



FACEBOOK Marketing

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- **Inside the Free Viral Facebook Group Where Real Estate Agents Swap Secrets of Success**
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MARKETING, SOCIAL MEDIA, TECHNOLOGY

4 ways to generate leads using Facebook's new ad filters

New filters let agents target ads based on home size, property size and home age



[Teke Wiggin](#)

May 6, 2015

Facebook has expanded the number of filters real estate agents can use to target ads at prospective clients — a move that could potentially help agents generate higher-quality leads from the social network.

Advertisers can now put their ads in front of consumers based on their home size, home age, property size, and more sophisticated filters relating to where they live and travel.

The new filters provide a “perfect way to introduce yourself and your service by laser-targeting homeowners in certain life stages,” said Travis Thom, founder of Leads2Listing, a service that helps agents get seller leads through Facebook ads.

Facebook ads typically capture leads for real estate agents or brokers by driving Facebook users who click on the ads to a website or landing page where they must register their contact information to use certain features, like listing search and home valuation tools or contact forms.

Real estate agents are underinvesting in this (<http://www.inman.com/2015/03/18/real-estate-agents-underinvesting-in-facebook-and-search-engine-ads/>) lead generation technique, according to a recent Inman survey.

Here are some ways that agents can leverage Facebook’s new ad-targeting filters to reach demographics that contain a disproportionate number of buyers and sellers, according to Leads2Listing.

1. Target empty nesters with big homes

Select “empty nesters” from Facebook’s menu of “household composition” filters and choose square footage and property size ranges that cover homes hosting empty nesters who may be thinking about downsizing.

Age ⓘ 18 ▼ - 65+ ▼

Gender ⓘ All Men Women

Languages ⓘ Enter a language...

Home Type ⓘ

4,000 - 4,999 sq. ft.	×	×
5,000 - 5,999 sq. ft.	×	
6,000 - 6,999 sq. ft.	×	
7,000 and over sq. ft.	×	
Choose home type	Browse	

Home Ownership ⓘ Choose home ownership Browse ×

Household Composition ⓘ

Empty nesters	×	×
Choose household composition	Browse	

More Demographics ▼

2. Target new parents with small homes

Age ⓘ 18 ▼ - 65+ ▼

Gender ⓘ All Men Women

Languages ⓘ Enter a language...

Home Type ⓘ

1,000 - 1,249 sq. ft.	×	×
1,250 - 1,499 sq. ft.	×	
Choose home type	Browse	

Home Ownership ⓘ Choose home ownership Browse ×

Household Composition ⓘ

New parents	×	×
Choose household composition	Browse	

More Demographics ▼

Select the “new parents” filter from “household composition” and choose small home and property sizes to target families who may be looking to upgrade to bigger homes.

3. Target users whose homes were built from 2000 to 2010.

People who live in this location ▼

Age ⓘ 18 ▼ - 65+ ▼

Gender ⓘ All Men Women

Languages ⓘ Enter a language...

Home Type ⓘ 2000-2010 × ×

Choose home type | Browse

Home Ownership ⓘ Choose home ownership | Browse ×

Household Composition ⓘ Choose household composition | Browse ×

More Demographics ▼

Estimates for the average amount of time that homeowners stay in their homes vary widely.

But they generally are between five and 15 years, meaning the owner of a home built between 2000 and 2010 may be more likely to sell than the owner of a home built before 2000 or after 2010.

“I would definitely target people who bought in a certain year,” said Amy Gerrish, a Phoenix-based real estate agent who generates leads from Facebook and tries to either convert them into clients for herself or sell them to other agents.

“We had two bottoms here in Phoenix — 2009 and 2011 — and the 2011 being the absolute bottom, those people have an amazing amount of equity to move up with.”

4. Target buyers visiting an area that encompasses a new construction development.

Locations ⓘ United States, New York
39 Allen St, New York, NY, USA + 10 mi ▼
Add a country, state/province, city, ZIP or address

People traveling in this location ▼

Age ⓘ 18 ▼ - 65+ ▼

Gender ⓘ All Men Women

Languages ⓘ Enter a language...

Input an address in the center of the housing development into Facebook’s ad-targeting tool and select the “People traveling in this location feature” to reach potential buyers who recently visited the area but live in homes located more than 100 miles away.

Search engine and Facebook ads provide the best return on investment among online lead sources included in a recent Inman survey, with leads generated by the two sources ranking as the only types to earn more ratings of “great,” “good” and “mediocre” collectively than ratings of “poor,” the survey found.

Yet agent respondents were twice as likely to say that they get paid leads from listing portals as they were to say that they get paid leads from Facebook or search engines.



Snapshot from Lead Gen Scripts and Objections' Facebook page

TECHNOLOGY

Inside the free viral Facebook group where real estate agents swap secrets of success

Agents apping 'Lead Gen Scripts and Objections' for business tips and moral support



Teke Wiggin

Mar 26, 2015

Jim Steele recently posted in a Facebook group that he felt “cursed.” The Trinity, Florida-based Realtor’s listings just weren’t selling in spite of his best efforts.



Jim Steele

“They just jumped to my side and were like, ‘Hey man, you’re doing it right,’” Steele said of the group’s members.

But the online boosters who assured him that business would pick up weren’t his friends, family or high school classmates. They were experienced agents who validated his approach to business development.

Now, Steele said, he is “red-hot, and everything is as good as gold.”

He credits the Facebook group “Lead Gen Scripts and Objections” with helping him hang in there and expand his business development toolkit.

Real estate agents are flocking to the online forum to trade advice, get moral support and discover tools that can help them grow their business. Just five months after its launch, the group has already swelled to nearly 10,000 members.

Not your average Realtor Facebook group

Facebook groups focused on real estate are hardly a new phenomenon. Real estate agents have long turned to the digital clubs to connect with their communities or market listings.

Steele, for instance, also belongs to the Facebook groups “Rockstar Agents” and “Zero Resistance FSBOs and Expireds,” both of which are hosted by real



estate coaches and have buy-in requirements.

But “Lead Gen Scripts and Objections” stands out among these groups on several counts.

First, its discussions are wide-ranging, covering everything from marketing strategies to mental health. Second, it’s open to all, with no strings or charges attached. Third, it’s has grown virally, attracting a diverse mix of real estate professionals, many with years of experience.

The group’s spirit of sharing is what makes it valuable.

All members are eager to reveal what they've learned about generating leads, engaging prospects, handling objections and managing their time, among other topics.



Aaron Wittenstein

The long-term vision of the club is to make a “generational impact on the real estate community” by promoting business transparency and the exchange of tradecraft between agents, said Aaron Wittenstein, who founded the group and leads a team of agents covering Westchester County, New York.

The forum lets agents tap the wisdom of vets who are “making more money than I’ve ever thought of” and “are so awesome about just jumping right in there, and saying, ‘Hey, I’ll help you,’” Steele said.

Crowdsourcing comebacks

Steele said he recently snagged a listing thanks to the Facebook group’s help on two counts.

First, he made contact with the owner of an expired listing by using a system called Vulcan 7, which he learned about through the group.

Vulcan 7 supplies agents with the work, cellphone or home phone numbers of prospects along with software that makes high-volume calling more efficient.

The prospect’s listing had languished on the market for more than 580 days before it expired. Steele told the prospect it was because the property was overpriced.

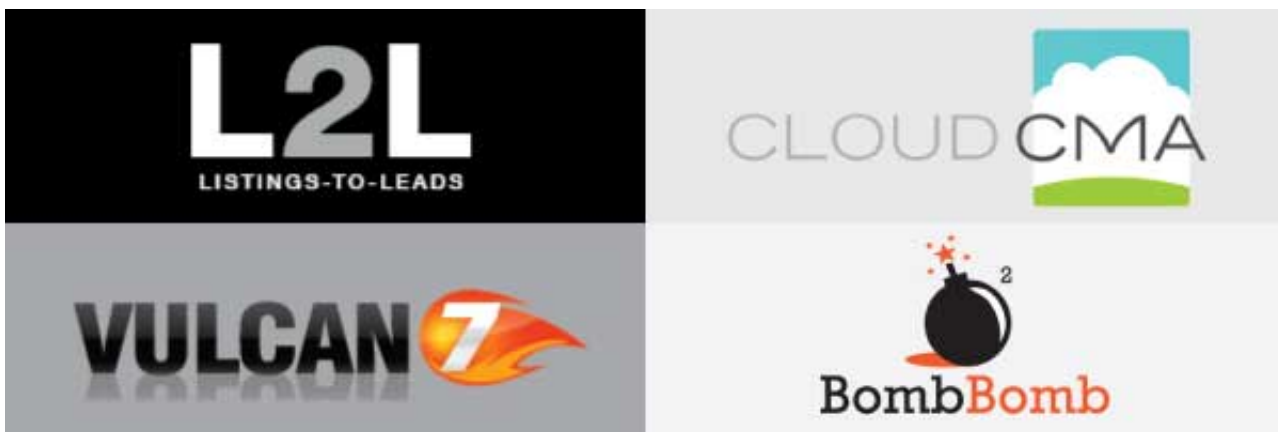
When she refused to budge on her asking price, Steele turned to “Lead Gen Scripts and Objections” for counsel.

One commenter suggested that he tell his prospect, “I wouldn’t be doing my job if I took your listing at this price, because what has been happening with it will just keep happening.”

Steele called the woman back, repeating the comeback word for word.

Bingo.

Steele suddenly found himself with a new seller client. “She listened to me on the price, and she said, ‘You know what, nobody has told me that before.’ If it weren’t for that group, I would have blown that listing off,” he said.



“Lead Gen Scripts and Objections” turned Steele on to the software shown above.

Technology tips

“Lead Gen Scripts and Objections” also helps members sort through the sometimes-overwhelming number of technologies available to agents, allowing them to home in on options that have paid off for trusted peers.

Besides telling Steele of Vulcan 7, the group also opened his eyes to BombBomb, software that makes it easy to create videos, send them to contacts and, by Steele’s estimation, “blow them away.”

Steele recently mixed together three other technologies recommended by the group to implement a new marketing strategy that turned up an entire crop of leads.

He targeted potential sellers with Facebook ads that read: “Want to know how much your Trinity home is worth? Click here for more information.”

Those who clicked through arrived at a landing page, powered by Listings-to-Leads, that prompted them to register and enter an address for valuation.

Steele then used the software package Cloud CMA to send a comparative market analysis to each contact who registered on the page.

The Facebook campaign, which ran over a weekend, cost \$30 and netted Steele 21 online leads.

Capitalizing on growth

Wittenstein, the founder of Lead Gen Scripts and Objections, has capitalized on the group’s interest in new technologies by partnering with vendors to offer discounted rates on some software.

The deals are available to agents who join a spinoff Facebook group created by Wittenstein called “Got Objections Deals.”

He’s even formed a company, called Objections Inc., around the two Facebook groups.

“We have yet to structure any paid positions, but we do have our Facebook moderators and plans to expand based on our vision,” he said.

Wittenstein, who started the group on a whim one sleepless night, earns money off some of the deals he negotiates with vendors, but he said that the “community comes before the company,” he said.

Many group members wouldn’t doubt that claim. Wittenstein relentlessly cajoles members to share their business secrets and triumphs, and has even been known to reach out privately to some members.

Steele was one of them.

Wittenstein asked Steele for his phone number after seeing his post about feeling blue.

The call that followed helped Steele reboot his practice.

“I don’t even know this guy,” Steele said. “That was the first time I ever talked to him.”



Twin Design/ Shutterstock.com

TECHNOLOGY

Real estate agents underinvesting in Facebook and search engine ads

Inman survey finds that leads from 2 Internet giants deliver the best ROI



Teke Wiggin Mar 18, 2015

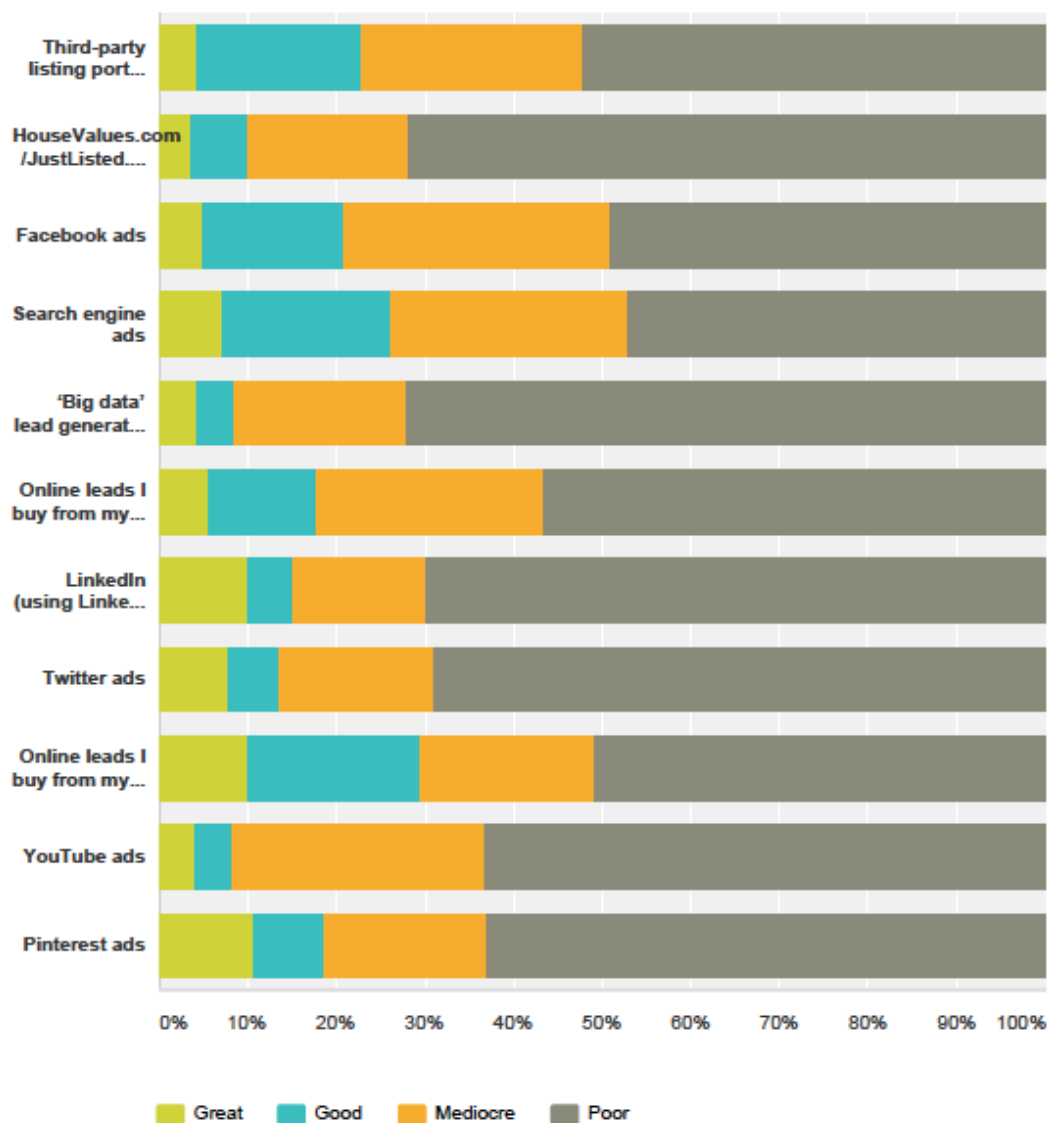
Many real estate agents recognize that Facebook and search engines are potent marketing tools, but a recent Inman survey ([//www.inman.com/2015/03/11/special-report-the-bottom-line-on-online-leads/](http://www.inman.com/2015/03/11/special-report-the-bottom-line-on-online-leads/)) suggests they are still underinvesting in advertising on these platforms.

Search engine and Facebook ads provide the best return on investment among online lead sources included in the survey, with leads generated by the two sources ranking as the only types to earn more ratings of “great,” “good” and “mediocre” collectively than ratings of “poor,” the survey found.

Yet agent respondents were twice as likely to say that they get paid leads from listing portals as they were to say that they get paid leads from Facebook or search engines.

Q42 How would you rate the return on investment of PAID online leads from the following sources, rating only the sources that you have used?

Answered: 228 Skipped: 108



Just over half of agent respondents said they buy online leads from listing portals, while only about a quarter said they purchase them using Facebook or search engine ads.

Part of the appeal of Google and Facebook ads is that they let real estate agents target specific demographics.

For example, agents can use Facebook to put ads in front of people in their 20s who like golf. They also might be able to reel in eager-to-sell prospects from Google by paying for clicks from netizens who search “sell my home fast.”

Facebook and search engine ads work by driving prospects who click on ads to an agent or broker’s website or landing page where they must register their contact information to use certain features, like listing search and home valuation tools or contact forms.

One respondent described combining the advertising channels to deliver a one-two punch.

Use Google ads to send visitors to your website for the first time, the respondent advised, and then bring them back using Facebook’s “remarketing” option, which lets an advertiser target ads to people who have already visited their website.

(<http://www.inman.com/wp-content/uploads/2015/03/I-buy-online-leads-from.png>)

Real estate agents thinking about diving into Facebook or search engine advertising should keep in mind that they typically require more know-how to use successfully than some other sources of paid online leads.

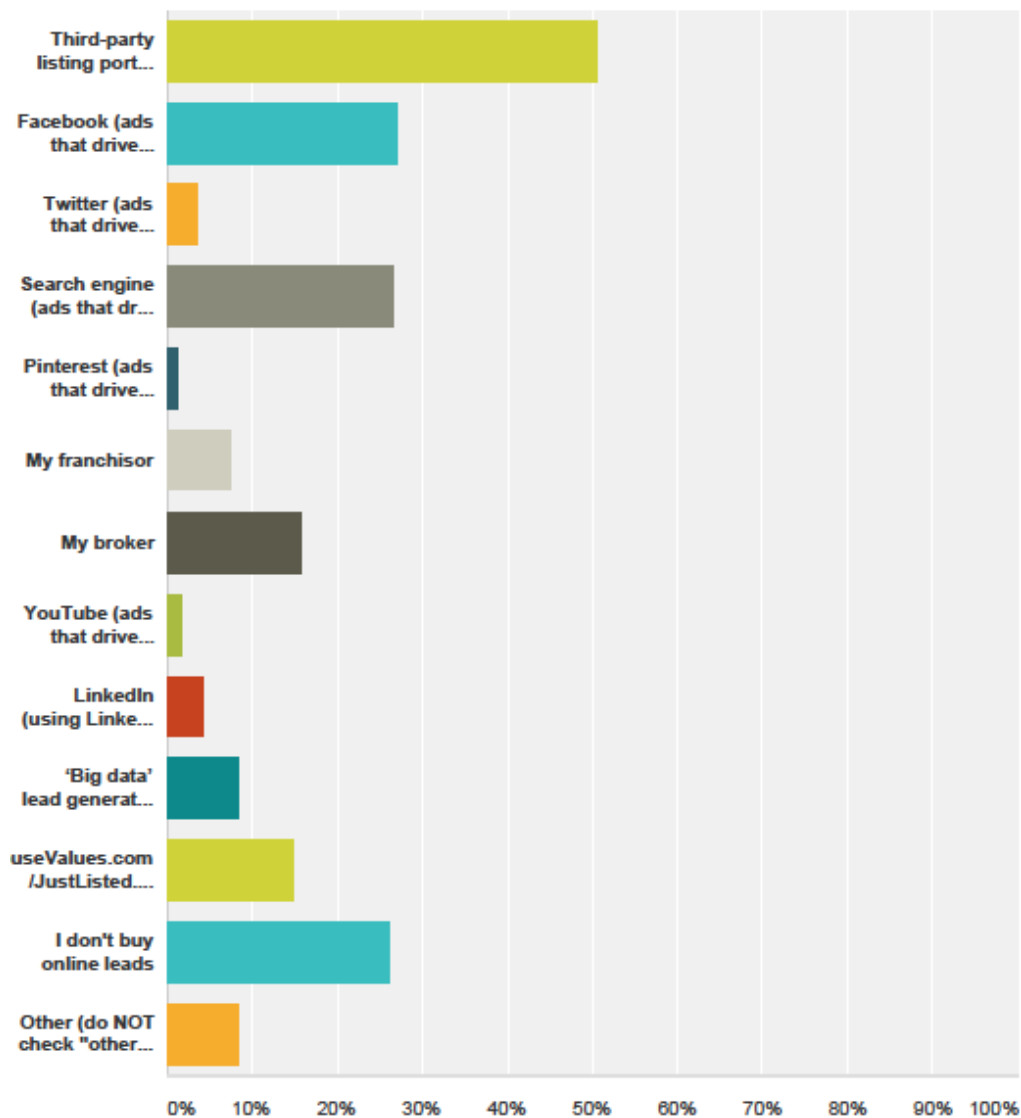
Facebook ads, for example, require agents to craft come-ons, target an audience rich with potential prospects, pay the right amount per click, and have a landing page or broker website in place with features that capture the contact information of visitors who arrive from the social network.

Paid leads from Facebook and Google also are no exception to the cardinal rule of online leads: You must engage quickly and follow up persistently if you want to see a return on investment.

“The two keys to converting online leads is to respond within five minutes and have a good CRM [customer relationship management system] that will incubate the leads that are not ready to engage,” commented real estate agent David Mueller

Q44 I buy online leads from the following (check all that apply):

Answered: 228 Skipped: 108



on Inman's report on online leads.

"I get a HUGE ROI on online leads ... but many of these leads take six to 12 months to incubate," added Mueller who leads a team of agents and is a mentor and trainer at Keller Williams, according to his Facebook profile.



TECHNOLOGY

Facebook brings more order to ‘for sale’ groups

Online communities frequented by real estate agents get new features



Teke Wiggin

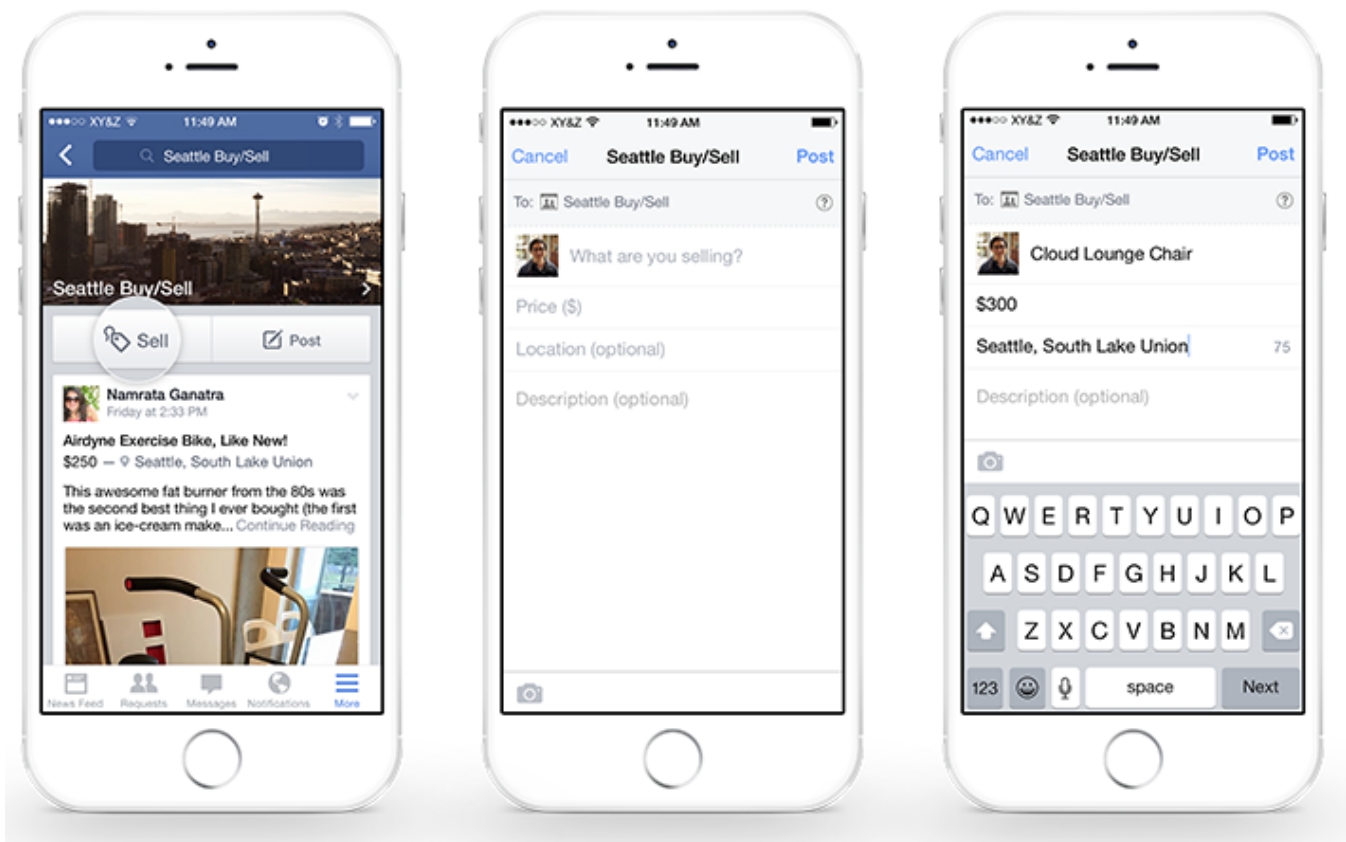
Feb 11, 2015

Facebook is rolling out new features that bring more order to Facebook groups where people commonly buy and sell items.

Members of “for sale” groups — which can be frequented or even overseen by real estate agents — can now choose a “sell” feature that lets users add a description of an item, include a price, and set a pickup or delivery location. The new features also let sellers mark items as available or sold and see a catalogue of items previously sold.

People posting things for sale in most “for sale” groups today have to jam all information on a listing into a description and manually comment beneath a post to indicate when an item has sold. The latest features appear designed to remove some of this difficulty.

Many real estate agents are active participants in Facebook groups, which they can use to establish themselves as neighborhood experts, get the scoop on unlisted housing inventory or market their own listings among other things. Facebook has also proved to be a useful tool for marketing “pocket listings” outside of multiple listing services.



Promotional image of new “for sale” group features.

Real estate agents who monitor “for sale” groups can use them to discover potential leads, such as members who are offloading lots of furniture or appliances.

Facebook is gradually introducing the new “for sale” group features, so they currently aren’t available in most “for sale” groups. Facebook group administrators can sign up for early integration of the features.

Facebook said it plans to introduce new features that will continue to make it easier for people in “for sale” groups to connect, browse and search.



TECHNOLOGY

Now Facebook's a tool for sniffing out real estate leads

Agents can search friends' News Feeds for keywords indicating who's in the market



Teke Wiggin

Dec 9, 2014

People love to blab on Facebook, and much of what they share is “content” that can reveal they are looking to buy or sell a home. Until now, there hasn’t been a way to quickly filter for such content.

But that’s changing as Facebook rolls out new search functionality that lets users search News Feed content based on keywords.

Starting Monday, Facebook users should be able to filter their friends' posts based on phrases like "sell home" or "buy home," opening up a window that allows them to see who in their network might be open to hiring a real estate agent.



Sharon Steele, a Westfield, New Jersey-based real estate agent who runs a Facebook group with nearly 12,000 likes, says the new search functionality could be a powerful lead generation tool for real estate agents.

"I find it amazing that we will be able to search through our friends' posts looking for specific topics that they have talked about (i.e., real estate needs, engagements, pregnancies, job changes), and perhaps position ourselves to be

of value to them,” said Steele, a sales associate at Coldwell Banker Residential Brokerage.

Facebook users have been able to search for people based on their location, interests, gender and a host of other criteria since Facebook rolled out Graph Search in early 2013.

Graph Search helped real estate agents make themselves more discoverable to users. Some agents may have even used the search tool to pinpoint friends who might be likely to buy or sell based on their demographic characteristics or interests (e.g., the search query “my friends who are divorced”).

But by making their friends’ posts searchable, Facebook has made sniffing out leads much easier for real estate agents.

In addition to allowing agents to hunt down buyers and sellers on Facebook, the update to its search tool also may make it easier for agents to reel in potential clients.

Steele notes that the changes could allow consumers to more easily find posts that published on her community information Facebook group.

Many marketers currently stuff posts that appear on websites with keywords in order to increase the likelihood that they’ll appear high in search engine results. It seems likely that the updates Facebook has made to its search tool might now lead marketers to weave more keywords into Facebook posts.

“If they can search the hundreds of posts I have made over the years and come up with just the information they are looking for about a local business or event, I would think that would be a huge benefit,” Steele said.

TechCrunch’s Josh Constance thinks Facebook’s new search functionality represents a challenge to “Google for finding answers and Twitter for checking real-time chatter.”