# 10 EASY STEPS

## to Set Up a Real Estate Facebook Page To Get More Leads

**Power Agent®**

Facebook remains one of the most important elements when it comes to building your brand online, and yet, for many, the building blocks of getting started and generating a presence online still feels like a mystery.

That's why we developed this guide to help you easily navigate this important social tool.

This guide will walk you through the step-by-step process of building your brand and your business.

Your Facebook page is much more than an online flyer, this is a method for you to actively engage with your potential clients, capture important leads, and advertise your listings.

So without further ado, get a cup of coffee and get comfortable, and let's build a Facebook page!

# Assess Your Current Personal & Team Branding With Brutal Honesty

Before you start building your new page and expanding your brand, giving your current branding a hard and honest look is necessary. I know, you have put a lot of time, effort, and money into what you have, but we need to be brutally honest before continuing — is it really working for you? A big mistake is to overestimate it's value just because of how much you may have already invested in it.

For real estate agents that have been in the business for awhile, is your branding a little dated? When was the last time you gave your brand a little make-over? Perhaps viewing your branding with fresh eyes and embracing the idea of making some changes will help bring your brand up to date and make it go the extra mile for you.

This doesn't mean that you will need to pour a ton of money, time, and effort into a whole new brand. It could be a simple matter of tweaking a few things here and there for $20.

**Your Logo**

While individual agents don't generally need a logo like businesses do, having a logo or an image that helps reflect your brand can give you a bit of a push over the edge that will lead to brand recognition.

**Your Slogan & Marketing**

Once again, a slogan isn't necessarily something that an agent will have, but it can be an easy way to indicate to your community what your unique values or specialty might be, setting you apart from your competition.

**Your Headshot**

When was the last time you had a headshot taken? Is it still working for you? Does it make you look confident, trustworthy, and professional? If it wasn't taken by a professional photographer, how is the lighting? Is there anything in the background that shouldn't be? Does your smile look forced or natural? Is the picture in-focus?

## STEP 1: Go To Facebook and Create Your Page

I am probably stating the obvious here, but the first step is to head to Facebook and create a business page. In order to create a business page, you will need to have a personal page in place first, so if you do not already have one, sign up for one. If you are concerned about having them linked together, don't fear! You can keep them separate if you want.

Once you have a personal page, we can get started on your business page!

Go to the top right-hand corner of your personal page and click the "Create" button.
https://www.facebook.com/pages/create

Next, you are going to click "*Get Started*" under **Business or Brand.**
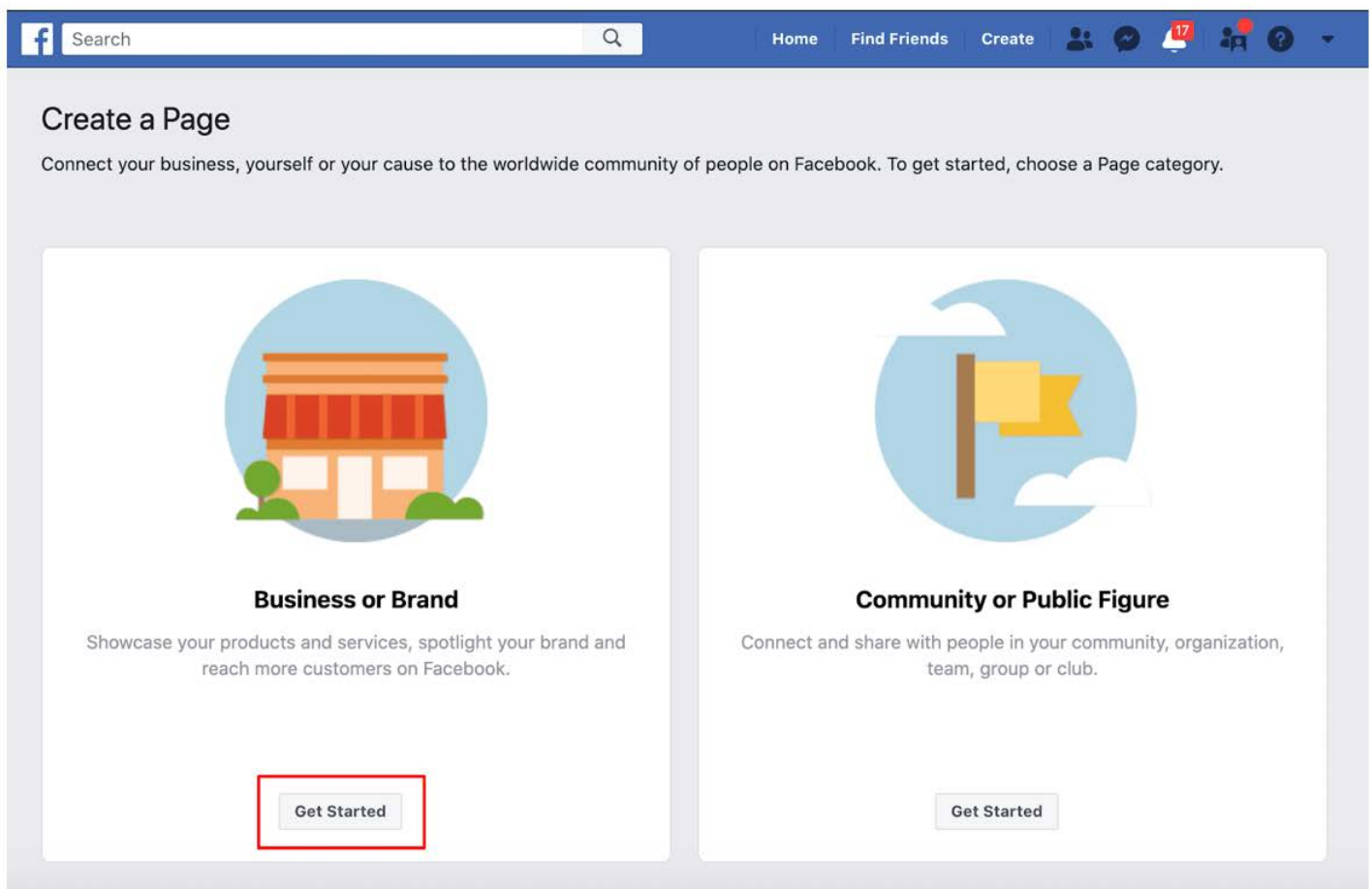
Next, you will enter your information "*Page Name*", "*Category*", and "*Address.*" For your name, don't just use your name, but include something like REALTOR® or Real Estate Agent.

Under "Category", the only option they have for real estate agents is *"Real Estate Agent."* Select that one.



You can choose not to show your address if you wish by clicking the check tab next to "*Don't show my address…*"

## STEP 2: Sprucing up your Page with A Profile picture

So you have a blank page for you to start designing and filling with a treasure trove of information to instill confidence and build your brand. The best place to start personalizing is by uploading your headshot.

While you can use any picture you like, I would strongly recommend that agents use a headshot that presents the image of trustworthiness, professionalism, competency, and confidence. So that picture of you at your birthday party might not be an appropriate choice. If possible, contact a local photographer who can do headshots for you in a variety of styles that will be edited and adjusted to make you look fantastic.

As far as dimensions go, don't worry too much about making it high-resolution. Make sure the picture is at least 250x250 pixels, though it will only be 170x170 on desktop computers and 128x128 on phones, so the key is to ensure that your head is centered properly and that people can see your eyes, even on small screens.
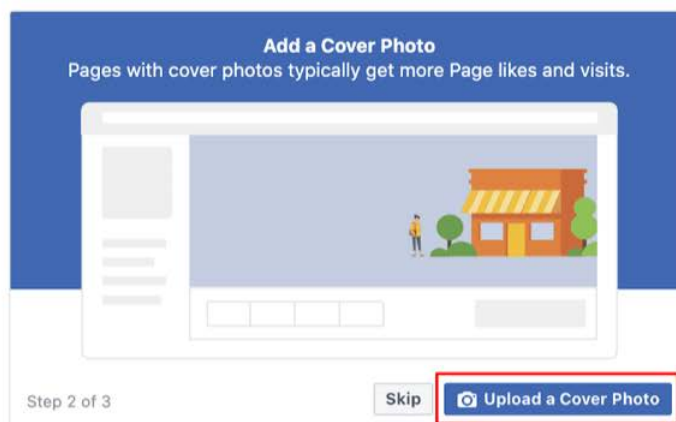
Click "*Upload a Profile Picture*"
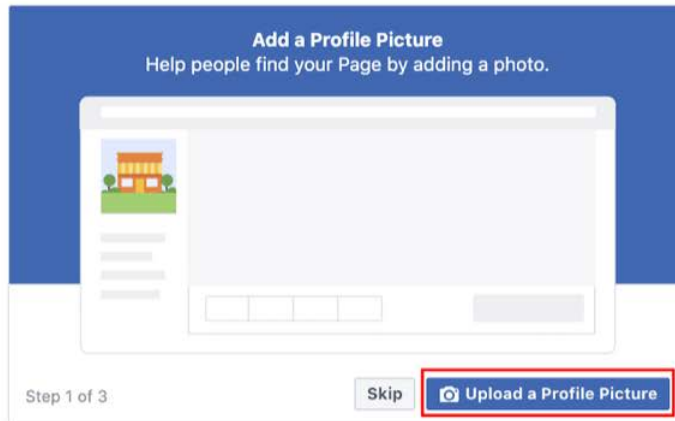


## STEP 3: Setting The Theme with A Cover Photo

Once you have a profile picture in place, we can place a cover photo on your page, which acts like a banner, or header at the top of the page.

Click "*Upload a Cover Photo*"

After you sign up, click "*Templates*" and then click "*Facebook Covers*" and you are on your way to creating your custom Facebook cover for your real estate business.

Cover images should be at least 820 pixels wide by 312 pixels tall. If you upload an image that's too small, Facebook will stretch the image to fit. Depending on the original size, it may not be a big change, but it will make a 400×150 image look blurry and oddly stretched.

A great cover image will support the overall theme of your page. It should be attractive, complement your profile picture, and speak to what you do.   Canva.com is a great free tool for all kinds of your real estate designs, and they have a Facebook cover photo template too!
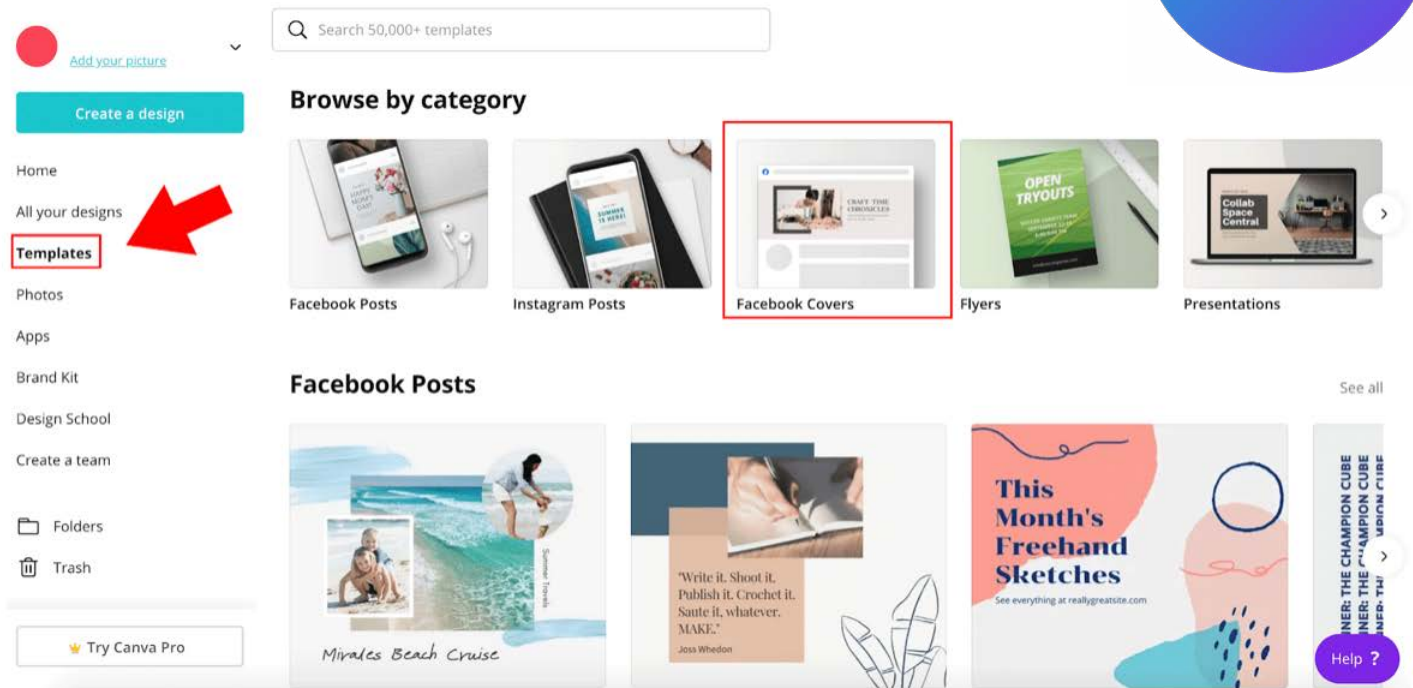


If you need some inspiration or help getting started, Canva has some great tutorial videos for exactly that!  Click here to watch now.

If you don't already have access to high-quality cover images, you should head straight to Unsplash. They have 100% free stock photography that is head and shoulders above the free offerings on other sites like Shutterstock.
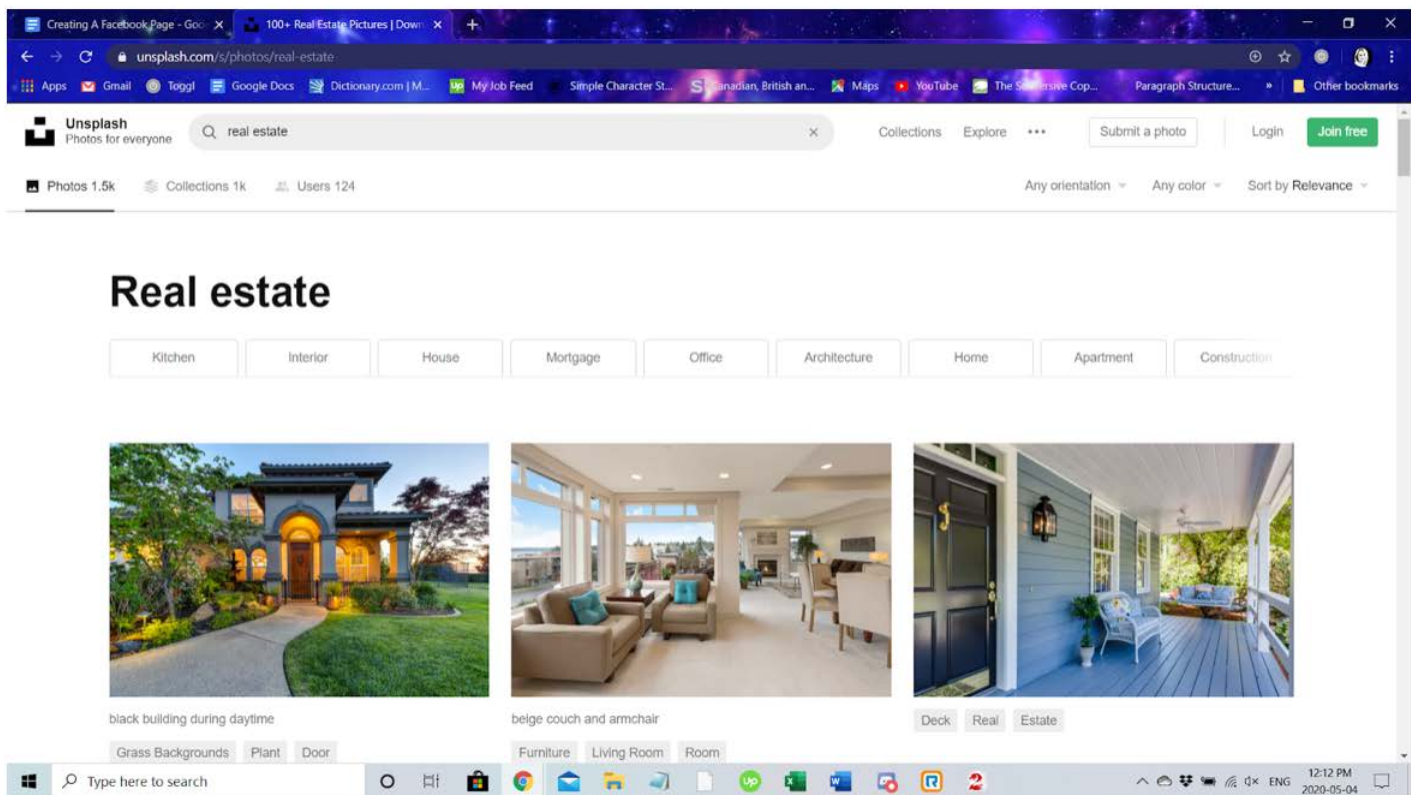
If you just can't find a specific image on Unsplash, then give Adobe Stock a try. It's not free, but you can probably get away with only spending $20 or so for a one-month trial where you can download all the images you'll ever need in your career.

**Adding Text to Your Cover Image**

You can also add text or your logo to your cover image, using Canva, Adobe Photoshop, or you can head over to Fiverr and hire someone to create you a professional looking image with text for a reasonable fee. But, be aware, Facebook will cut off 90 pixels on either side of your image for the mobile version, so be careful about text placement to avoid letters getting cut off.

**Adding a Video/Slideshow Cover Image**

Instead of an image, it is possible to add a slideshow of cover images, or a video. To upload a video, it needs to be at least 820 x 312, about 30 seconds in length, a maximum of 1080p in a .mov or mp4 format, and less than 1.75GB. You can have music or audio speak-over, but it will be turned OFF by default, and your visitors will have to click on the speaker icon to turn on the sound. If you aren't familiar with video editing software, you may want to head to Fiverr again to find someone who can create this for you.

For creating a slideshow for your cover, put the images that you want into a folder and click on the little camera icon in the top left-hand corner, uploading the images in the order that you want them in. Unfortunately, the pictures will not automatically scroll through when someone visits your page; they will have to scroll through using the little arrows.

## STEP 4: Adding Call To Action Buttons

You are probably getting pretty excited about how your page is looking already with the personalizations we have already done, but it's important that you add a Call-To-Action (CTA) button to your page so your potential clients have an easy way to contact you or book an appointment time.

Go to your main page then click on "Settings" in the top right corner of the page. Then click on "General," scroll down to "Messages," and click on it. Select the "People can contact my page privately" option. Now, you'll be able to have a "Call Now" button and a "Send Message" button right on your profile.

There are a few different options for your CTA buttons: schedule an appointment, download your app, or learn more about you.

And the last step before getting your page up is to choose whether or not you want to enable *online bookings* on your page. At this time, this is not a feature we are recommending.
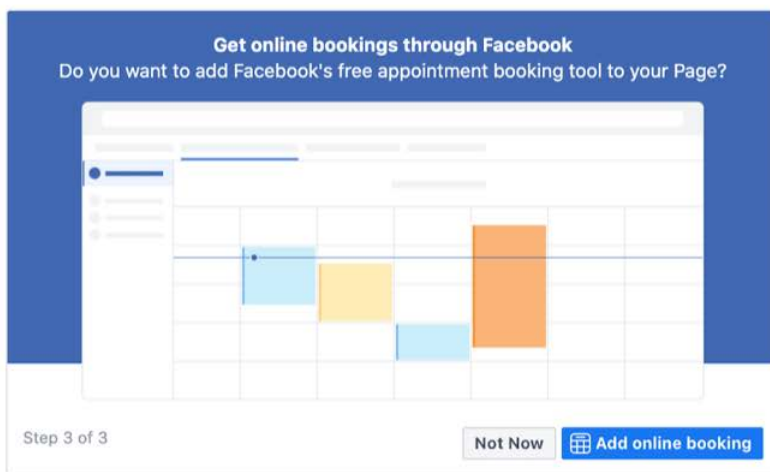
## STEP 5: Previewing Your Page for Desktop and Mobile

You have your photos up, your information filled out, your CTA's picked, and now you need to pick an easy to remember name for your page.

Beneath your profile image, click on "create page @username" to choose a username for your page. This will be the "short link" you can give to people who want to connect with your page. It works best if it's short and easy to remember.

Now it's time to see it all put together to make sure all the elements are just the way you want them.

Go to the ellipses ("...") button after the Like, Follow, Share buttons, and click "View Page As A Visitor." This will show you the page the way any visitors to your page will see the site. You can check both the desktop and mobile versions, so if you added text to your cover image, make sure none of the letters were cut off in the mobile version.

You may worry that there is nothing on your page to draw in visitors, but remember that your page is going to evolve and grow as you begin adding content, and before you know it, your page will be bursting at the seams!

Make any changes necessary, and once you are happy with how it all looks, congratulations! You are ready to publish and start generating leads!

# STEP 6: Publishing Your Page

You've done it! Your page is up and running, but now it's time to get some followers. The obvious place to start is with your family and friends.
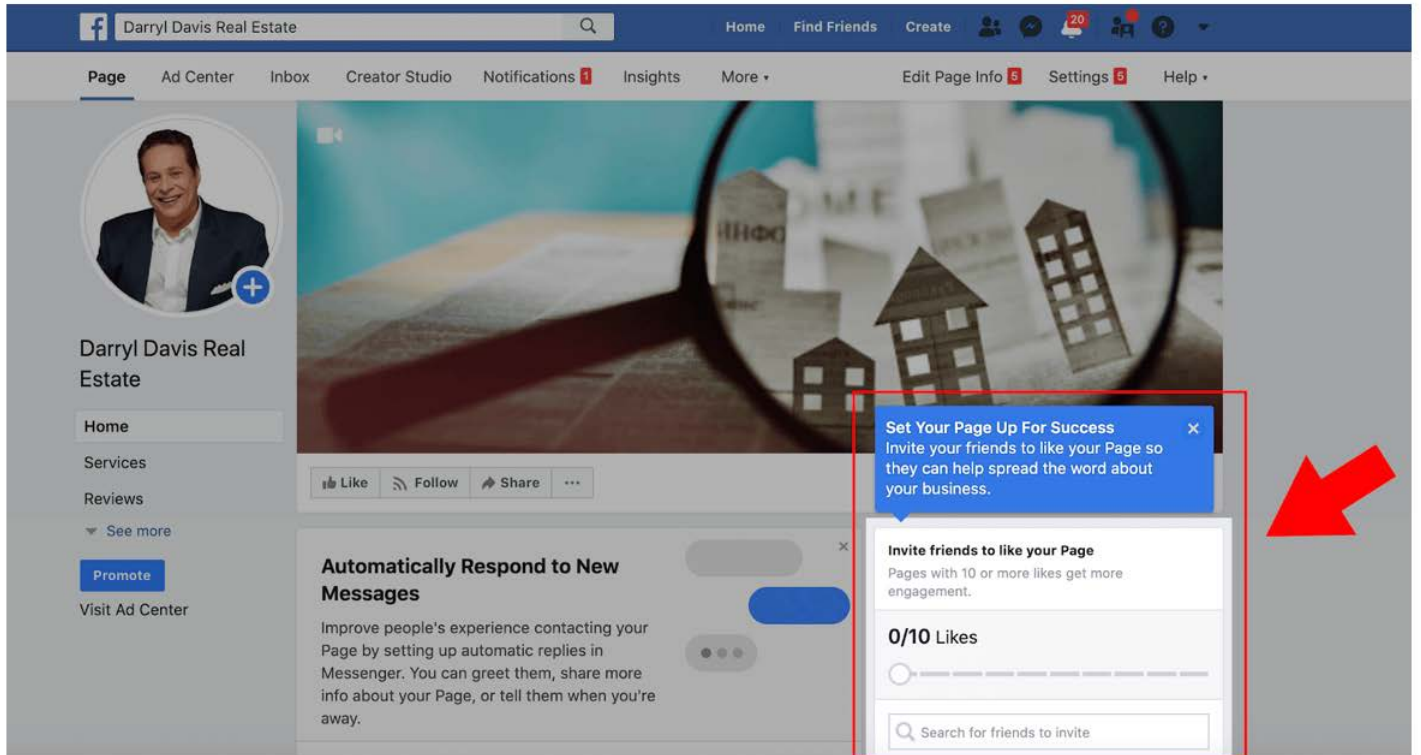


If you want to make any changes to your site, you can go into "**Edit Page Info**" to add any additional information about your business that you would like: Phone Number, Website, Email, etc.   Also, "**Settings**" is is where you will go to connect your Instagram account, manage "**Page Roles**" and manage your "**Messaging Setting**s"

# STEP 7: Setting up Auto-Reply

Facebook Messenger can be a powerful tool in your marketing toolkit. You can program auto-responses, and even chatbots to engage visitors to your site.

At the top of your page, click on "Inbox," and then click on "Automated Responses" at the bottom of the list. Here, you can set up an away message as well as an auto-reply that will greet every person who messages you on Facebook from your page.

To set up your autoreply, click on "Greet Customers," and then "Instant Reply." Then, click on "edit" and create your auto-reply message in the box. You can also customize your auto-reply to include the person's first name. To do that, click on 'Add Personalization," and then select "First Name of Recipient."
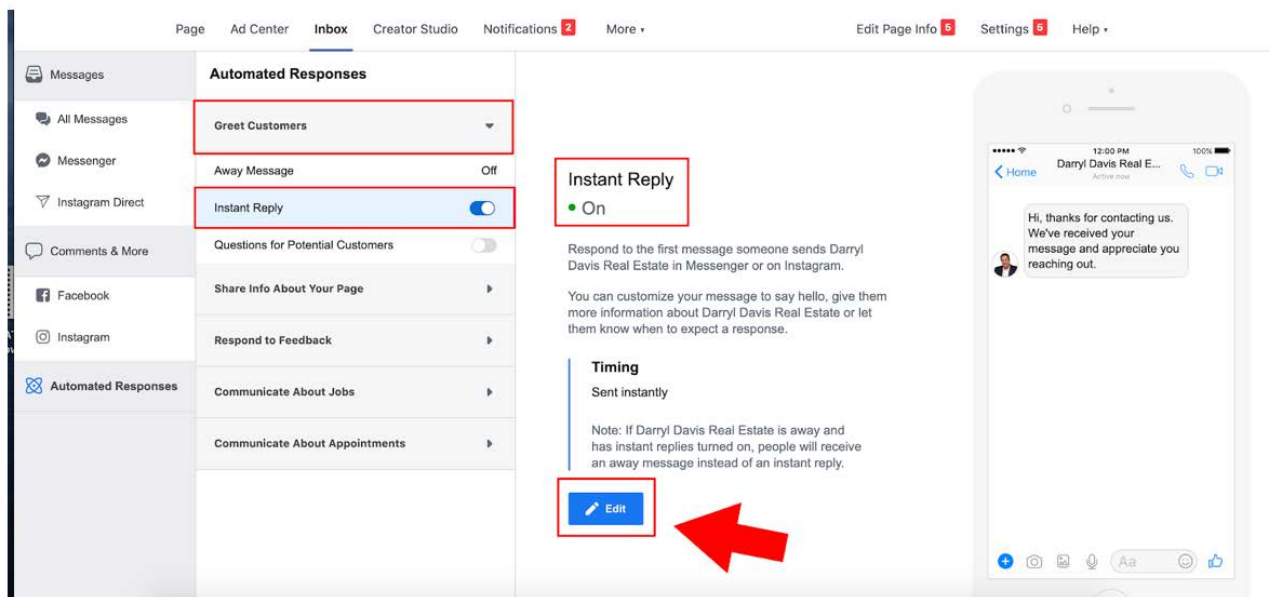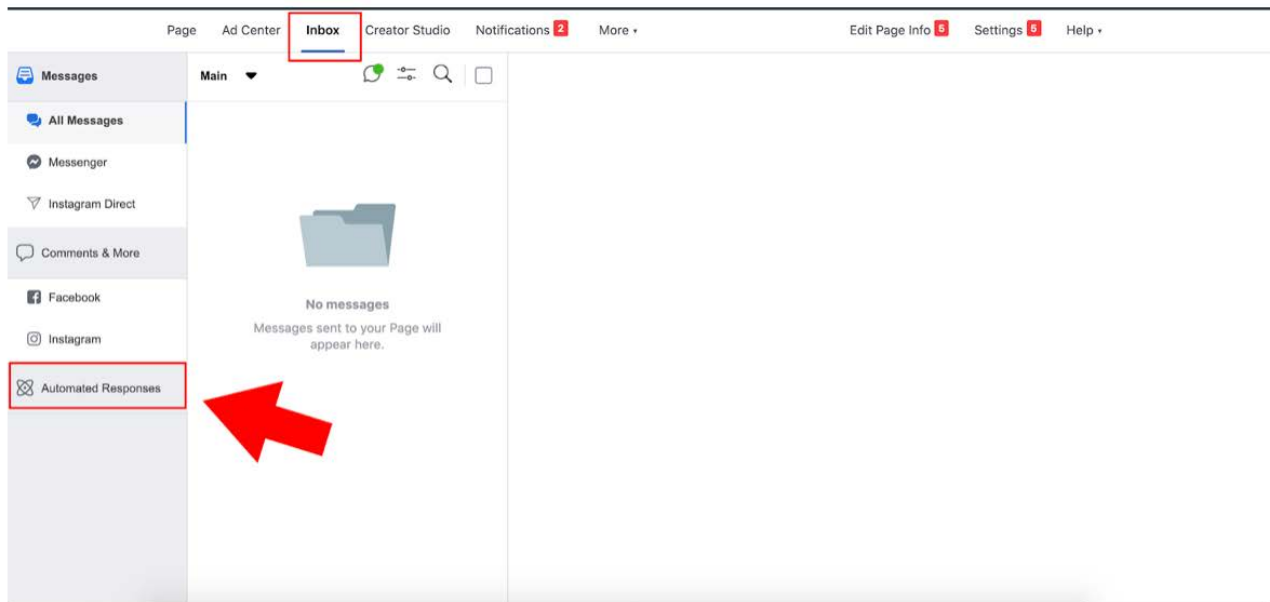
**Finding Your Business Page from your personal page**

When you log into your personal Facebook page now, you will be able to easily access your new Facebook Page.   Click the drop down in the upper right and there you will see your page.
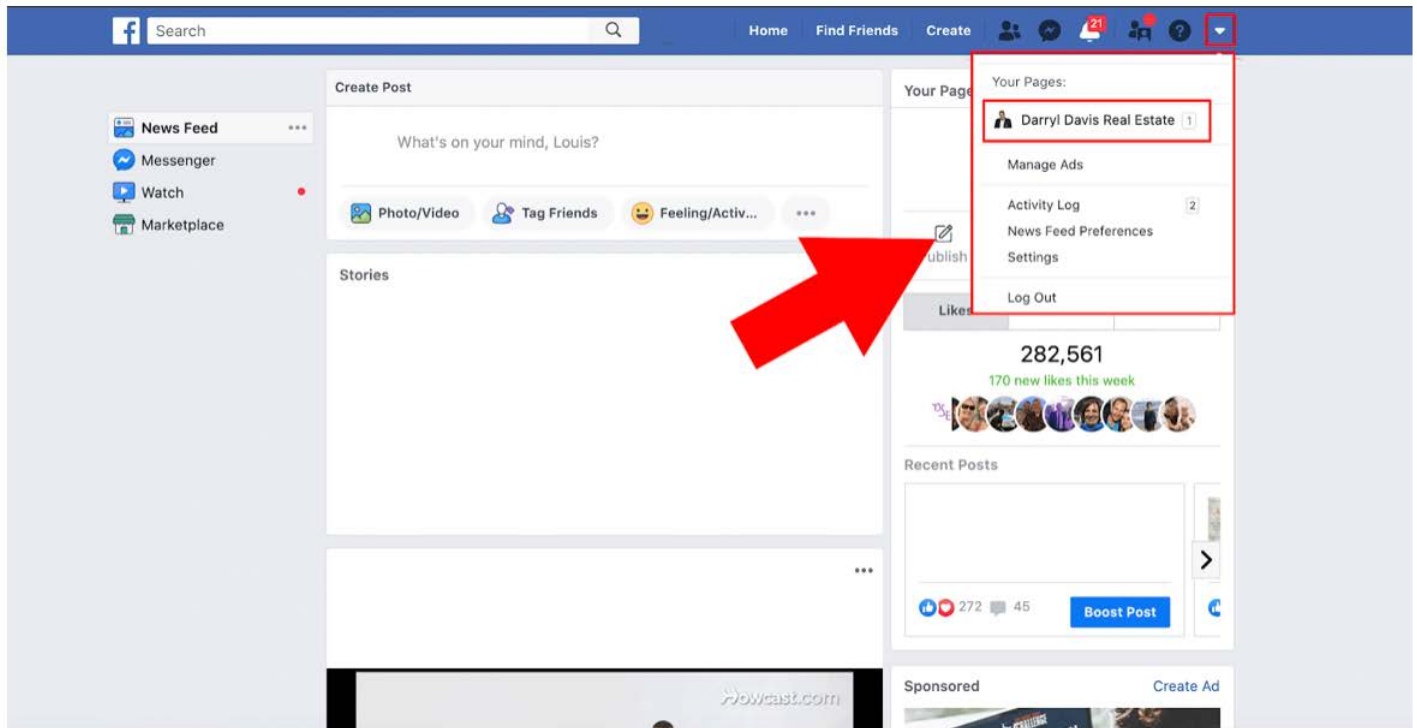


# STEP 8: Set Notifications To "Push Notifications"

There is an expectation of instant-response time on platforms like Facebook and so on, which means that you are going to want to be notified as soon as someone likes your page or one of your posts, or leaves a comment.

At the top of your page, click on "Settings," then "Notifications," and make sure "Get a notification each time there is activity on your Page or an important Page update" is selected. Then, scroll down and turn on text messages as a way to notify you of activity on your page. While you can certainly use the Facebook app, we would recommend getting texts instead, and just visiting Facebook on your mobile phone's browser.

## STEP 9: Create Your First Post

So, when it comes to creating your first post, the biggest decision will be the content. Perhaps you have a new listing that you want to advertise, or are hosting an open house soon and you want to advertise.

We will use the example of hosting an Open House, so in the area where it prompts you to create a post, look at the "*Create*" bar: you will see a button for "*event*." Click on that to create a post to promote your Open House.

Choose what pictures or video you would like to use in your promotion, then create a name for your open house, and remember to include your phone number.

You can use Facebook to have users answer several questions before RSVPing to the Open house, but bear in mind that too many questions might mean people exit before RSVPing. If you want to ask people for their phone number or if they are already working with a broker, you can scroll down to "*Admission*" and click on "*Custom Questions*".

When you are ready, go ahead and hit the "*Publish*" button in the top right hand corner!
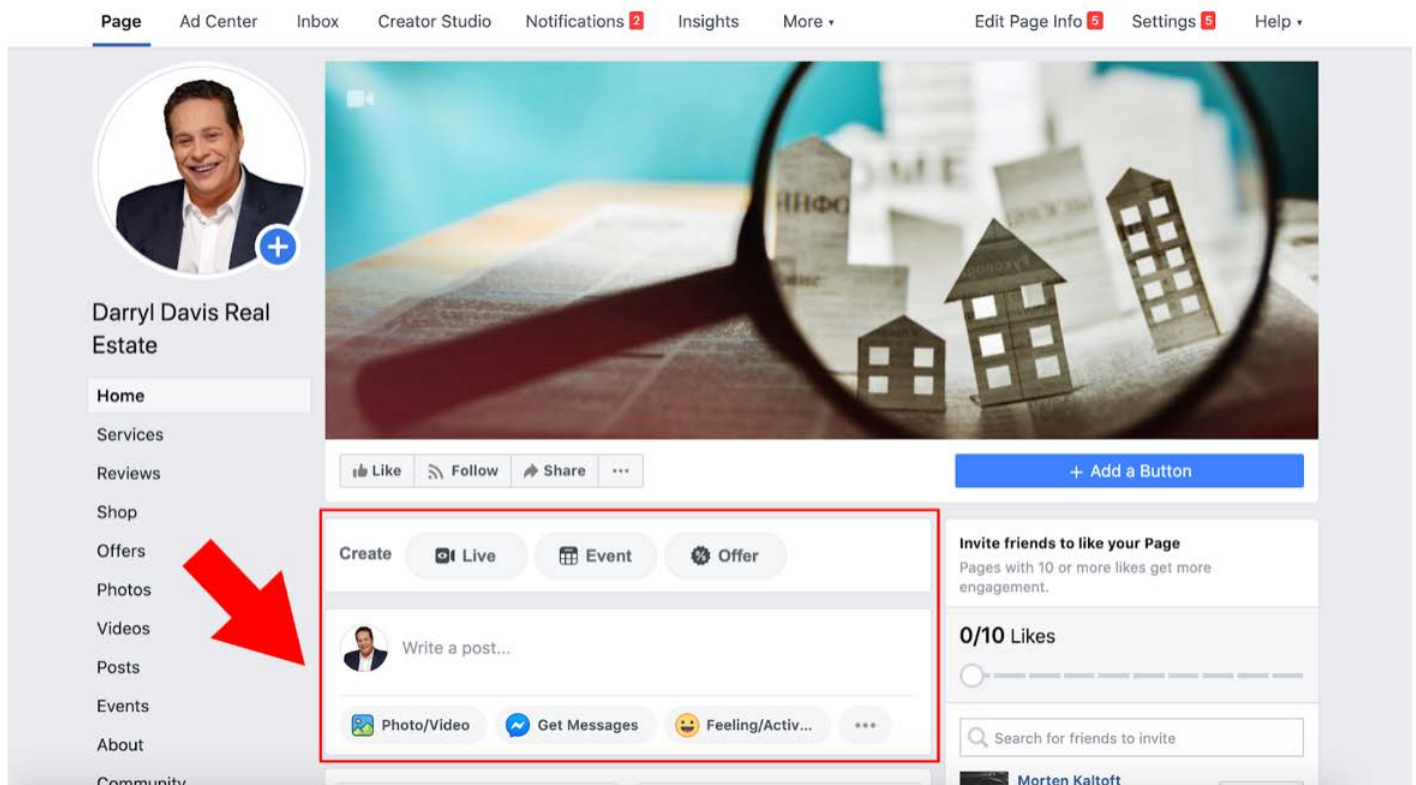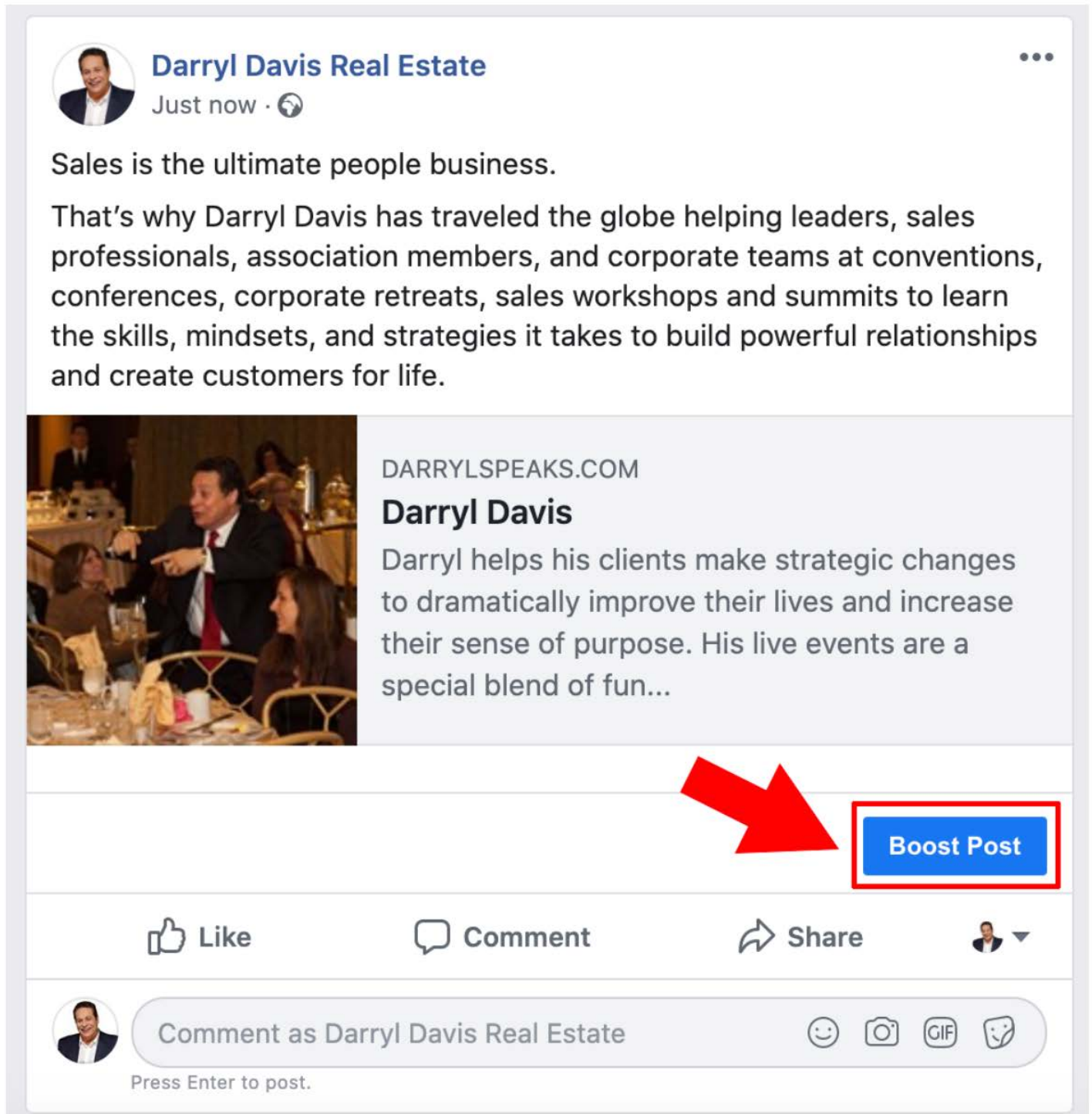
## Step 10: Boosting Your Post

You have the choice whether or not to boost your post. The unfortunate thing when you first start out is the lack of visibility, and boosting your post can get your promotion in front of a lot more viewers.

After you post your posts, select "*Boost Post*".

You will then be directed to select additional options such as "*Objectives*" and "*Audience*" selection. Decide how long you want the ad to run, and choose your budget. Keep in mind, the greater the exposure, the more it will cost, but generally speaking, a $20 budget is plenty. You can always tweak this later if you need a little more or a little less.



Once you choose your payment option, you can hit "*Boost*" and you will be all set.   Although the options are limited when '*Boosting*" a post, this is a great way to get started.

Facebook is a great tool to build your brand and gain visibility as a real estate agent. Facebook has plenty of tools and goodies to help you advertise your listings and promote your brand, and the best part is that most are inexpensive!

As you continue using Facebook, your page will become filled with valuable articles and other resources that your potential clients will find useful, which means that you will stay top-of-mind when they think about real estate.

**For our latest trainings, visit [www.darrylspeaks.com/online-training.](www.darrylspeaks.com/online-training.)**