NXT UP!

Attracting and Engaging the Next Generation of Homebuyers
Key Pillars

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

Facebook
2.912 billion monthly active users

Instagram
Potential advertising reach of 1.452 billion

YouTube
Potential advertising reach is 2.562 billion

TikTok
1 billion monthly active users

Twitter
Potential advertising reach of 465 million

LinkedIn
830 million members.
OF REALTORS USE FACEBOOK PROFESSIONALLY

74% of Realtors use Facebook professionally.

OF REALTORS USE LINKEDIN PROFESSIONALLY

57% of Realtors use LinkedIn professionally.

OF REALTORS USE INSTAGRAM PROFESSIONALLY

69% of Realtors use Instagram professionally.
Social Media Platforms

- 27% of REALTORS do not use social media for business
- 57% of REALTORS use social media apps daily in some capacity
- 69% 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?
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.
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.
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** /ˈhaSHtaɡ/ 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
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**

**Time of day**
- 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**
- 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**
- 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

<table>
<thead>
<tr>
<th>Date</th>
<th>Channels</th>
<th>Frequency</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Plan out your content a month at a time. Use digital or hardcopy calendar to stay on track.</td>
<td>Decide who and what audience you'd like to reach and dictate content to that respective platform.</td>
<td>Choose the amount of content desiring to post on an ongoing basis and stay consistent.</td>
<td>Use the algorithms and audience behavior to your advantage to increase odds of going viral on each platform.</td>
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<tr>
<td>Sunday</td>
<td>Monday</td>
<td>Tuesday</td>
<td>Wednesday</td>
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<td>2 IG stories(4) IG Grid(1) TikTok (2)</td>
<td>3 IG stories(6) IG Grid(1) TikTok (2)</td>
<td>4 IG stories(6-8) IG Grid(1) TikTok (2) LinkedIn Activity</td>
<td>5 IG stories(6-8) IG Grid(1) TikTok (2)</td>
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<td>10 IG stories(6) IG Grid(1) TikTok (2)</td>
<td>11 IG stories(6-8) IG Grid(1) TikTok (2) LinkedIn Activity Youtube video</td>
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<td>18 IG stories(6-8) IG Grid(1) TikTok (2) LinkedIn Activity Facebook Post</td>
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JANUARY 2022
<table>
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<tr>
<th>Platform</th>
<th>Mon</th>
<th>Tue</th>
<th>Wed</th>
<th>Thur</th>
<th>Fri</th>
<th>Sat</th>
<th>Sun</th>
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<tr>
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<td>5am, 1pm, 3pm</td>
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<td>7am, 8am, 4pm</td>
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<td>Youtube</td>
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<td>2-4pm</td>
<td>9am, 11am-4pm</td>
<td>1-3pm, 8pm</td>
<td>12-3pm</td>
<td>9-11am</td>
<td>9-11am</td>
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<tr>
<td>Facebook</td>
<td>Mon 11am-2pm</td>
<td>Tue 11am-2pm</td>
<td>Wed 8-10am, 12pm</td>
<td>Thur 9am, 1-2pm</td>
<td>Fri 1-3pm</td>
<td>Sat 9-11am</td>
<td>Sun 9-11am</td>
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<tr>
<td>LinkedIn</td>
<td>Mon 11am, 1-3pm</td>
<td>Tue 8am-2pm</td>
<td>Wed 7am, 8am, 11-12pm</td>
<td>Thur 9am, 12pm</td>
<td>Fri 8am-2pm</td>
<td>Sat 8-9am</td>
<td>Sun 8-9am</td>
</tr>
<tr>
<td>TikTok</td>
<td>Mon 6am, 10am, 10pm</td>
<td>Tue 2am, 4am, 9am</td>
<td>Wed 7am, 8am, 11-12pm</td>
<td>Thur 9am, 12pm</td>
<td>Fri 5am, 1pm, 3pm</td>
<td>Sat 11am, 7pm, 8pm</td>
<td>Sun 7am, 8am, 4pm</td>
</tr>
</tbody>
</table>

*(EST) Best times to post on social media platforms*
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

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

8.25 Seconds
Average Human Attention Span

9 Seconds
Average Attention Span of a Goldfish

25%
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

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 Kushn, Deputy Chief Economist, First American

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:

- $96,342

Based on price appreciation projected by the Home Price Expectation Survey.
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
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

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

- **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!

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

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

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

- **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.