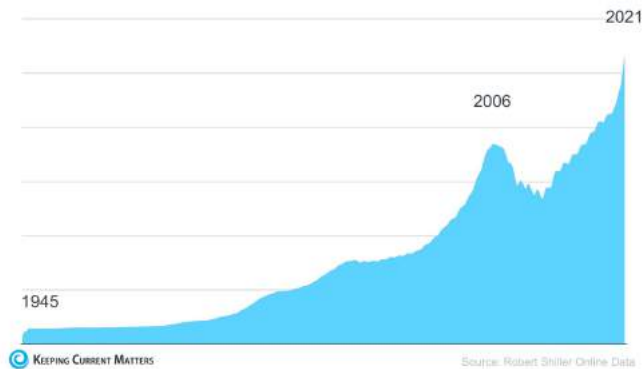
## Tactical Takeaways

- Hot Sheets
- Graphics
- Concise Cliff-Notes

# 5 Minute Market Mindset + Messaging

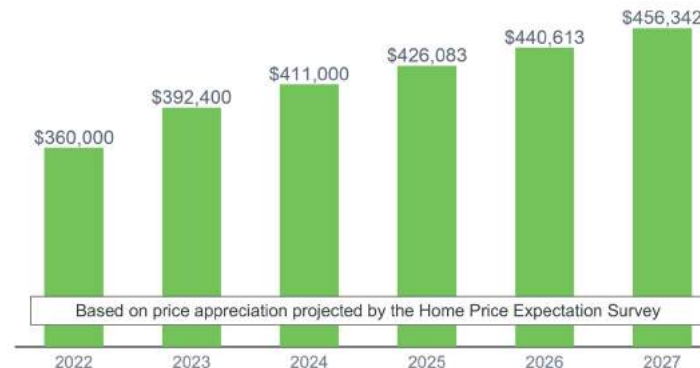
## Home Price Appreciation Since WWII

Historical Housing Market Data



**\$96,342**

Potential growth in household wealth over the next 5 years based solely on increased home equity if you purchase a \$360K home in January 2022



KEEPING CURRENT MATTERS

Source: Q4 2021 HPES

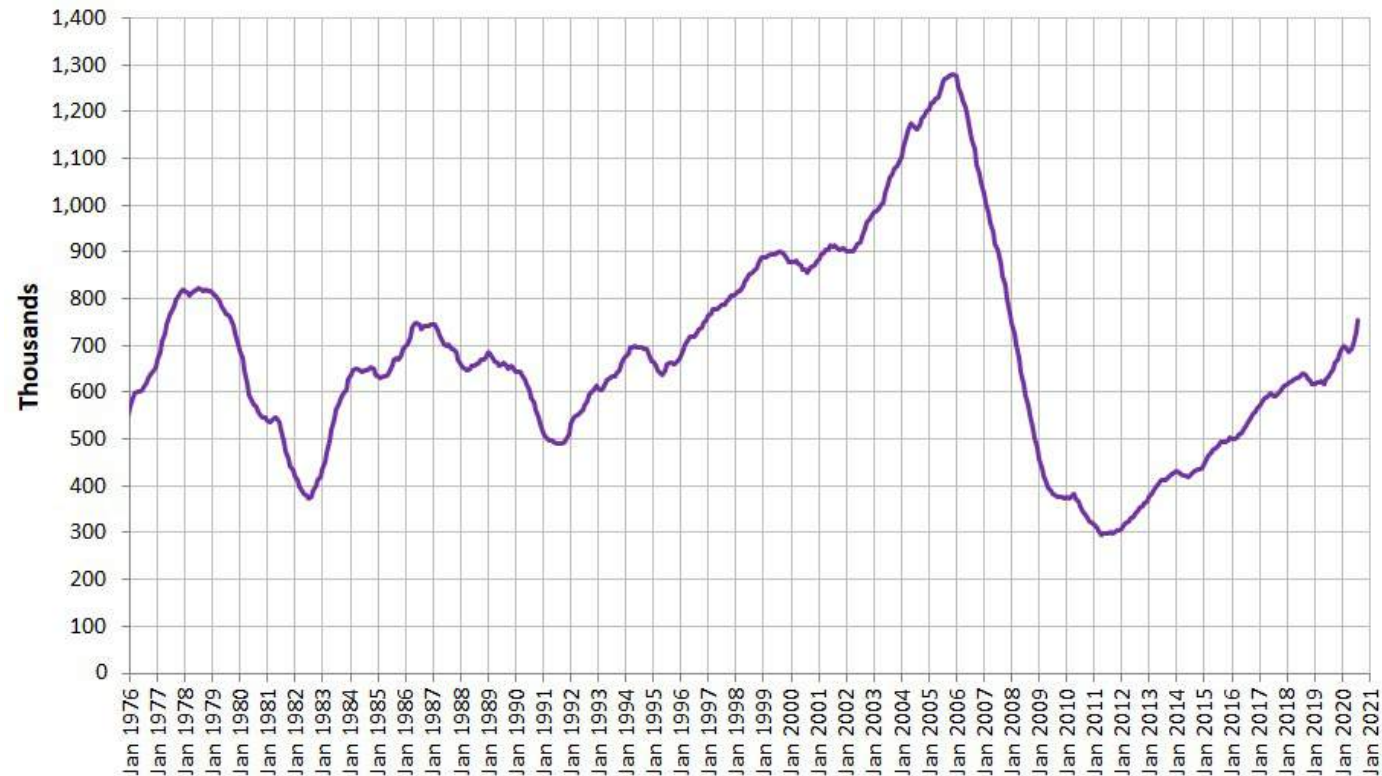


The national "LTV" in Q4 2021 was 30.8%, the lowest in over three decades. In inflation adjusted terms, **homeowners in Q4 2021 had an average of \$307,000 in equity- a historic high.**

- Odeta Kushi, Deputy Chief Economist, First American

# Homes Sold Graph Over Last 50 Years

Trailing Twelve Month Average of the  
Annualized Number of New Homes Sold in United States,  
January 1976 through July 2020



Source: U.S. Census Bureau

© Political Calculations 2020



## Section Q + A

# Resources



# RPR<sup>®</sup>

## Center for REALTOR<sup>®</sup> Development Podcast



## NAR Resources

- All-in-one research platform is built to help you share property and market info with clients. The Realtors Property Resource (RPR) is a digital platform and database managed by the **National Association of Realtors** (NAR), as a benefit for its members,
- NAR's Center for REALTOR Development podcast focuses on education in the real estate industry. The podcast discusses formal and informal sources of industry knowledge, including NAR education and credential programs.

## 6 Useful Websites and Applications To Stay in the Know

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### Canva

Online graphic editing and content creating tool – Think PowerPoint but for Design and Social Graphic creation



### Keeping Current Matters

Market content and data relevant with current trends. Free social graphics, graphs, and blog posts at the palm of your hands.



### SproutSocial

Social media manager that allows you to schedule out your posts in advance and will automatically post on the date and time of your choosing. Batch content posting and creation format!



### Fiverr

Find affordable and specialized help for various tasks, editing, content creation. Think TaskRabbit for the digital world!



### Loom

Video creation tool that embeds into emails and allows to record seamlessly while providing data. (when opened and how many times watched, etc.)



### Bigger Pockets

Forums, blogs, trends, online community focused on Real Estate. Largely investor focused but has array of knowledge, files, and support available.

# NAR.Realtor + Your State + Your Local Association Websites

All offer a variety of useful industry related topics, data, insights, blogs, and information to stay up to date as an industry leader and professional. Covers both macro and micro levels to not only remain informed on a national level but in a hyper local facet as well.

The screenshot shows the NAR.Realtor website with a dark blue header containing the NAR logo, a search bar, and navigation links: REALTOR® Store, Contact, Pay Dues, and Sign In. Below the header is a secondary navigation bar with links: Real Estate Topics, Membership, Research & Statistics, Advocacy, Education, News & Events, About NAR, and More. The main content area features a 'Market Behavior' section with a photo of houses and a description: 'Including home buying and selling, commercial, international, NAR member information, and technology. Use the data to improve your business through knowledge of the latest trends and statistics.' To the right of this section are three columns of links: 'Highlights & News' (Get the latest top line research, news, and popular reports.), 'Housing Statistics' (National, regional, and metro-market level housing statistics where data is available.), 'Research Reports' (Research on a wide range of topics of interest to real estate practitioners.), 'Presentation Slides' (Access recent presentations from NAR economists and researchers.), 'State & Metro Area Data' (Affordability, economic, and buyer & seller profile data for areas in which you live and work.), 'Commercial Research' (Analysis of commercial market sectors and commercial-focused issues and trends.), and 'Statistical News Release Schedule'.

The screenshot shows a page titled 'DC HOUSING STATS VS. PREVIOUS YEAR (VIA MARKETSTATS)'. It features a table of housing statistics with three columns: Closed Sales, Closed Sales YTD, and Median Sales Price. Each row shows the current value, a change indicator (up or down arrow), and the percentage change. The data is for May 2022.

Closed Sales	Closed Sales YTD	Median Sales Price
916 ↓ 11.0%	4,119 ↓ 8.5%	\$650,000 ↓ 5.3%
New Pending Sales	Active Listings	New Listings
899 ↓ 19.4%	1,667 ↑ 8.3%	1,421 ↓ 2.8%

\*May 2022

# THANK YOU.

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