

National Home Valuation Week 2023

Promoting your HVS:

How Top Agents Leverage Social Media



Presented by:

Brandon Carroll

Vice President, Client Success

brandon@percy.ai

Welcome to Day 3!

First, a quick poll to
see how yesterday
went!

POLL

How many times have you posted on social media so far during NHVW2023?

- A. I engaged my geographic sphere
- B. I engaged my social sphere
- C. I engaged my clients
- D. Two of the above!
- E. All of the above!

Agenda

Promoting your HVS: How Top Agents Leverage Social Media

- **Recap of NHVW Day 2**
- Current State of Social Media
- All Things Social: Comprehensive Overview
- 5 Tips from Social Media Pros
- Summary / Preview of Next Webinar

**NH
VW** 2023
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Homeowner expectations have changed. They now **expect** a real estate agent to be more of an advisor

Real Estate Agents Wear Many Hats

Expected Roles

- Market Expert
- Marketer
- Negotiator
- Scheduler
- Stager/Photographer

Additional, Non Paid Roles

- Contractor
- Plumber
- Therapist
- Wealth Manager
-and many more



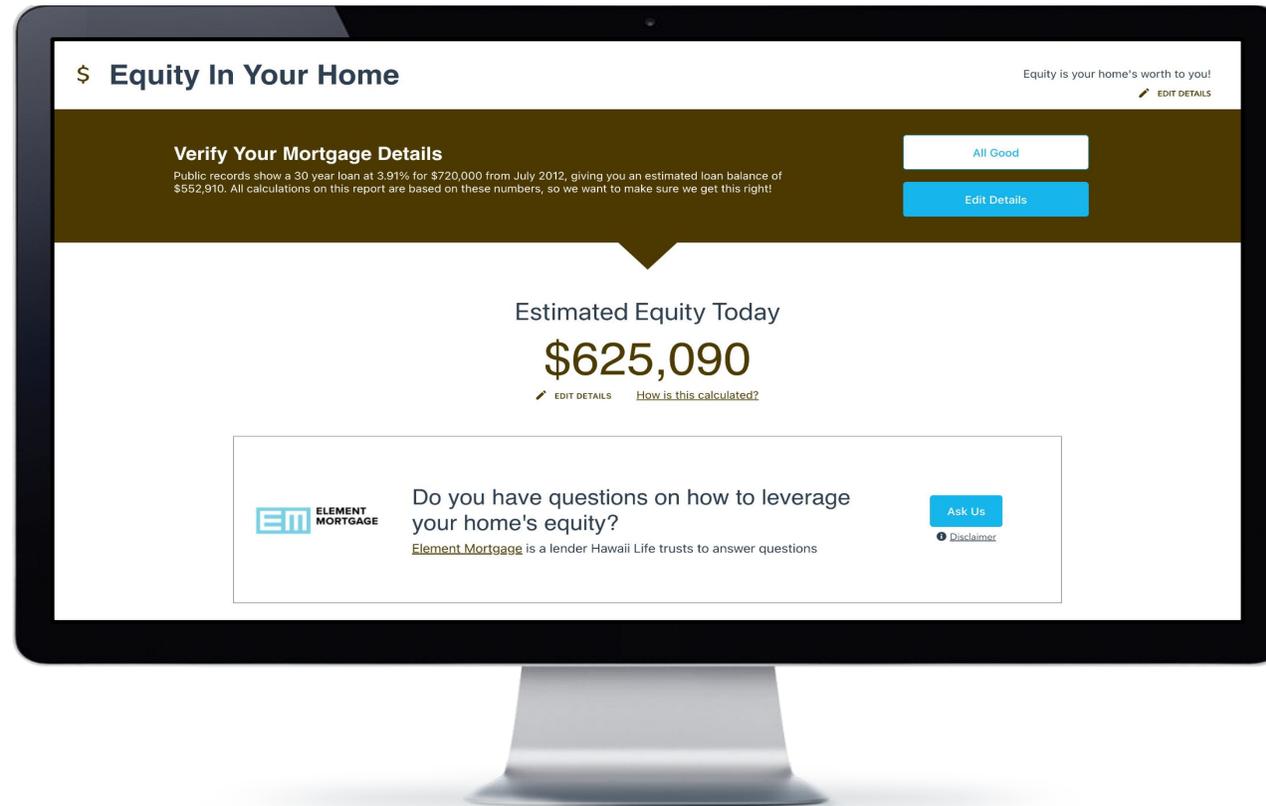
IMPORTANT FACTS ABOUT HOMEOWNER EXPECTATIONS TODAY

- Homeowners care about their home and want the financial stability it can provide
- Homeowners are naturally inclined to want information on their home
- Relevant content and trusted equity advice drives engagement and ensures you stay top of mind
- When you are top of mind and providing value, you will get more repeat and referral business



PERCY HOME EQUITY STATEMENT

Homeowners track your 401k/Roth IRA with a dashboard, why not track their largest asset, their home, with an Equity Statement?

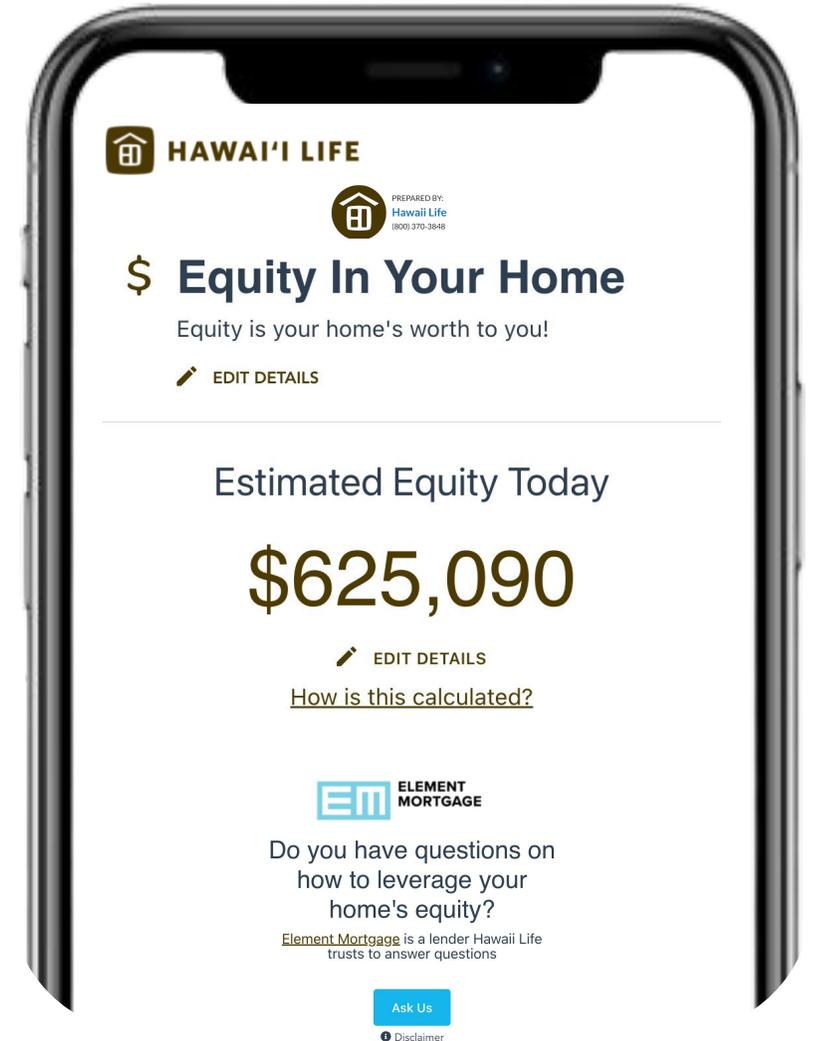


Why Is Equity Important Today?

Percy Equity Insights

Facts & Figures

- 65% of Americans own real estate.
- Housing prices have increased 393% since 1985. After adjusting for inflation, the median American household income has increased by just 17% in total since 1990.
- Tappable home equity is to be around \$18.1 trillion by the end of this year
- The average homeowner has somewhere between \$200k and \$300k dollars in equity.

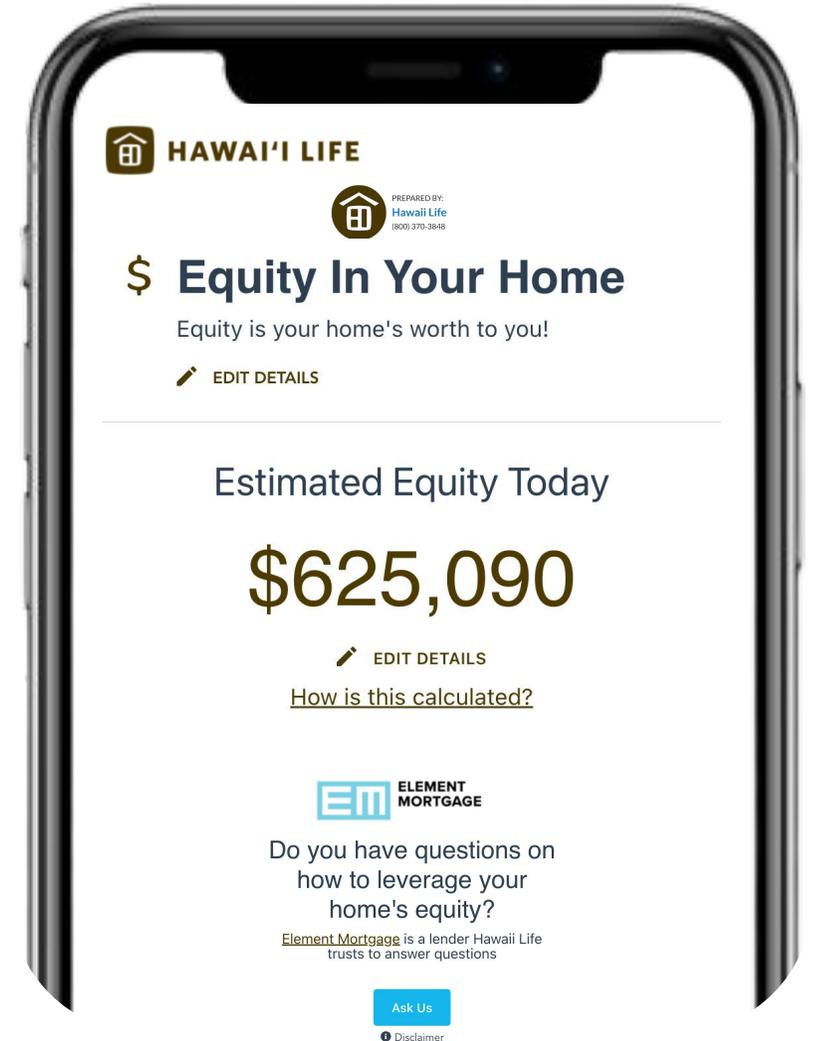


PERCY HOME EQUITY STATEMENT

With Personalized Wealth Tips

Benefits to you:

- Makes the report more valuable; shows their overall ROI from their home and how much purchasing power they have.
- Puts you at the center of the conversation; whether at the dinner table, amongst their friends and family, etc.
- Positions **you** as the knowledge broker; enables you to have a deeper relationship with your clients.
- Strengthens the LO-Agent Relationship



OWN THE OWNER

CREATE CLIENTS FOR LIFE

HOW TO LEVERAGE EQUITY

5 Ways to Leverage Equity Insights

Learn how top agents leverage the equity insights report to capture more listings and retain more clients.



Subscribe Past Clients

Treat the Home Equity Report as a service and value add; auto enroll past clients and help them track their investment over time.



Update Calls to Action

Include equity insights in your social media posts and emails. Become the agent that provides *even more value*.



Give Ideas on How To Leverage Equity

Prescribe best practices, like buying an investment home in an up and coming area



Recommend Home Improvements

Share contractors with them and help them increase their equity



Partner with Loan Officer

Creating meaningful conversations to transition from an agent to advisor.

ANY QUESTIONS?

NOW, SOCIAL MEDIA IS A TOPIC I LOVE

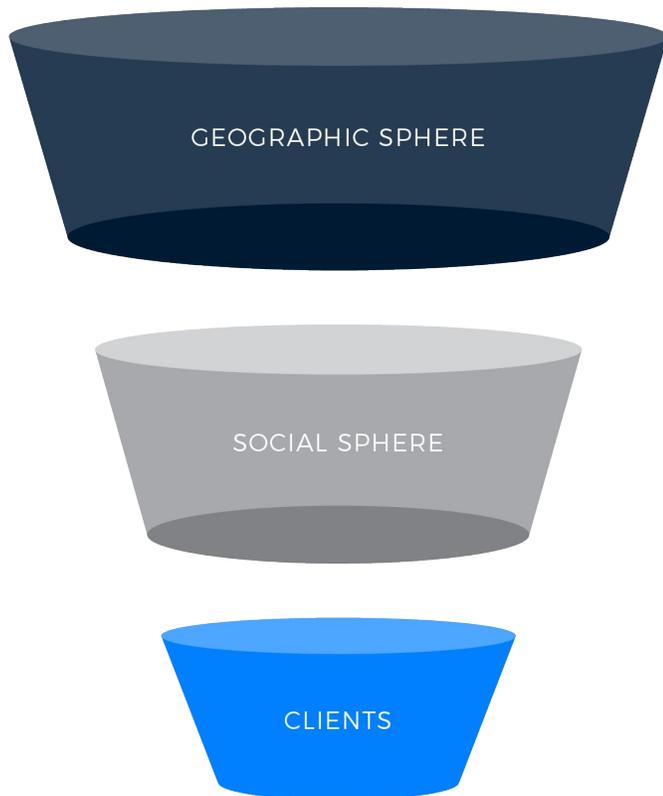
Brandon's Background on Social Media



15+ years of experience

- Started a social marketing agency back in 2008.
- Was the VP of Marketing a social contest app back in 2012.
- Did social marketing consulting for Dapper Labs (NBA Top Shot, NFL ALL Day, UFC Strike, etc)

WHO ARE WE TARGETING?



YOUR GEOGRAPHIC SPHERE:

Those homeowners in the location you farm. Most of these Homeowners still need to be introduced to you & your brand.

WHAT TO DO:

[Send out direct mailers the week of April 3-7 with a QR code](#) that directs them to your own What's My Home Worth Page.

[Ad Retargeting](#). Redirect any purchased local ads for homeowners to check their home's value on your [Home Valuation Page](#).

YOUR SOCIAL SPHERE:

These are your 1st & 2nd degree contacts engaged with your social media profiles.

WHAT TO DO:

[Post content about the market & housing price changes](#) directing them to check the value of their own home. Include your home valuation site in your newsletter and/or emails that you send to your network.

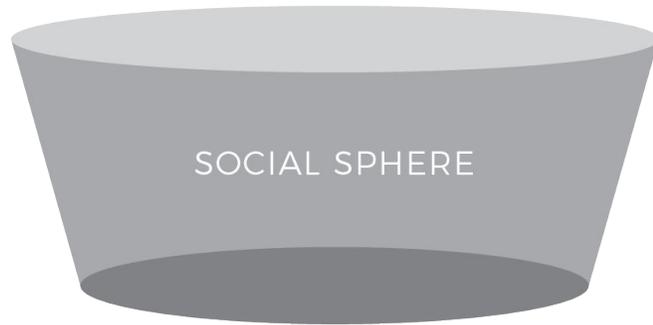
CLIENTS:

These are the people you've already worked with in the past. It's a great opportunity to update them on their home's value & buyer demand.

WHAT TO DO DURING #NHVW2023:

1. [Subscribe each of these contacts to a monthly Home Value Report](#) coming from you each month. That way as we go into the hot season, they've already been getting a report from you on their home's value increasing month over month.
2. [Create a Buyer Market Analysis report for the homeowner's you've worked with in the past](#). This is a great way to start a conversation about how the market is this new year, the new home values, buyer demand, and see what their plans are.

Engaging Sellers



YOUR SOCIAL SPHERE:

These are your 1st & 2nd degree contacts engaged with your social media profiles.

WHAT TO DO:

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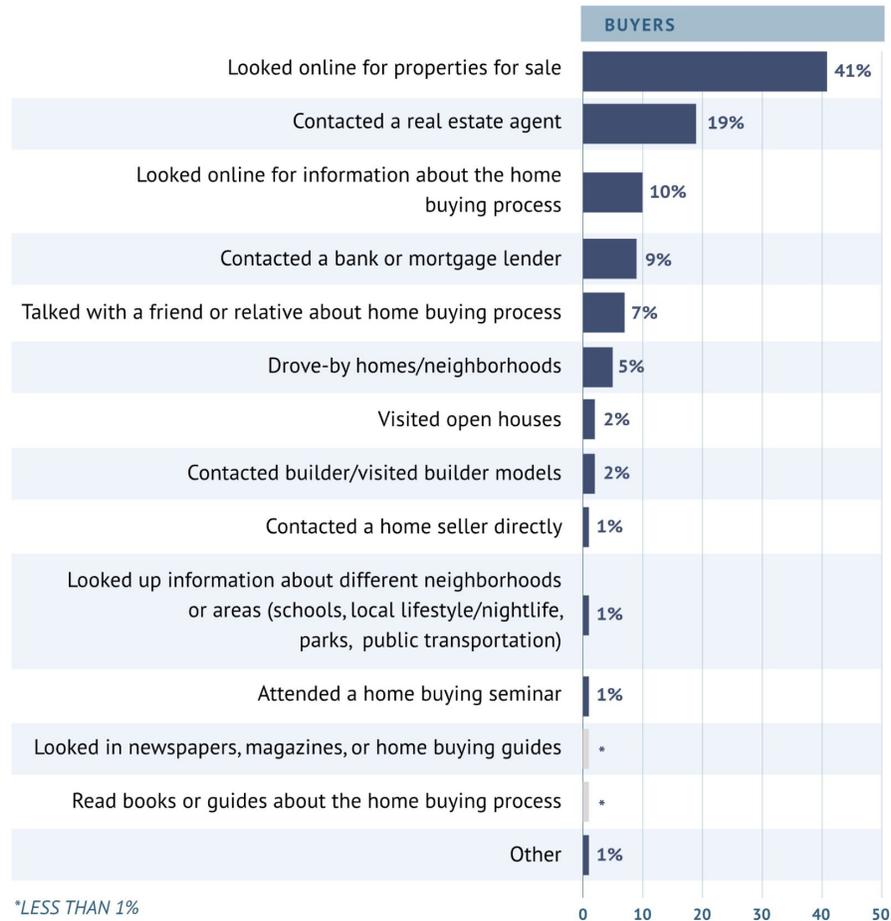
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Current State of Social Media

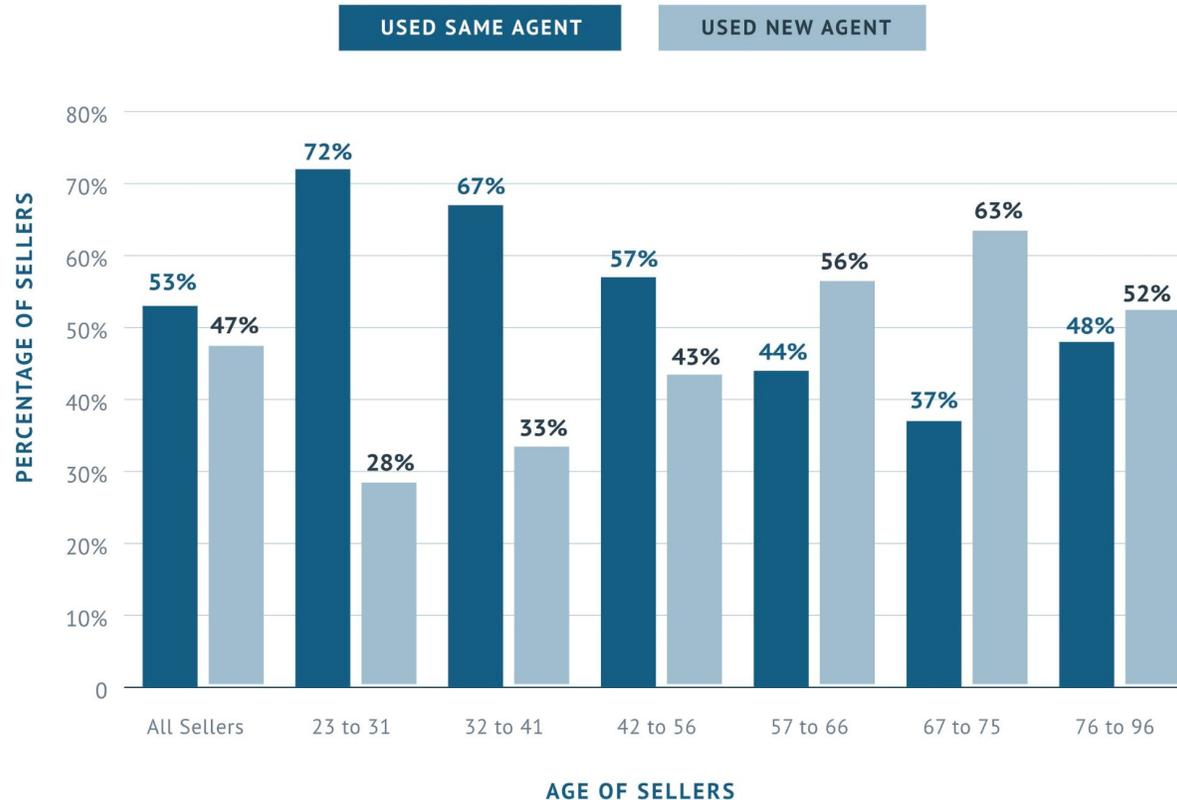
Check out the top 3 answers here

FIRST STEP CLIENTS TAKE IN THE HOMEBUYING PROCESS



Trends down as people age; staying top of mind is even more important!

DID SELLERS USE THE SAME REAL ESTATE AGENT FOR THEIR HOME PURCHASE?



We live in a digital age

NUMBER OF SOCIAL MEDIA USERS FROM 2017 TO 2023 (+ FUTURE PREDICTIONS)



90% of Realtors use Facebook to promote

 **Berkshire Hathaway HomeServices New England & Westchester Properties**
Sponsored
ID: 637669206902378

Ready for a new home? Check out this 4 beds, 4 baths in Southbury. 🏡🏡
Stunning Custom Colonial situated on Cul-De-Sac with plenty of natural lite throughout. Large open eat-in kitchen containing granite counters, stainless steel appliances , pantry ,center island , and opening to large family room.



 **Amy Pelletier**

HOMES.HOMESPOTTER.COM
4 bed, 4 bath in Southbury
JUST LISTED

[Learn More](#)

Video content on social media generates 1,200% more shares than text & image content combined



52% of Realtors believe social media is the **top tech tool** for high-quality lead generation.

 Sarah Pappalardo, Realtor - Florida Network Realty · Follow
1d · 🌐

It's National Home Valuation Week! Curious about how much your home's value has gone up? 📈 Click on the link below👇
<https://valuations.floridanetworkrealty.com/spappalardo>
Homes across Northeast Florida have increased on average by 14%. Reach out if you have any questions regarding the values you see.



HOME VALUATION WEEK

APRIL 3-7, 2023

DISCOVER YOUR HOME'S VALUE TODAY!

Visit spappalardo.floridanetworkrealty.com

BERKSHIRE HATHAWAY HOMESERVICES | FLORIDA NETWORK REALTY

 Julie Brittain Sutter · Follow
1d · 🌐

IT'S NATIONAL HOME VALUATION WEEK! Eeeeeek! 🙌🙌🙌

Curious about the value of your home? In just a few clicks, your home valuation report will be emailed to you! What are you waiting for? It's fast and free!

www.Realtor770.com



Home Valuation Week!

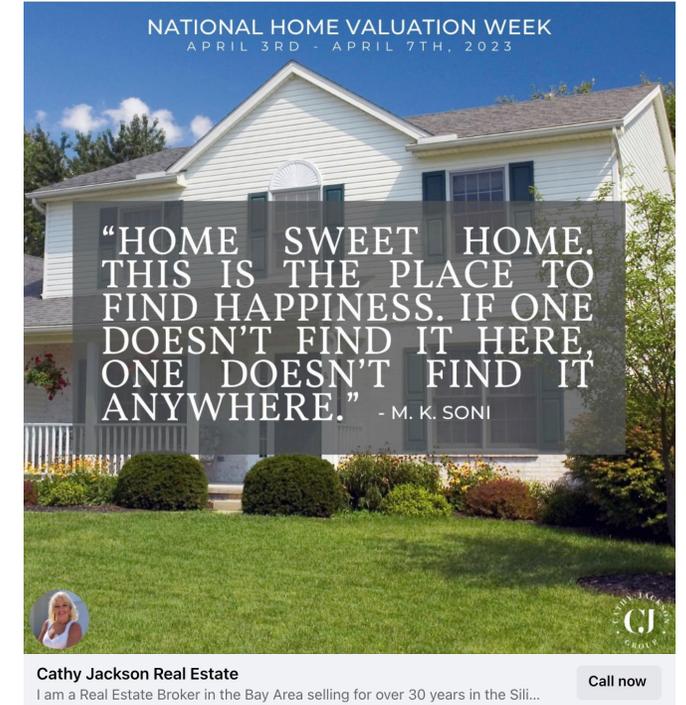
Realtor770.com



 Cathy Jackson Real Estate · Follow
1d · 🌐

Do you know how much your home is worth? With the start of National Home Valuation Week, now is the perfect time to take two minutes (that's all it takes!) to find out. Lucky for you, you can find out exactly what your property is worth today by clicking here cathyjackson.com/home-valuation!

Want to learn more about how to make your home's value work for you? Connect with me today!
Cathy Jackson · REALTOR® · DRE: 00816905 · Intero Real Estate Services - Los Gatos · (408) 489... See more



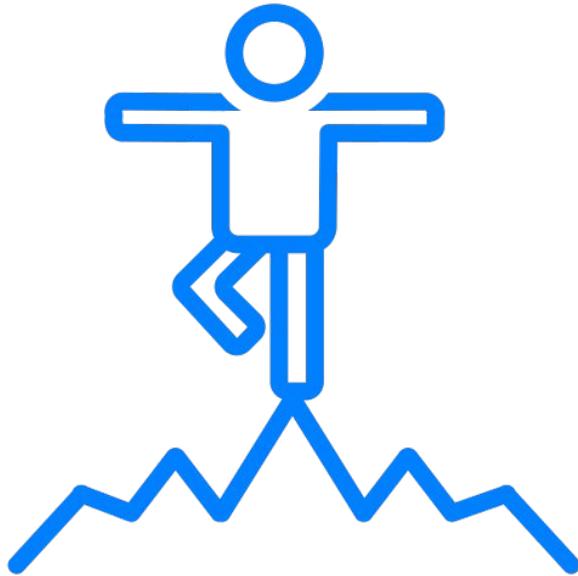
NATIONAL HOME VALUATION WEEK
APRIL 3RD - APRIL 7TH, 2023

"HOME SWEET HOME. THIS IS THE PLACE TO FIND HAPPINESS. IF ONE DOESN'T FIND IT HERE, ONE DOESN'T FIND IT ANYWHERE." - M. K. SONI

Cathy Jackson Real Estate
I am a Real Estate Broker in the Bay Area selling for over 30 years in the Sili... [Call now](#)

ANY QUESTIONS?

Consistency Is Key



#NHVW2023

- The world is fully digital now
- You **have** to be on social media, as that is where the homeowners are!
- Be creative and post consistently!

Agenda

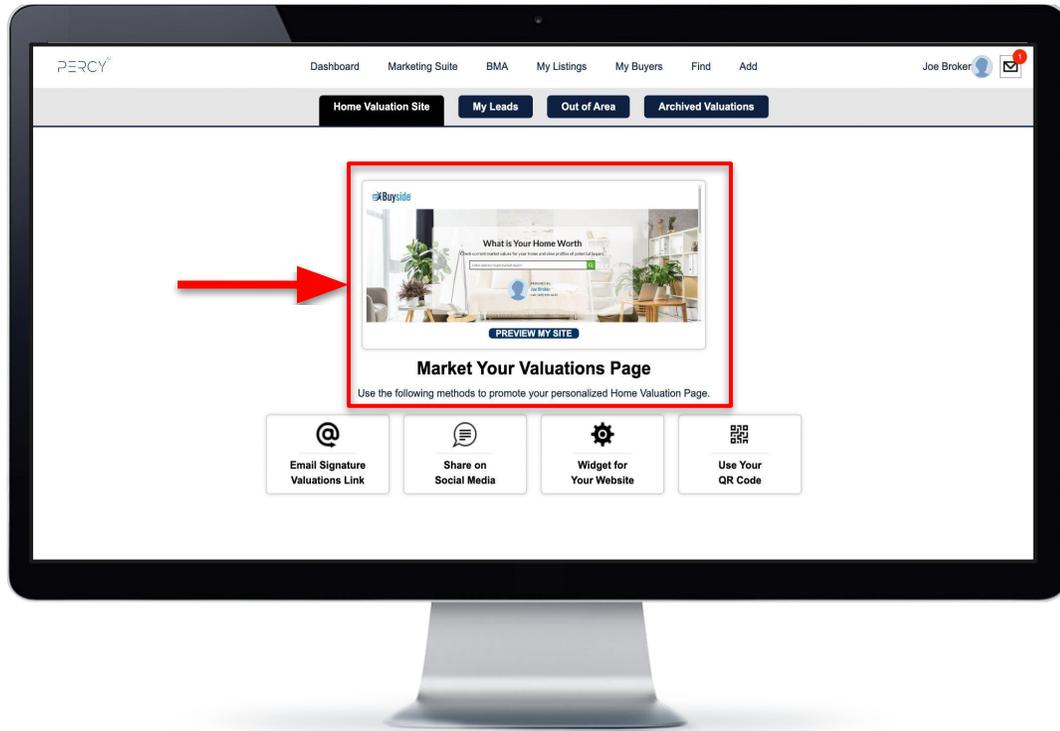
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All Things Social: Comprehensive Overview

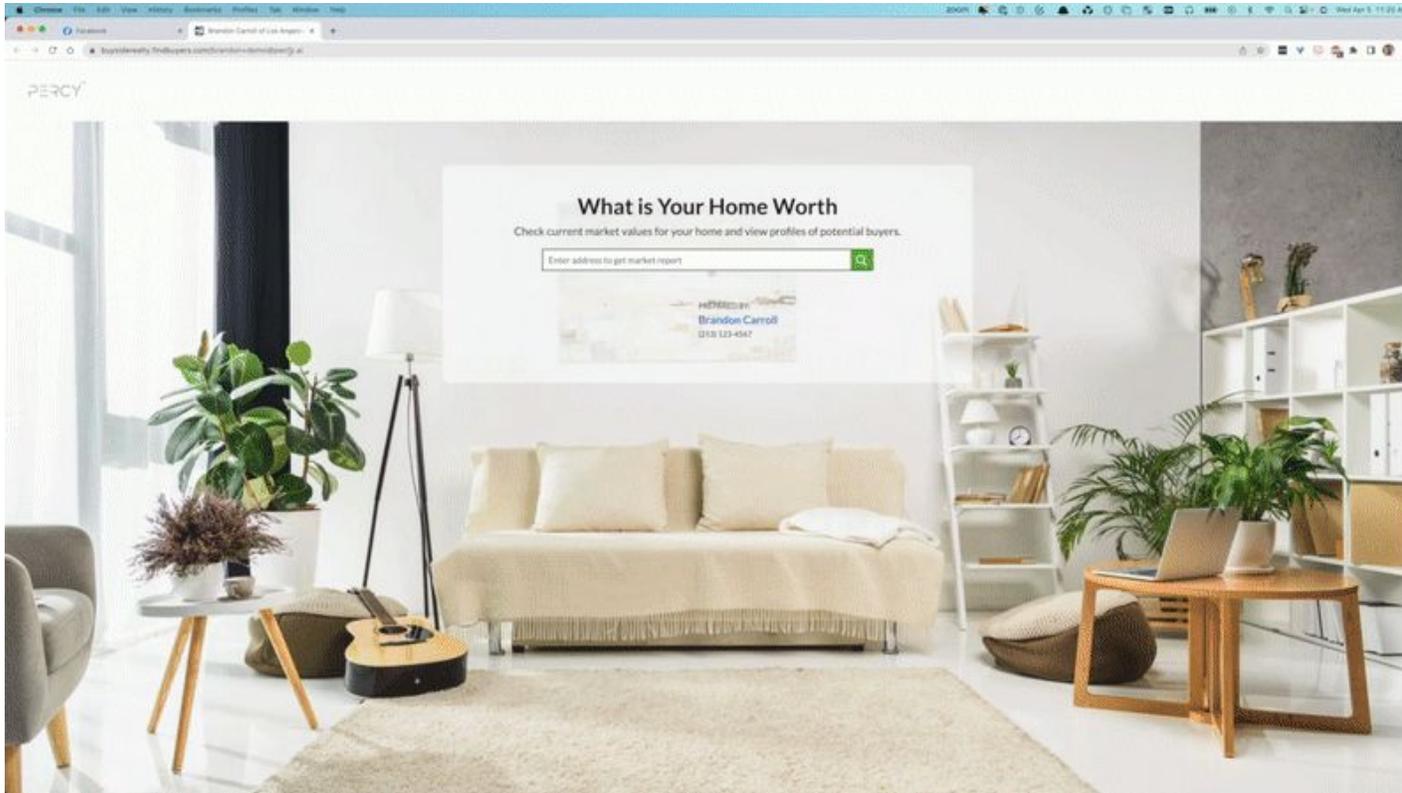
Post Daily on Social Media



How and what sites?

- Use the Marketing Suite to post to the CORE 5 Social Networks
 - Facebook
 - Twitter
 - Instagram
 - LinkedIn
 - Nextdoor

How To: Post on Social Media



Copy/Paste your Home Valuation Site

- When you post on social, a sample image will automatically be created.
- You can also X out of that picture and upload your own.

Materials: Agent to Client

- ✓ **Social Sphere: 3 simple images with engaging statement**

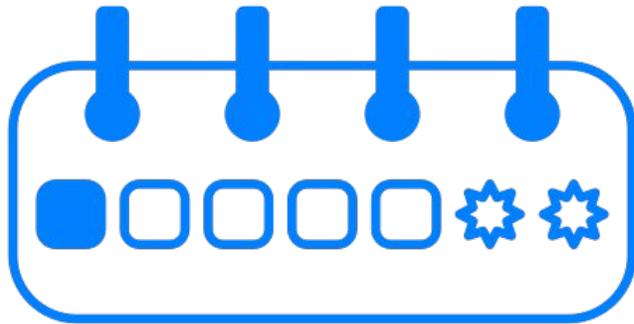


Best Time To Post for the Core 5 Networks

- **Facebook:** Monday, Thursday & Friday at 9AM, 1PM, or 3PM
- **Twitter:** Monday & Wednesday at 12PM, 3PM, or 5-6PM
- **LinkedIn:** Tuesday, Wednesday, & Thursday at 7-8AM, 12PM, or 5-6PM
- **Instagram:** Monday & Thursday at 8-9AM or 5PM
- **Nextdoor:** Monday, Wednesday, and Friday at 7-8am or 5-6pm

Sample Post Ideas: Themes

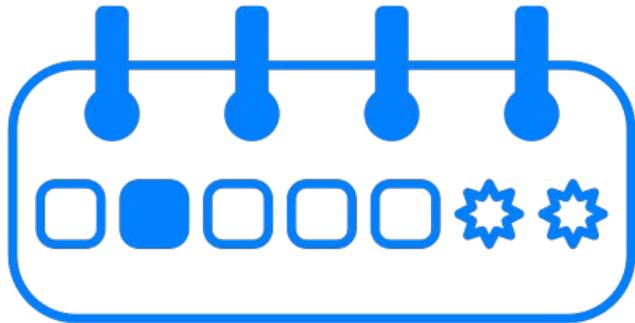
Monday: Discuss NHVW!



Three Sample Posts (Copy/Paste)

1. It's National Home Valuation Week! If you're considering moving or just curious about current market conditions, it's a great time to check in on the value of your home. Get three different valuations to get a full idea of your home's value
2. It's National Home Valuation Week! Curious on what your home is worth? Check it out here:
3. National Home Valuation Week is a time when homeowners take inventory to assess the value of one of their largest assets. The week is an opportunity to review market trends, comparative rates, and most importantly, get a better understanding of the value of your home.

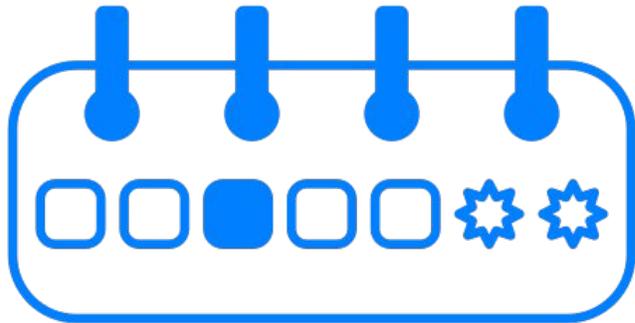
Tuesday: Discuss the Market



Three Sample Posts (Copy/Paste)

1. “What’s My Home Worth In This Market?!” is something I have been hearing a lot lately. Well, I have now made that question easier than EVER to answer, just click this link below.
2. The market is changing. A lot of my clients are worried about their home value. To help navigate this uncertainty, my brokerage brought on a service to help the local community, where we can provide 3 different valuations for you to get a better idea.
3. Buyers are still active in this market. Your house may be worth more than you think! Simply click the link below, enter your home address and discover the current buyer demand for your home.

Wednesday: Focus on Equity



Three Sample Posts (Copy/Paste)

1. If your home is your largest asset, maybe you should keep track of its value? Just click the link and you will get your report on your home's value, for free.
2. Just saw these stats: At Retirement, 83% Of The Avg US Homeowners' Wealth Will Come From Their Homes' Equity."

And, there's 10 trillion dollars in equity in the country right now.

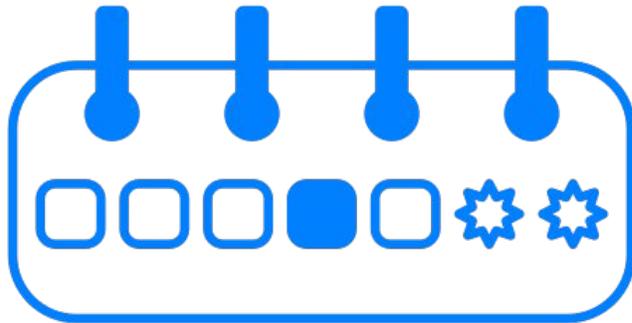
See how much equity you have today:

3. There's 10 trillion dollars in equity in the country right now. Make sure you are taking advantage of that potential. Check out how much equity you have here:

Thursday: Discuss the Uniqueness of Percy

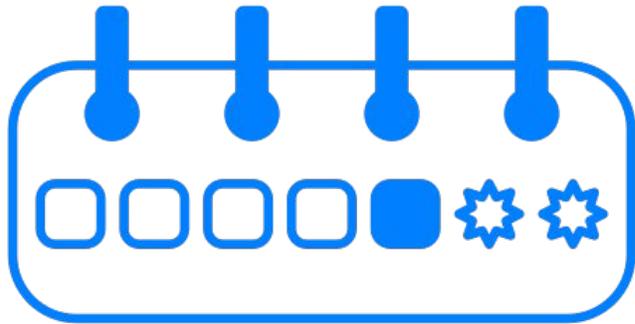
Three Sample Posts (Copy/Paste)

Make sure to change the words in < >



1. Besides Zillow, there are numerous sites that give you an instant value of your home. There are also two other respected sites that I use frequently. In order to find out the #1 home valuation site online, I'm asking for your help to let me know which site, in your opinion, comes closest to your actual home value. Please let me know which one you think is MOST accurate.
2. Buyer Demand is still surprisingly high in **<neighborhood>**. Check it out here. No obligations. No registration. Just trying to help out the community, given today's uncertainty. Would you like to know what your home is worth? Click below for an instant valuation.
3. Inventory is down, but demand is still high for homes. Happy to provide a free market report for **<neighborhood>**. Simply type in your address here and see the buyer demand supply side trends, and recent activity nearby.

Friday: Keep it Short + Simple



Three Sample Posts (Copy/Paste)

1. Would you like to know what your home is worth? Click below for an instant valuation.
2. The market is changing! What's your home worth? Check out the link here to discover your home's value.
3. Discover buyers that are searching for a house like yours today! Click the link below to view real-time buyer activity for your home.

Tips/Tricks for Social Sphere

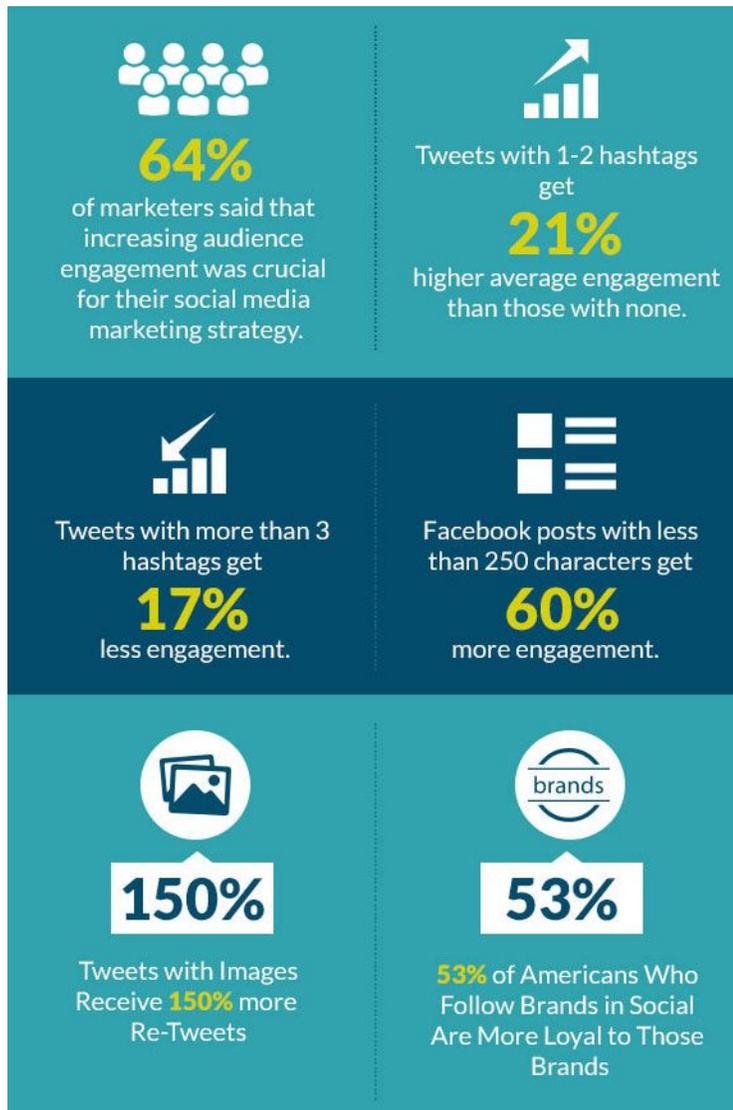


How to drive more listings

- DM people that had some interest in the past
- Use our templates to create posts
- Post in stories, update your bio
- Videos/imagery works

What To Post: By Network

What To Post: High Level



High Level Tips

- Optimize tweets with 1-2 hashtags
- Make your posts short and to the point
- Leverage imagery and video content
- Be consistent!

Facebook Dos and Don'ts

facebook Best Practices Do's and Don'ts ²⁵ ⁶

Before you post DO

- Update** FB cover photo monthly.
- Consider** whether the Facebook Events feature could be used for this post.
- Look** for news, trends and relevant hashtags to incorporate into post content.
- Decide** whether this post should be "pinned" to the top of the FB page.
- Ensure** FB profile image and cover photo are clearly visible on mobile devices.
- Ensure** this post's content aligns with your overall content strategy.

DON'T

- Don't use** content, images or video that don't comply with your company's social media policy.

When you post DO

- Post** 1-3x daily.
- Use** at least one image in each post.
- Use** a friendly tone of voice that connects with your audience.
- Use** a poll, survey or quiz to engage your audience.
- Check** post grammar and spelling.
- Upload** a relevant video to Facebook for the post.
- Include** a call-to-action.
- Sign** posts when possible. Use a first and/or last initial e.g. -R or -RA.
- Keep** posts brief - less than 10 words if possible.
- Use** 1-2 hashtags in each post.
- Ask** a question.
- Include** a URL or link to more information.
- @mention** other people or FB pages.

DON'T

- Don't use** acronyms or abbreviations unless necessary.
- Don't share** or ask for personally identifiable information.
- Don't post** images or video of real people without their written consent.

After you post DO

- Boost** posts that get lots of shares and likes (more than usual).
- Respond** to reviews, comments and questions quickly.
- Test** scheduling and posting for optimal engagement times of day and week.
- Take** complaints offline.
- Monitor** your page and posts for comments, questions or reviews.
- Measure** post results.

DON'T

- Don't engage** in an argument online.
- Don't deal** with complaints publicly.

Facebook

REALTOR DO'S & DON'TS

DO

- STAY CONSISTENT**
Consistency is the key, people will look forward to your posts
- POST YOUR LISTINGS**
Some of your followers will be in the market to buy or sell homes, show them what you can do for them
- TALK INVESTING**
A lot of people want to invest in real estate, but they need help from people like you
- BE YOURSELF**
Every once in awhile, show people a lit bit of who you are, it doesn't have to be business all the time
- ENGAGE**
Always engage with your followers when they leave a comment, a simple "thank you" goes a long way

DON'T

- ONLY SELL**
Along with your listings, post content that is entertaining
- SPAM**
Don't post so much that your audience starts to see your content as spam, ask yourself if you'd "like" your page
- TALK POLITICS**
There will be clients whose opinions are different from yours - you may lose them
- STOP POSTING**
When you stop posting, your followers will forget about you and you will lose traction on Facebook's algorithm
- BE RUDE**
There's never a need to be rude, even if someone wrote a bad comment on your posts, just delete it and move on

Brandon Other Tips

- Join communities and like/comments on posts
- Be creative; bland doesn't help you stand out
- Use a scheduler tool like Hootsuite to build posts for the next month

Twitter Do's and Do'nts

Twitter for Real Estate Agents

Why Twitter?

- Engagement with clients in real-time
- Increase brand loyalty and exposure
- Post helpful information for followers to increase trust
- Increase SEO ranking by using key words and relevant links
- Understand what others are saying about you
- Inform followers of open houses, and others listings

How to Optimize Twitter Use

- 🔗 Provide links to website, blog or relevant information—therefore providing a user friendly experience
- # Use hashtag on trending topics and so people can find you.
- 📢 Share relateable, interesting and valuable information for your followers
- 📈 Optimize each post with key words focused on getting audience to act



81%

check Twitter at least once a day



15%

access Twitter more than 10x a day



60%

tweet at least once a day

Brandon Other Tips

- Search and follow up with folks
- Millenials are super active on TWitter
- Make Twitter lists to make it easier to engage
- Ask questions; create engagement
- Use imagery; Tweets with images bring in up to **18% more clicks, 89% more favorites, and 150% more retweets.**

Instagram Do's and Do's

ONE WEEK OF INSTAGRAM STORIES FOR REAL ESTATE AGENTS

- 1 GUESS THE LISTING PRICE
- 2 NEIGHBORHOOD FEATURES
- 3 ANSWER FAQs
- 4 A DAY IN THE LIFE OF A REALTOR
- 5 WEEKEND EVENTS IN YOUR CITY
- 6 LOCAL BUSINESS SPOTLIGHT
- 7 SHOULD YOU BUY OR RENT QUIZ

3 Tips for Running Your Real Estate Instagram

POST CAROUSEL IMAGES - Carousel images allow you to showcase more of the property, which creates more of an opportunity to intrigue buyers.

ADVERTISE LOCALLY - Promoting your posts in local areas gets your properties in front of potential buyers in your area.

USE HASHTAGS - Use niche hashtags to get more eyes on your content.

PLANOLY

Brandon Other Tips

- Update your bio for NHVW!
- Pin a post about getting a home valuation
- Make a reel to talk about the market and how you're here to help!
- Create stories with different framing/messaging daily, link out to your site

Social Media + Instagram Hashtag Strategy

#HASHTAG IDEAS
The Real Estate Assistant
(512) 756-0601 • RealEstateAssistantATX.com

EVERYDAY REAL ESTATE HASHTAGS

#(CITY)RealEstate	#(CITY)Homes	#ComingSoon	#MoveTo(CITY)
#SellingA(CITY)	#OpenHouse	#JustSold	#(Neighborhood)
#Buying(CITY)	#JustListed	#Buy(CITY)	#(SchoolDistrict)

MONDAY HASHTAGS

#MotivationMonday	#MondayGrind	#MondayInspo	#MusicMonday
#MondayFunDay	#MondayMornings	#MondayMantra	#MondayCoffee
#MondayMood	#MondayQuote	#MondayMadness	#MarketingMonday

TUESDAY HASHTAGS

#TuesdayThoughts	#TipTuesday	#TuesdayThoughts	#TransformationTuesday
#TravelTuesday	#TuesdayTip(s)	#FeelGoodTuesday	#TimehopTuesday
#TrendyTuesday	#TuesdayTreat	#TestimonialTuesday	#TakeMeBackTuesday

WEDNESDAY HASHTAGS

#HumpDay	#WoolfWednesday	#WellnessWednesday	#WednesdayInspiration
#WisdomWednesday	#WackyWednesday	#WaybackWednesday	#WorkoutWednesday
#WineWednesday	#WednesdayVibes	#WiniWednesday	#WomanCrushWednesday

THURSDAY HASHTAGS

#ThirstyThursdays	#ThrowbackThursday	#ArtThursday	#ThursdayTreat
#Thisday	#FridayEve	#ThursdayThought	#TBT
#ThursdayTruth	#ThankfulThursday	#ThinkPositiveThursday	#ThursdayGrind

FRIDAY HASHTAGS

#FeelGoodFriday	#LeadFriday	#FloralFriday	#FridayFact
#FeatureFriday	#GoodNewsFriday	#FireplaceFriday	#FunkyFriday
#FridayVibes	#FoodFriday	#FridayFreebie	#FunnyFriday

SATURDAY & SUNDAY HASHTAGS

#SaturdayStyle	#WeekendVibes	#LazySunday	#ShowingSunday
#SocialSaturday	#Caturday	#SundayFunDay	#SundayBest
#ShoutoutSaturday	#SuperstarSaturday	#SlothSunday	#SundayWisdom

Let us handle the details while you do what you do best... Open Doors & Sell Homes!

SOCIAL MEDIA HASHTAGS FOR REAL ESTATE POWER 10

Real estate professionals boost their Twitter and Instagram traffic with hashtags. Get started with this list.

AGENT-THEMED

#realestate	#luxuryrealestate
#realtor	#wanttomove
#(yourbrokerage)	#broker
#openhouse	#realty
#justsold	#fixandflip
#homedecor	#listings

LISTING HASHTAGS

#forsale	#(target neighborhood)
#newhome	#forlease
#homeforsale	#rental
#renovated	#(city + realestate)
#justlisted	#milliondollarlisting

DESCRIBING A PROPERTY

#countrylife	#fixerupper
#oldhousecharm	#curbappeal
#craftsman	#luxuryliving
#cityview	#waterfront
#tinyhouse	#modelhome
#modern	#pool

ADVERTISING CONTENT

#curbappeal	#(city name)
#creditscore	#advice
#homeinspection	#firsttimebuyer
#househunting	#investment
#realestatenews	#realestatetrends

BE CREATIVE

#bestclientever	#dreamjob
#lovelymife	#blessed
#housegoals	#interiordesign
#realestateporn	#iloveymjob
#realestategoals	#thankfulthursday

Instagram Hashtag Strategy

- Agent-themed, listing related, property description, advertising, and creative
- Research hashtags (do a simple search in instagram) to see how many posts have it.
- Make sure to use different variations of how a location can be named
 - EX: #Arlington, #ArlingtonVA, #ArlingtonVirginia, #ARLVA, #DMV

LinkedIn Do's and Do'nts



Brandon Other Tips

- Update your cover photo for NHVW!
- Update your title and bio
- Update your website link to be your home valuation site.
- Make a post about the market conditions.
- Make a video and tag some colleagues and/or friends who would be OK with it related to NHVW!

LinkedIn Do's and Do'nts

The screenshot shows Nicole Mickle's LinkedIn profile. At the top, there is a banner with logos for Florida Homes & Living, NicoleMickle.com, and MOMENTUM LUXURY REAL ESTATE. Below the banner is a circular profile picture of Nicole Mickle. A red box highlights a section titled 'FEATURED ON' which lists several media outlets: WSJ, THE CLOSE, Medium, inman, HomeLight, wishpond, and PLACESTER. Another red box highlights the bio section, which includes her name, title, and social media handles. To the right of the bio, there are two logos: Florida Homes and Living and Florida Agricultural and Mechanical University (FAMU). At the bottom, there are buttons for '+ Follow', 'Message', and 'More', and a section for 'Providing services'.

Florida Homes & Living NicoleMickle.com MOMENTUM LUXURY REAL ESTATE

FEATURED ON
WSJ THE CLOSE Medium inman HomeLight wishpond PLACESTER

Nicole Mickle · 3rd
Orlando Relocation Specialist | Real Estate Investing Expert | Social Media Influencer
Talks about #realestate, #floridahomes, #contentstrategist, #orlandorealestate, and #marketingstrategist
Winter Garden, Florida, United States · [Contact info](#)
4,861 followers · 500+ connections

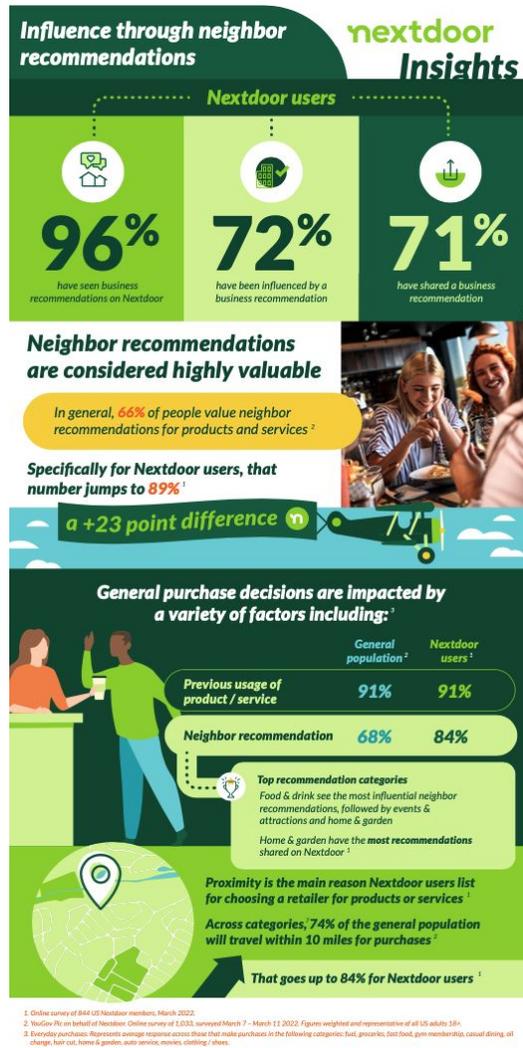
+ Follow Message More

Providing services
Real Estate Marketing, Real Estate Business Consulting, and Brand Marketing

Brandon Other Tips

- Update your cover photo for NHVW!
- Update your title and bio
- Update your website link to be your home valuation site.
- Make a post about the market conditions.
- Make a video and tag some colleagues and/or friends who would be OK with it related to NHVW!

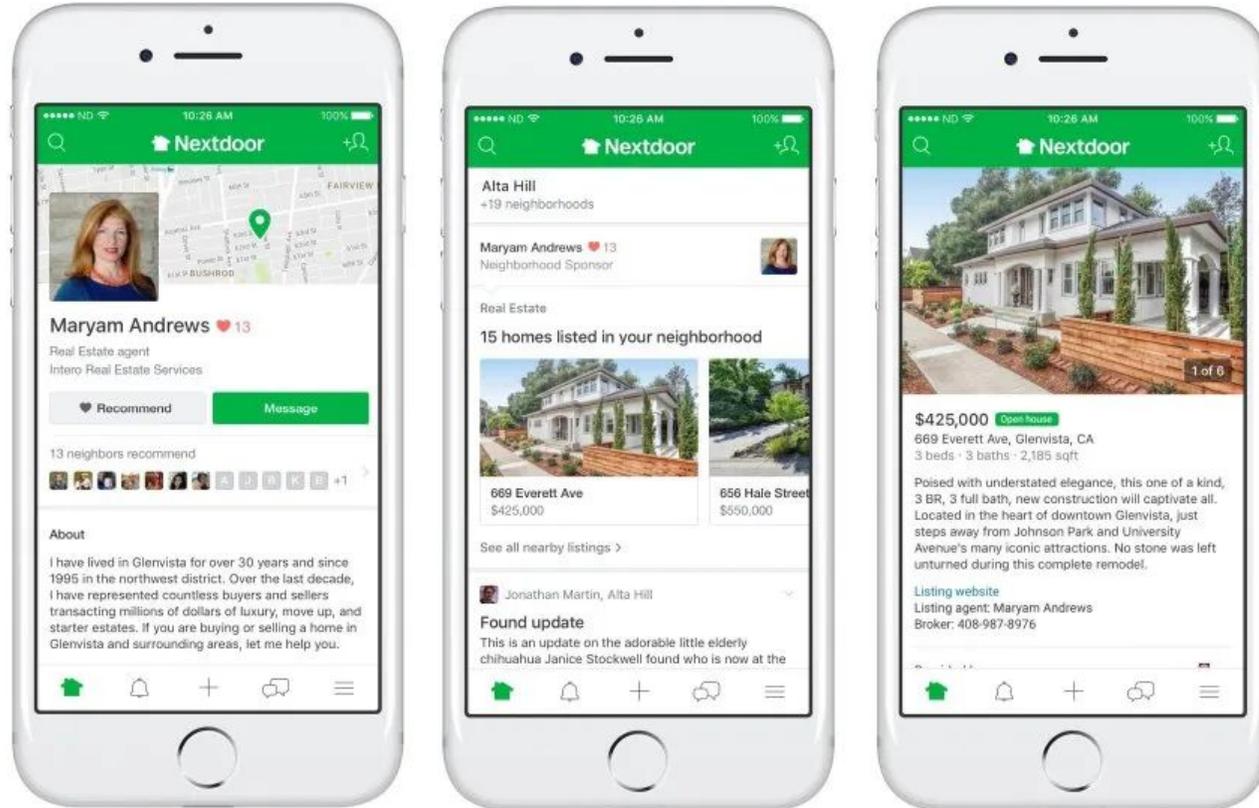
Nextdoor Do's and Do's



Brandon Other Tips

- Make a post and boost it to specific neighborhoods!
- Update your website link to be your home valuation site.
- Make a post about the market conditions.

Nextdoor Do's and Do'nts



Brandon Other Tips

- Make a post and boost it to specific neighborhoods!
- Update your website link to be your home valuation site.
- Make a post about the market conditions.

ANY QUESTIONS?

Agenda

Promoting your HVS: How Top Agents Leverage Social Media

- *Recap of NHVW Day 2*
- *Current State of Social Media*
- *All Things Social: Comprehensive Overview*
- **5 Tips from Social Media Pros**
- *Summary / Preview of Next Webinar*

NHVW
2023
Powered by Percy

Ultimate Authentic Self



Midori O.

- Posts quirky and fun posts
- Does it all herself; loves design
- Doesn't have a schedule, but tries to maintain consistency
- Uses BombBomb to post videos

Leverage Canva for Creative



Dr. Ed

- Creates templates to drive engagement across all networks
- Schedules posts on social media, using images in all of his posts
- Checks on overall metrics from Hootsuite to know what messages are resonating

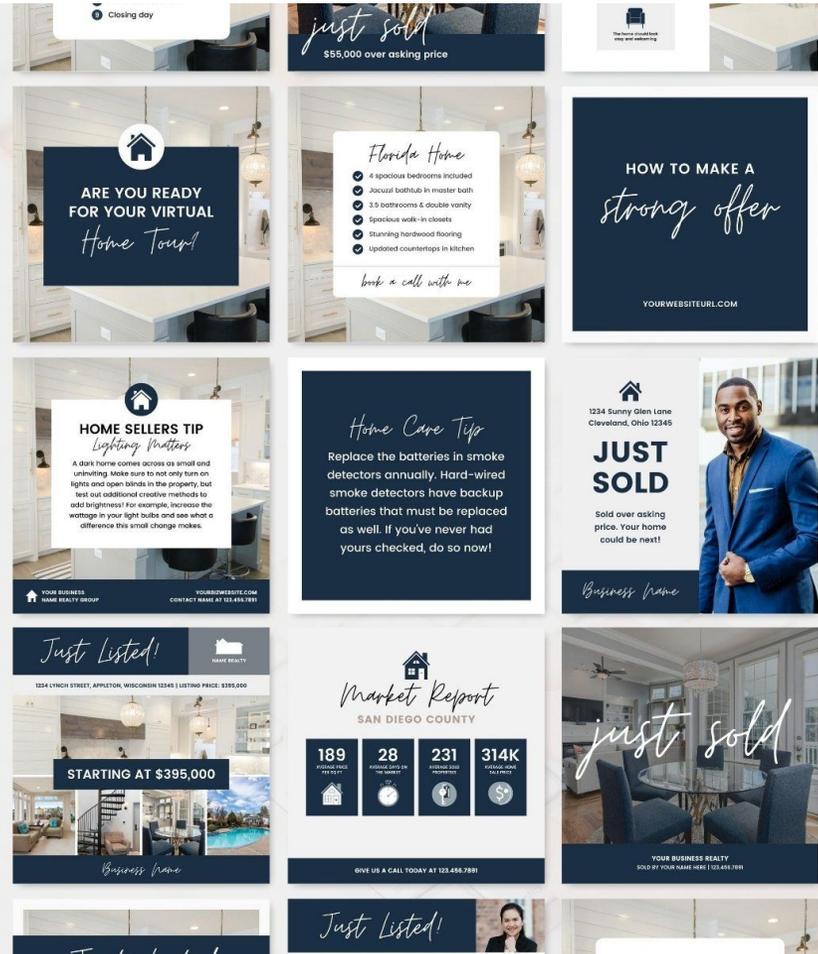
Leverage Canva for Creative

Canva

REALTOR INSTAGRAM TEMPLATES

Create stunning
Instagram Post Templates
for your Real Estate biz in
minutes using Canva!

70+
TEMPLATES



Social Media Blitz by Zipcode



Bill & Myong

- Once a quarter, works with Chalk Digital to conduct a social media blitz.
- Builds ads on social media, targeting their farm area
- Creates print materials related to home valuation by that zip code
- Tests different creative and messaging to know what works.

Social Media Blitz by Zipcode

CHALK
DIGITAL

Leverages Maxa to make it easier to brand



Alistair P.

- Works with their marketing team to create templates inside of Maxa
- Posts just listed, home valuation requests, market updates, and more
- Focuses on a consistent schedule with consistent branding

Leverages Maxa to make it easier to brand

Browse Our Templates
To Create Your Marketing

Q Search Marketing Templates

DIGITAL MARKETING TEMPLATES ▾

- Email Signatures
- Facebook Banners
- Holiday Posts
- Instagram & Facebook Stories
- Office Social Media

PRINT MARKETING TEMPLATES ▾

- Business Cards
- Event Flyers
- Letterheads
- Postcards
- Promotional
- Property Brochures
- Property Flyers
- Resumes



Testimonials



Under Contract



Price Improvement



Open House



Open House



Open House



Fully Outsources to Adwerx



Lisa M

- Creates ads for listings, ads for their sphere, and ads for listings.
- Different messaging and ads used for the different markets
- Directs everyone to different landing pages, including the home valuation tool.

Agenda

Promoting your HVS: How Top Agents Leverage Social Media

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**NH
VW** 2023
Powered by Percy

Summary

- The world has become fully digital
- 90% of Realtors use Facebook to promote
- Video + images work; they drive more views and engagement
- Leverage the Core 5 Networks
 - Facebook
 - Twitter
 - LinkedIn
 - Instagram
 - Nextdoor
- Be creative and post consistently!



Next Steps

- Leverage [our templates](#) to help you
- Use your home valuation site and copy/paste it on your social networks
- Update your bios and links
- Update your profile photo and cover photo to reflect National Home Valuation Week!
- Pin posts on the various social networks
- Create posts, stories, and reels, and test out different messages
- If a post is working for you, boost it!



Coming Up! *Tomorrow @ 1 pm ET*

PERCY^{AI}

National Home Valuation Week 2023

Winning Best Practices to DOUBLE Your Repeat Business and Referral Business



Presented by:

Brandon Carroll

Vice President, Client Success
brandon@percyai

Winning Best Practices to **DOUBLE** Your Repeat Business and Referral Business

Hosted by:

Brandon Carroll,
Percy Vice President - Client Success

ANY FINAL QUESTIONS?

PERCY^{AI}

WE VALUE YOUR PARTNERSHIP.