

Georgia Association of REALTORS®

**EXPEDITION:
EXCELLENCE**

2012 Inaugural Meeting
Grand Hotel Marriott Resort, Golf Club & Spa
Point Clear, Alabama • February 8-11



Education Session M

Get REAL (real estate) RESULTS with Social Media

Michelle Cullison

Friday, February 10, 2012

You must attend three (3) mini-sessions in order to earn three (3) hours Georgia C.E. credit, six (6) sessions for six (6) hours credit. Partial credit is not available. The mini-session course codes are 62153 and/or 62154.

Due to seating capacities dictated by local fire code ordinances, seating for all education sessions will be based on a first come-first serve basis. GAR will not be allowed to have attendees sitting on the floor or standing up once the room's seating is full.

In order to foster a spirit of camaraderie and to avoid the appearance of recruitment, no nametags or clothing with a company logo will be allowed in the education courses. Should an attendee have one on at the time of entering an education course, the facilitators will kindly ask you to remove the name badge or place a blank nametag over the company logo. We appreciate your cooperation in regards to this matter!

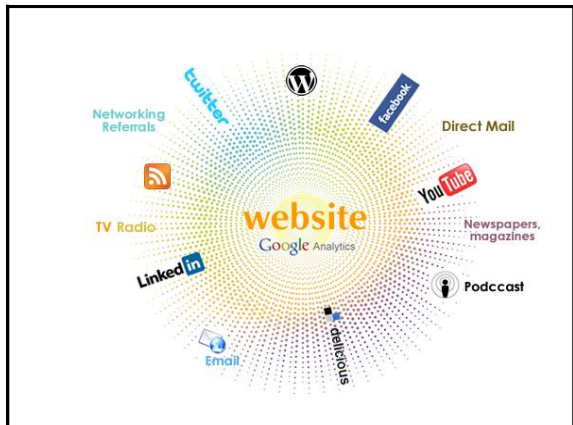
Real Estate

Getting Real Results

with social media



Michelle Cullison, Consultant
DaystarNewMedia.com



How many channels do you have?

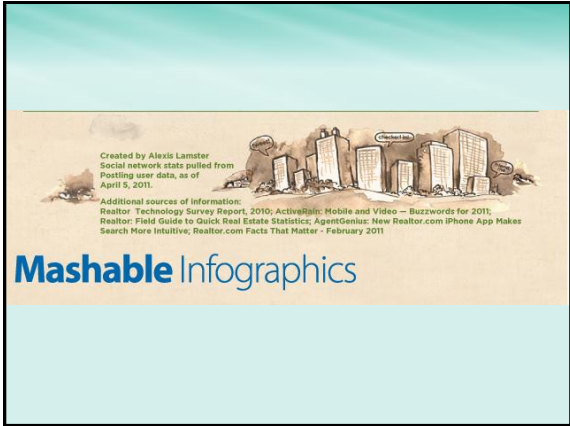
Constant Contact
Connect. Inform. Grow.

LinkedIn

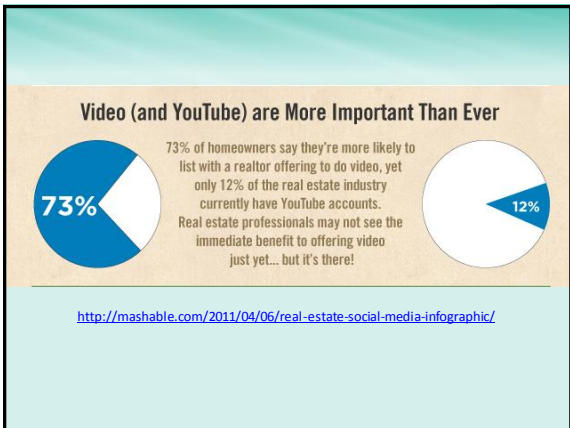
facebook

twitter









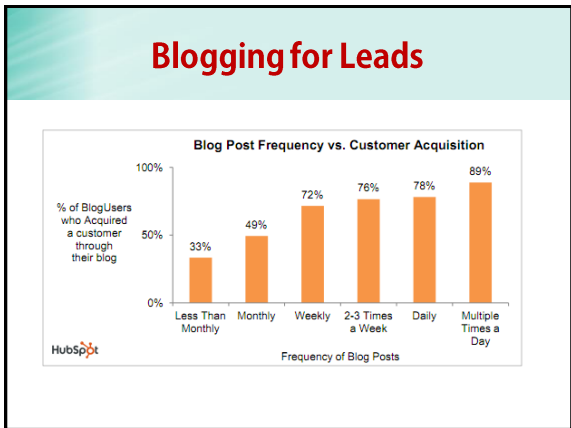


What can be done with social media?

1. Generate leads
2. Find your ideal client
3. Increase listing exposures
4. Build trust & establish credibility
5. Ask for recommendations and referrals

1. Generate Leads











Generate leads by using APIs



Apparently our open API is giving our customers unprecedented control over their own lives and allowing them to seize control of their destinies. So please shut it down.

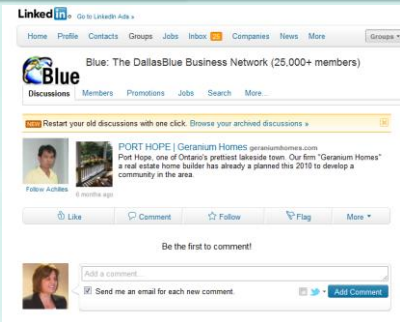
APIs application programming interface (API)



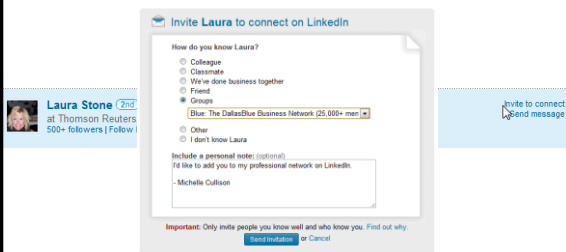
An interface implemented by a software program to enable interaction with other software, similar to the way a user interface facilitates interaction between humans and computers. ...

API - APPLICATION PROGRAMMING INTERFACE

Be the 1st Comment to your ideal client



Invite your ideal client to connect



3. Increase Listing Exposures

- Set up a blog on hosted wordpress or on wordpress.com.
- Add your listings as a post.
- Place them in a category.
- Automate the stream of your RSS Feed to your social media sites.



RSS FEEDS

Really Simple Syndication

©2007 Jason Rhode - www.jasonrhode.com

Store once. Stream Everywhere.

facebook LinkedIn

Social Media Explained
Don't Get Stuck in the Sand
When it comes to social media and business, there are 3 approaches businesses can take: keep moving and yell, slow down and ... [read more](#)

Social Media Explained
Fancy Email Signatures on Gmail
Gmail signatures are slightly different than outlook signatures because Gmail is a web-based rather than a desktop ... [read more](#)

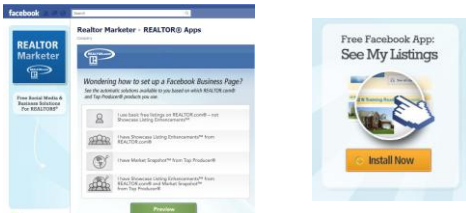
Stream with Apps

Blog Link
by Stockport

With **Blog Link** you can get the most of your LinkedIn relationships by connecting your blog to your LinkedIn profile. **Blog Link** helps you, and your professional network, stay connected.

Facebook Social RSS

FB & Realtor.com Listings



4. Build Trust & Credibility



Respond to conversations





Transparency and Authenticity

- Have real conversations with real people
 - Be virtually who you are in person
 - Share info not just your own
 - Answer questions
 - Ask questions



Slideshare App on LinkedIn



Be the resource



roost

Home Plans & Pricing Learn More About Contact Blog

Social Means Business

Get more repeat customers.
Find new customers.
Grow your network.

Free Now. Free Forever

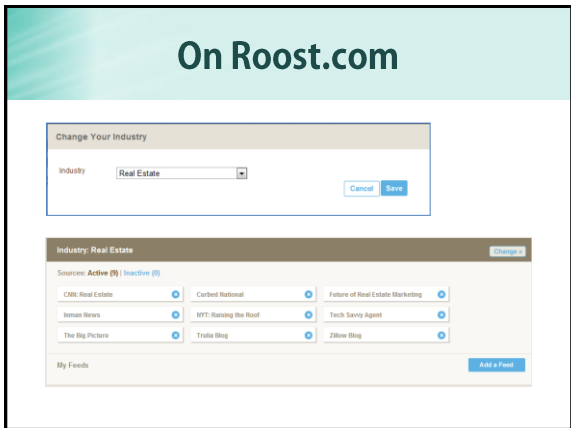
Sign Up »

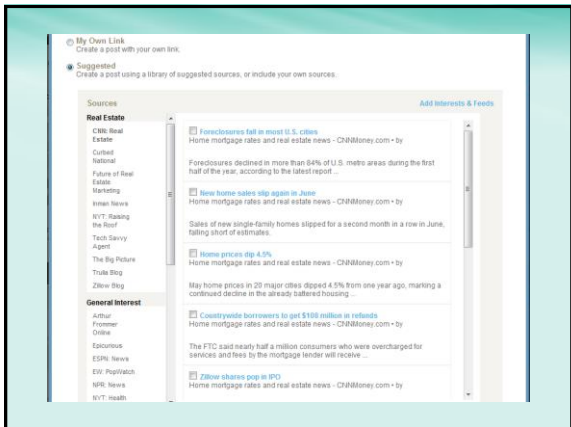
Roost Local Scorecard
How did you do on Facebook?
Learn More »

What is Roost? Watch the 2 minute video

Select your role below to see how Roost can grow your business.

INDIVIDUAL PROS • REALTOR - CMAA - Personal Trainer
BUSINESSES • Restaurant - Developer - Non Profit
CONSULTANTS & AGENCIES • Consultant - Publisher - Public Relations







5. Recommendations and Referrals

Ask the people who know you best to endorse you on LinkedIn

- Choose what you want to be recommended for

Choose

[\[Add a job or school \]](#)
- Decide who you'll ask

Your connections:

You can add 200 more recipients
- Create your message

From:

Subject: Can you endorse me?

I'm sending this to ask you for a brief recommendation of my work that I can include in my LinkedIn profile. If you have any questions, let me know.

LinkedIn Company Recommendations

LinkedIn [Go to LinkedIn Ads >](#)

Home Profile Contacts Groups Jobs Inbox Companies News More [Companies >](#)

Companies > COMFORT PROPERTIES Real Estate Agency

Overview Services

COMFORT PROPERTIES Real Estate Agency Services

Filter by: All Services Sort by: [Network recommendations](#)

Houses for rent in Kiev area [Be the first to recommend](#)

Kiev region (Rumankhmetz houses/Rumankhmetz 3 600 USD / month, WITHOUT AGENCY FEE) Modern cottage is located in the Obukhivky region, close to restaurants in Novobukhivskaya way, 12 km from Kiev. Total area of 236 sq.m. Finished House consists of the 2 levels, hall of 50 sq.m, 4 bedrooms, 4...

Recommend - Share

Previous | Next 1 - 1 of 1 First | Last

Repurpose Recommendations

Recommendations For Lynda

Broker Associate/Risk Manager
Keller Williams Realty 4501100

"Lynda Hager Smith is a proven leader. Her professionalism is superior. I highly recommend Lynda as she is a person of impeccable character and integrity and truly stands to the right should her success. Lynda goes out of the way to provide assistance to those people closer to their goals and dreams. July 20, 2011

[\[See Lynda's Profile \]](#) [\[See Lynda's Profile \]](#) [\[See Lynda's Profile \]](#)

"Great market presence and experience. Knows the "who, what and where" to make things happen." July 15, 2011

Top qualities: Great Results, Expert, High Integrity

[\[See Chris Buckler's Profile \]](#)

hired Lynda as a Real Estate Agent in 2008, and hired Lynda more than once

Top qualities: Great Results, Expert, High Integrity, July 11, 2011

[\[See Steve Reag's Profile \]](#)

hired Lynda as a Real Estate Agent in 2010

"Lynda is an extremely knowledgeable realtor dedicated to the real estate industry as has been exhibited throughout her career as a homebuilder, realtor and officer in various real estate industry boards and committees." July 11, 2011

[\[See Sharon Demarest's Profile \]](#) [\[See Sharon Demarest's Profile \]](#) [\[See Sharon Demarest's Profile \]](#)

worked directly with Lynda at Keller Williams Realty 4501100

"Lynda is professional and knowledgeable. She knows her market VERY well and service is her passion. Any time I have clients in the New Orleans area, I ALWAYS refer Lynda." July 25, 2011

[\[See LaFell Masell's Profile \]](#) [\[See LaFell Masell's Profile \]](#) [\[See LaFell Masell's Profile \]](#)

worked with Lynda at Keller Williams Realty 4501100.

List & Get Listed

How To Use Twitter Lists

Twitter users can organize others into groups, or "lists". When you click to view a list, you'll see a stream of Tweets from all the users included in that group. This article will help you get started with some lists basics.

Note: you don't need to follow another user to add them to a list. If you want to read a user's Tweets but not see their messages in your main timeline every day, lists allow you to do that. Similarly, following someone else's list does not mean you follow all users in that list. Rather, you follow the list itself.

How to Create a List

To create a new list, follow these instructions:

1. Visit the profile of the first user you would like to add to your list
2. Click the person icon. This brings up a drop-down Actions menu.
3. Select "Add to list"
4. Enter the credentials of your list and choose whether others can see it or whether it is private
5. Check to see if the user you wanted to add was successfully included in that list. To do this, click the person icon and select "Add to list". A checkmark will be added next to lists in which that user is included (shown below under "Adding or Removing People")

Add a Review Tab to Facebook



What will you do with social media?

1. Generate leads
2. Find your ideal client
3. Increase listing exposures
4. Build trust & establish credibility
5. Ask for recommendations and referrals

QUESTIONS?

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