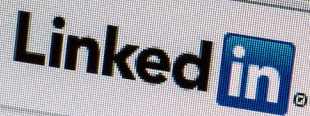


GETTING LEADS WITH LINKEDIN:

13 Easy Steps For Real Estate Agents





Connect, share ideas, and discover



Email address

Get started —
Registration takes less

First name

While LinkedIn might not be the first site to spring to mind when talking about “social media marketing”, it truly is one of the top social media platforms to generate leads. LinkedIn is one of the greatest resources any professional can use to grow their network and locate new potential clients, especially for real estate agents.

Why LinkedIn Is A Quality Source for Leads

In terms of social media traffic, LinkedIn is home to approximately 250 million unique visitors every month, while Facebook boasts approximately 2 billion active monthly users. It would seem by these numbers alone that a real estate agent should pour their marketing funds into Facebook, but this is a common misconception.

According to a HubSpot study, LinkedIn is a *whopping* 277% more effective for generating leads than Facebook and Twitter. Even though those platforms see more people and activity, their users are largely focused on making friends, finding followers, and advertising. Facebook and Twitter are great platforms and certainly have their strengths, but they aren't as good for building your professional network. While advertising on Facebook is certainly beneficial, it's vital to have LinkedIn as part of your social media marketing strategy.

That being said, let's get started by creating your LinkedIn profile!



PART 1: Setting up Your Profile Page

1. Upload a Professional Headshot

Hands-down, your headshot is going to be the *very first thing* any potential client or network member looks at, so it is crucial that this reflects you as a professional.

You want a headshot that is going to make you look confident, competent, and likeable enough for others to want to connect with. It should be high-resolution and not grainy, with good lighting and a professional background. Using a picture of you at the bar, a sporting event, or somewhere casual would not be a good choice, since it doesn't reflect who you are as a real estate agent.

After uploading your picture, make sure it's cropped properly. If you aren't sure what that means, use the photographer's [rule of thirds](#) for proper composition. For more tips and tricks for taking the perfect headshot, see this [in-depth guide](#) for real estate agent headshots. I would also not recommend using a picture that requires cropping out another person. While you may have looked fabulous that day, cropping someone out still looks a little awkward.

TIP: If you want to see what the general public's reaction is to your photo before you upload it to LinkedIn (especially if you are having a hard time choosing between a few), head over to [Photofeeler](#). This useful site puts your profile pictures up in front of thousands of anonymous users who then rank it for competence, influence, likeability, and more. Once you get the results, you can choose the photo that ranked the highest.

2. Choose a Background Photo

Now that you have your profile picture uploaded, let's talk about your cover photo, which is the large photo that spans the top of your profile. You will want to choose something that complements your headshot and completes the aesthetic appearance of your profile.

You don't have to choose a real estate themed photo if you don't want to, but it could help potential clients find you a little easier. Regardless, the key point is to choose something that's attractive, professional, and not too busy or distracting. Finding something with a similar color scheme or complementary colors can help tie the two pictures together nicely.

If you don't have a picture already, there are plenty of places to get images that are free to use, such as [linkedinbackground.com](#) or [unsplash.com](#). Unsplash's pictures are generally of high quality, but you may need to crop the image in order to make it fit properly. If you don't already have photo-editing software, you can use a site like [Canva](#), or hire someone using [Fiverr](#) to do it for you.

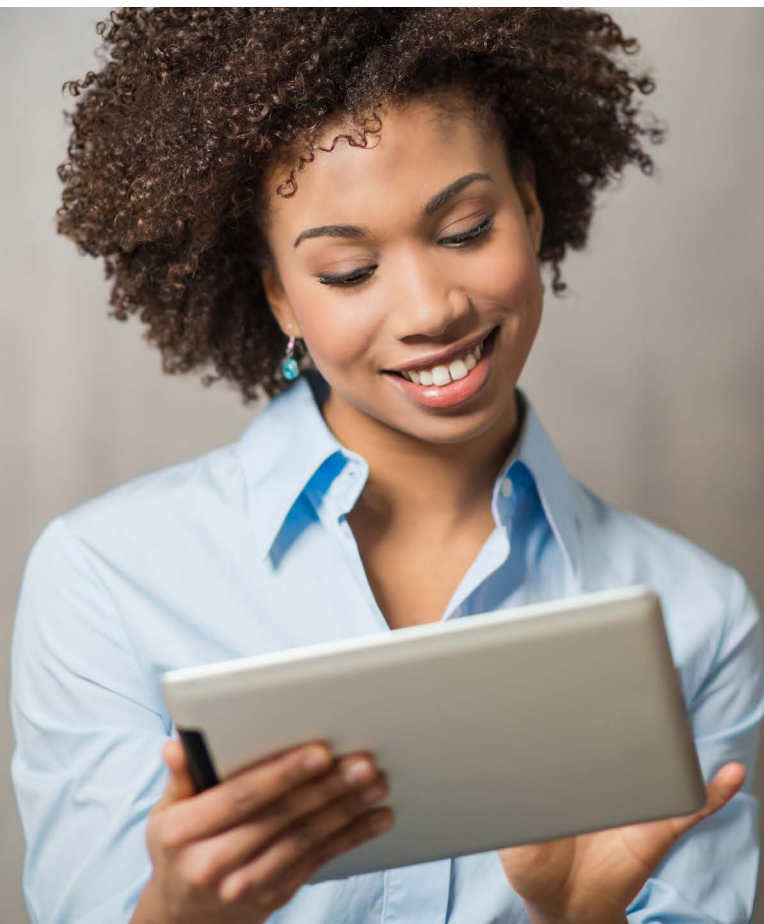
3. Use Your Headline to Highlight Your Niche

If your headshot is the first thing a potential client looks at, the headline is the second. It is one of the most important elements in your profile and carries a *lot* of weight when someone is considering digging deeper into your profile. Essentially, it is the deciding factor on whether or not a potential client chooses to look further into your profile.

Typically, your headline will be your job title, but you can add another creative touch with the 100-character limit, especially if you have a niche that you want to shine the spotlight on to prospective clients. Remember that there are millions of “Real Estate Agents” in the U.S., so it’s beneficial to be more specific to ensure your name comes up more easily in a search.

For example, if you make your living selling luxury homes in Aspen, and also happen to be an avid skier, you could say something like “Aspen Real Estate Agent since 2007 | Avid Skier since 1987”. Alternatively, you could use this headline to highlight any accomplishments as well, like “Voted Best Aspen Real Estate Agent in 2015” or call attention to the niche that you have carved out for yourself: “Aspen Luxury Homes Real Estate Expert”.

Not only does your headline do the heavy lifting for you by showing off your skills and accomplishments, you can also change it anytime to update your real estate business. Just be sure to keep the National Association of REALTORS® (NAR) and state licensing disclosure regulations in mind when filling out your headline. If you aren’t sure what your official title is, ask your managing broker or contact your local board or association. Different regions will have different titles that you are allowed to use.





4. Write Your Biography

Now that you have the pictures and headline done, it's time to dive into the “meat and potatoes” of your profile — your biography.

This summary should be kept relatively short and concise, describing your approach to real estate, details about your brokerage, and other relevant information. Your ultimate goal is to get potential clients and networking opportunities to *want* to connect with you, so highlighting a couple of achievements can be beneficial here, or adding a creative personal touch that potential leads might relate to.

LinkedIn also allows you to create a custom URL for your profile page, which makes it much easier for your contacts to find you and remember your profile link. Usually, your name or your company name is the obvious choice, but if you have a common name, you can get creative with it.

5. Add Your Work Experience, Education, Skills, and Accomplishments

When potential clients are seriously considering hiring you, they will comb through the rest of your profile to review your work experience, education, skills, and your accomplishments. Try to complete all of these sections in detail to give any leads a full picture of your professional background. You want to instill a sense of confidence in your abilities, so be thorough, but keep it relevant.

TIP: Try to avoid making this sound like your typical drab resume and spend your writing skills focusing on how you helped people, or how you are involved in the community.

While being creative with your job descriptions and biography can be beneficial on LinkedIn, again remember to keep NAR and local regulations on advertising in mind. For example, in New York state, the only official job title agents can use is “Licensed Real Estate Salesperson.” There are also restrictions on team and brokerage names.

6. Ask for Recommendations and Skill Endorsements

LinkedIn provides a section in your profile that allows past clients or network members to write testimonials about your services, which will strengthen your profile. Contact people in your network after connecting to ask them for a recommendation. These recommendations will show any potential clients that you are trustworthy and capable.

LinkedIn also permits network members to endorse certain skills that you have listed on your profile or suggest other ones. While being endorsed for your skiing prowess is wonderful and a boost to the self-esteem, it's the endorsements and the skills that are *relevant* to your profession that are going to be the most useful.

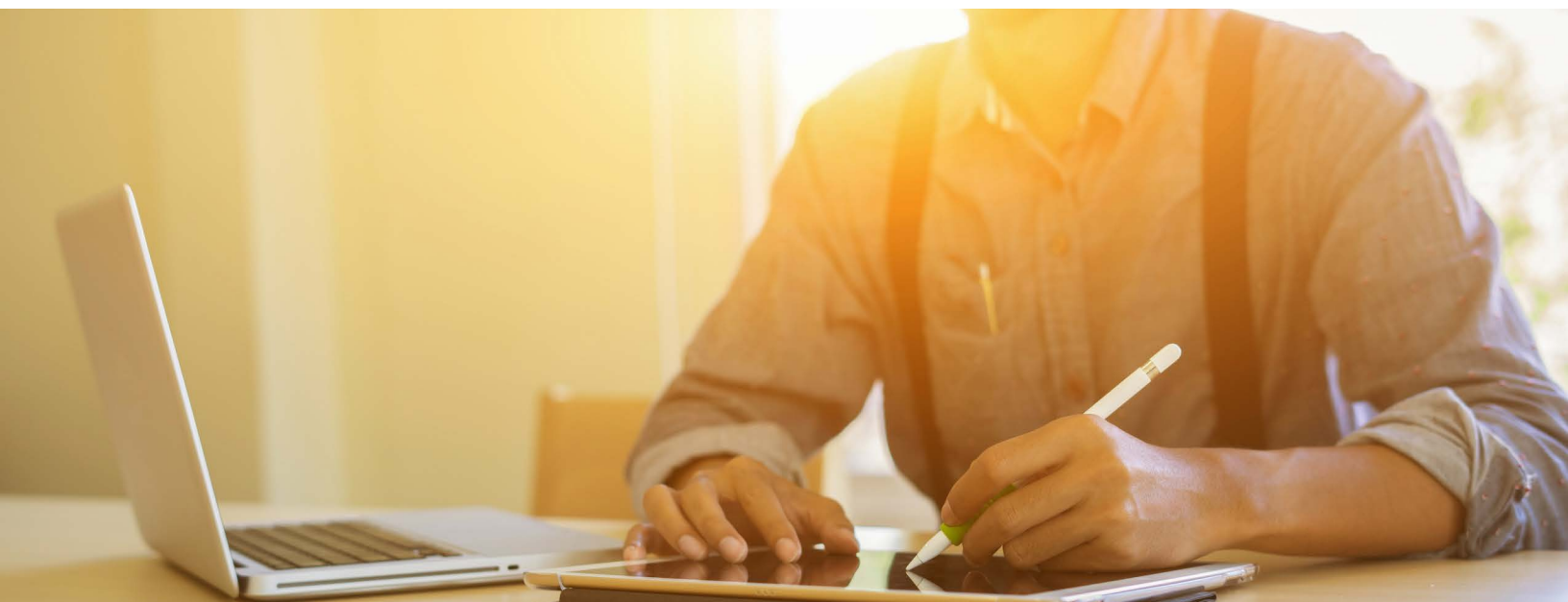
To build up your endorsements page, consider leaving endorsements and positive feedback on the pages of your network members and past clients. People often feel the urge to reciprocate, so they will return the favor by leaving you some positive endorsements on your page.

7. Create Valuable Content

Establishing yourself on LinkedIn and attracting leads is done by creating attractive and valuable content, then posting it. Articles that offer market advice or neighborhood news is a great place to get started, but truthfully, anything you can write that will provide value to your potential clients is what you want to strive for.

The goal is to educate and/or entertain potential new clients and to draw them to your profile. If you can catch their eye, they will begin to see you as a resource of local information. This is where you start building up your reputation as an expert in your city and the industry.

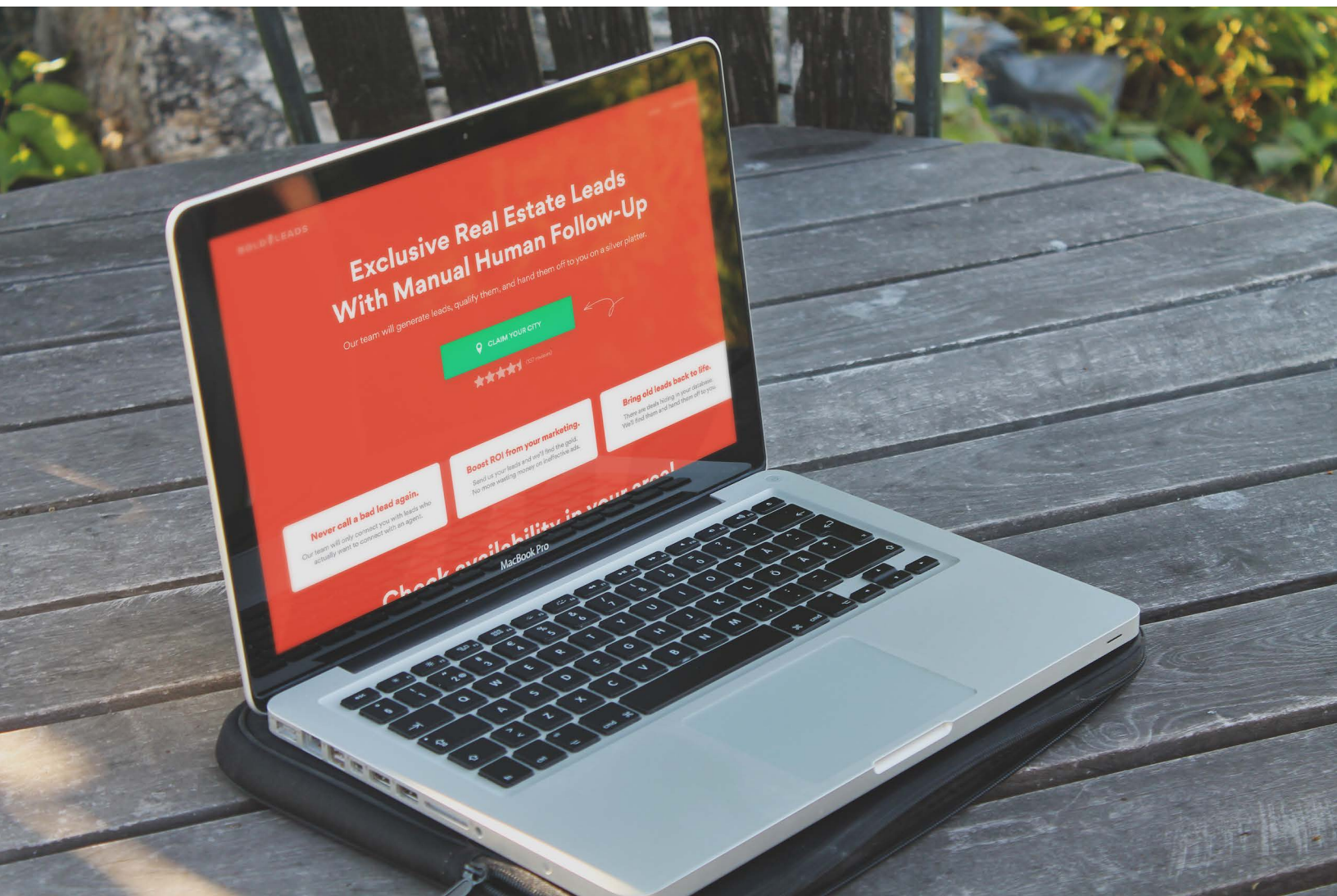
TIP: You can use this same content to boost the search engine optimization (SEO) value of your personal website or blog.



8. Create a Home Evaluation Landing Page

If you are looking to add some extra credibility to your profile page, consider creating a home evaluation landing page. This professional page will ask for their contact information before allowing them to use the home evaluation tool, which means you can direct those LinkedIn leads straight to a lead capture form.

Sites like [Boldleads](#) offer 40 different landing pages that you can use, each one linkable to your LinkedIn profile and webpage. It will even capture information from that potential lead's social profile, even if they only enter partial information, so you will still get a lead for you to connect with.





PART 2: Building Your Network to Find Leads

Building your network takes time and effort, but once your LinkedIn profile is optimized, you can start connecting with people in your groups, contacts lists, and website. You can expand your network even further, as well as your market knowledge, by joining real estate groups that are relevant to your area or niche.

Understanding The Degrees of Connection

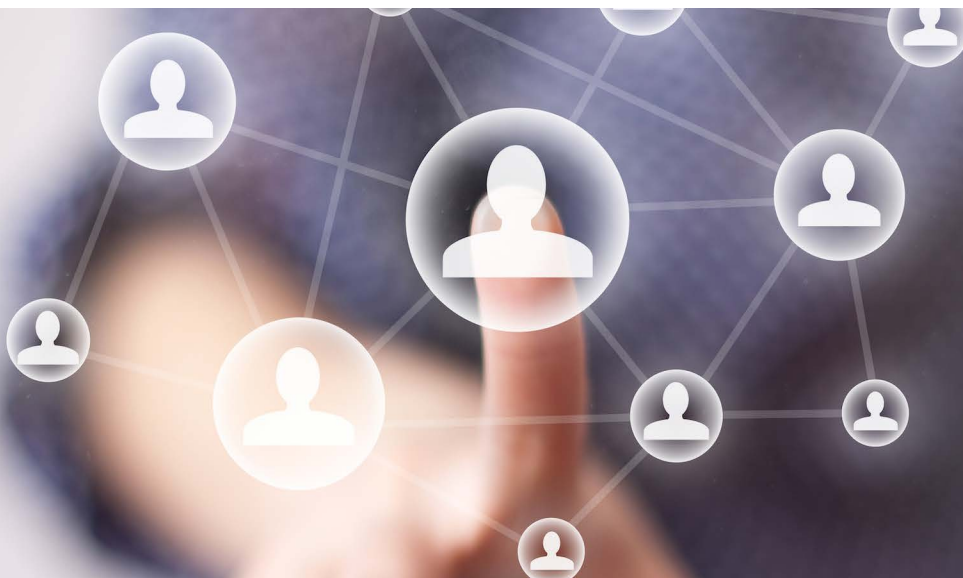
The biggest thing to understand how to use LinkedIn effectively comes from an understanding of how this platform connects people: *First, second, and third-degree connections.*

First degree connections are those people in your network, for example, a co-worker excitedly connects with you shortly after you join LinkedIn.

Second degree connections are those who are in the network of your first-degree connection, your coworker. Let's say your co-worker has a mortgage broker that you met years ago; you can add that second degree connection to your network, which then makes you a second degree connection for everyone in the mortgage broker's network if and when that mortgage broker accepts your invitation. Generally speaking, you will only be able to interact with first- and second-degree connections, though there are a few rare exceptions.

Third degree connections are those people in the networks of your second-degree connections. For the most part, you can't connect directly with these third degree connections. You would have to subscribe to LinkedIn's premium option, which runs at \$29.99 a month, but would then allow you to send 3 InMail's a month, which you could use to start connection with third degree connections.

TIP: You can reach third degree connections to invite them directly if you are able to exchange an email with them, since everyone in your email contacts list can be invited to connect.



9. Allow LinkedIn To Connect with Your Email Contacts

When you first join LinkedIn and begin creating your profile, you will see a prompt to allow LinkedIn to access your contacts list to invite those in your list to connect with you on LinkedIn. Click yes. While it might lack the personal touch, it is the fastest and most efficient way to connect with your past clients and other contacts.

You can add the personal touch later when they do click to connect by sending them a thank you message, or re-introduce yourself if you haven't spoken in a while, turning it into a great opportunity to offer your services again. For those contacts that you *have* kept in touch with, it's a good time to ask for their endorsement or recommendation.

10. Use Plugins to Make Connecting through LinkedIn Faster and Easier

For anyone who uses Gmail, there is a great plugin called [Clearbit Connect](#), which pulls social media information such as LinkedIn profiles for anyone that you exchange emails with. This will let you connect with contacts quickly and easily and will even let you see their other social media information to connect that way with them as well.

[Rapportive](#) is another plugin that operates in a similar way and will show you if you have already connected with that contact and offers a "Connect" button if you haven't.





11. Join Local LinkedIn Real Estate or Professional Groups

Professional groups are plentiful on LinkedIn, so joining a few is highly recommended. Not only do these allow you to read articles posted that keep you up to date on real estate and market news, but it allows you many opportunities to connect with other agents and learn of networking events being organized in your area.

The type and number of groups you may join is based on your qualifications and network, so it's important to build up your network of connections. Some groups are also closed groups, and you will have to send a request to the administrator of the group to join.

To begin your hunt for groups, the best place to begin is by name, industry, or choosing local keywords from your profile. You could try top-level searches for your city and see what comes up. Once you join a group, you will likely be able to connect with many people in that group, and even outside your network without using inMail credits. It is best to be strategic in choosing the groups you join, selecting groups that are well-suited to your industry and market.

12. Take Advantage of LinkedIn's "Recommended For You" Feature

LinkedIn will recommend connections for you based on your profile and first-degree connections. These are usually people already within your professional network. You can also expand your reach to people already in your market by clicking "My Network" and looking through the "Recommended For You" section.



13. Add a Public Profile Badge to Your Website and Email Signature

One final way to increase your network is to add a LinkedIn badge to both your website and drop it into your email signature bar. These personalized badges allow you to share information and your profile link to make it easier for potential leads to connect with you.

LinkedIn will automatically create several different badges options, and provide scripts you can copy and paste right onto your website or into your email signature.

To set up your public profile badge:

1. Click “View Profile” under your picture on the top right of the LinkedIn homepage
2. Select “Update Your Public Profile Settings”
3. Click on “Your Public Profile Badge” and follow the instructions to create a profile badge.
4. Finally, copy the code for your badge and paste it onto your website, or into your email signature.



Build Your Referral Network by Adding Out Of Town Agents

While most agents would spend their initial efforts to locate and connect with potential clients, it is also valuable to connect with agents similar to yourself in other cities. If an agent in another location has a client moving to your area, they will already know of you and possibly refer their clients to you. Likewise, if one of your clients will be moving to another city, you can provide the extra service by recommending someone in their new city.

Use Circle Prospecting to Highlight A New Listing

LinkedIn uses geotagging to connect and recommend people for your network, so when you want to promote a new listing, you can geotarget your leads. How do you do this, exactly?

1. Create a walkthrough video in the property
2. Target five companies or leads located within a few blocks of the listing
3. Search for a list of the target buyer demographic within each company or area
4. Connect and direct message the listing video with a short introduction

This method can generate a few conversations on that property, but can also open doors for future sales as well. The key is staying top-of-mind, so when your potential client does decide it's time to move, you will already be on their list of people to contact.

Follow Up With Prospects After They Post

Quick action yields results, and LinkedIn is a prime example of that. Clients or potential clients are much more likely to respond if called or messaged within 5 minutes of them posting. If you have been trying to reach a lead and finding them difficult to get a hold of, watch closely for their activity on LinkedIn, and then call as soon as you see their post. This gives you a better chance of reaching them.





Keep Up With News On LinkedIn Pulse

LinkedIn boasts a wealth of options and products for advertising to find leads, but one feature that truly stands out is LinkedIn Pulse. It's your personal blog and news feed built right into LinkedIn.

If you are currently writing blogs and posting them on your website, they should also be published on LinkedIn Pulse. They provide value and stimulate conversations, so I would encourage you to post more than new listings or open houses. You will get more results with articles, so become the expert on your town and post things of local interest.

When you hit "Publish", all your connections will receive a notification, promoting your profile and your wealth of valuable knowledge.

Stay Ahead of New Large Businesses Coming To Your City

LinkedIn allows you to target specific areas geographically, so when a large business announces that they plan to move their headquarters to your town, it's a golden opportunity to contact the employees of that company who would be moving and offer your services as a real estate agent, as well as information about your city.

This leads to a lot of business and referrals as you build your reputation with that company.

Share Stories From Your Past And Lessons Learned

If you have been on LinkedIn for a little while, you may already have seen this strategy in action already. There is massive engagement with posts that are mini essays, detailing a person's personal experience or a story from their past, presented as a "life lesson". The goal here is sharing your personal experience to help others avoid the same mistakes. Providing useful and personal knowledge will go a long way towards solidifying your presence as a professional who is focused on service.



LinkedIn is a treasure trove of lead generation and information, and as you build your profile, grow your network, and provide information of value, this platform becomes a great source for leads and referrals. It takes time and consistency, but it is well worth the time and effort!

LinkedIn is a great tool to build your brand and gain visibility as a real estate agent. It's also a great place to source testimonials and build your business brand.

As you continue using LinkedIn, 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