Find A Feature Worthy Property

**IDEAS:**

- Your Own Listings
- Other Office Listings
- HUD/Foreclosures
  - [HUDHomeStore.com](#) (look for listings here)
- New Construction (go to builders)
  - [Find Your Local Builders’ Association](#)
- GET CREATIVE!
What IS a Feature Worthy Property?

- Price Reduction
- Just Listed
- Waterfront/Lakefront Property (Lowest “Waterfront”)
- Qualifies for special financing program
  - USDA
  - 203(K)

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CASE STUDY

Here’s a case study from one of our students who implemented this strategy and had massive results.

(CLICK HERE TO SEE ALBUM)
Important Note: Have you heard the term “A picture is worth a thousand words?” I’m sure you have. Please make sure to use photos that are aesthetically pleasing to the eyes.
Here’s The Responses

33 Likes

Buyer Wants to See!

Buying Questions
Principles to Remember

- Keep It Short (generally speaking)
- Create curiosity
- Always include a cell phone #
- If doing an album include a description with each photo
- Simple & Clear CTA
- Create curiosity
- Preview the property
Syndicating & Promoting Your “Money” Post

1. Like as the page and as your personal profile.
2. Share to your personal profile (BONUS: promote your shared post on your personal profile!)
3. Boost the post
4. Create a new ad campaign

Additionally make sure that you “like” & reply to all comments that come in on your post (unless of course it’s negative in that case simply delete)
FOLLOW THESE STEP-BY-STEP PROCESS

Make sure to follow the video instructions and the overview below. Let’s launch your campaign TODAY!

Step #1: Click On “Upload Photo/Video”
Step #2: Type in your Catchy Headline

Important Note:
- Keep It Short (generally speaking)
- Create curiosity
- Always include a cell phone #
- If doing an album include a description with each photo
- Simple & Clear CTA
- Create curiosity
Step #3: Boosting Post

1. Click the Boost Post button.
2. Select the targeting options.
3. Set the budget and duration.
4. Review the花钱 and click Boost.
In less than an hour take a look at the results…

The power of Facebook is the Social Engagement. DO NOT let the number of “likes” vs “shares” discourage you. You’re looking for engagement and leads. Take a look at the next page and see how this ad has engaged a possible buyer.
Once these posts are running, you will have to engage possible buyers and sellers. Make sure to pay attention to the language patterns people use and HAVE FUN!

An example fun response for this would be…

“If you’re thinking of moving to West Shore I specialize in relocation and I can help find a property for you. Contact me via phone/text (insert cell ph# here). P.S. I work well with runners 😊”
YOUR HOMEWORK

Do this process and give yourself a deadline of 24 or maybe at most 48 hours...