

TECHNOLOGY

Social Networking and the Connection with Real Estate

By Amy Chorew, Matthew Ferrara Seminars

Your family, friends and business connections are using many different social Websites to locate and share content. Some are reviewing articles, uploading photos and videos in addition to writing Blogs.

What is a Blog? An online diary; a personal chronological log of thoughts published on a Web page; also called WeBlog, Web log. Typically updated daily, Blogs often reflect the personality of the author. **Related terms:** Blog, Blogged, Blogging v, Blogger n, (*dictionary.com*).

Other people use Blogs to write restaurant and product reviews. Social networks have become quite popular and very common among both the public and professionals. Many of your clients and business connections have accounts in one or more of social networks. Some of the more effective for real estate are:

LinkedIn: Is designed as a professional network. Build a network of past colleagues, friends, and industry experts. The Answer section helps you build a reputation as an industry expert. Ask people to write recommendations of your work and endorse you.

RealTown: Is one of the oldest and most respected real estate networks, featuring a variety of online communities as well as a wealth of community created content. This is a great place to be found and seen.



Amy Chorew

ActiveRain: Is a social network for real estate professionals. Great networking and referral building happens here. The Blogging platform has all the right tools to allow even the newest of real estate professionals to be found on the Internet.

Plaxo Pulse: Is a public profile that is not static; it's constantly changing with an enriched aggregated stream of the content that you are creating all over the Web. You have refined control of what content and information you include in your profile. The result is that you have control and portability of your public identity.

Yelp: Use Yelp.com to find good restaurants, review insider information and perspective, obtain helpful tips and tricks for wherever you may be traveling to. Contribute to the community with your own reviews. This is a site where consumers are reviewing information from real estate professionals, especially what's going on in the area.

Facebook: Try not to get caught up with the extraneous applications like "poking", and "throwing sheep". This site is very attractive to the X and Y generations. Post what you have to offer as a professional and invite consumers to read your Blog post. This site is where people want to be introduced and get to know you on their terms. Keep the information

Continued on page 7.

quantitative and professional until they feel comfortable to reach out proactively.

MySpace: Another social network for the X and Y generations. If you have a strong client base in this area, you should consider having a profile page on this site as well.

7 Actions Steps to Social Networking Success

Follow these six action steps to become more connected, more plugged in, have more face time with Internet empowered consumers AND increase leads and become more efficient.

#1 – Connect: Add two contacts per week on either LinkedIn or Facebook. It's a great way to connect with people and jump-start opportunities. If you simply add two people per week that will be 102 new people per year that are in your network and who you can possibly work with or who you can obtain referrals from.

#2 – Master a Real Estate Community: (Realtown or ActiveRain) create a real estate profile, introduce yourself and become involved. Make connections with influential members (BUT DON'T sell). Once you have made contributions and added perceived value, feel free to share your products or services with the other members of the forum.

#3 – Post on your Blog: Make sure you are adding relevant content a few times a week to your Blog. In today's world where consumers are educating themselves on the Web, it is important you are perceived as a subject matter expert or consultant versus a sales person. We can find sales people everywhere, but if you are perceived as an expert at your craft you will attract attention to your product – YOU. Need I say more?

#4 – Answer: Answer three questions per week on your area of expertise on Yahoo! Answers, Trulia Voices, or any of the other sites. Provide your Link ("Link

Drop") to one of your sites every third answer.

#5 – Read a few relevant Blogs that interest you: These should be viewed as highly influential. Comment at least once per week on one of these. Once in a while email the author to let them know you enjoy their content. When they have content you want to link to, simply ask and they will happily oblige.

#6 – Focus: Stay away from time wasters. Your Internet marketing activities should be deemed as an "income generating." If you aren't generating substantial traffic or links, don't waste your time. Track your efforts closely and make sure you monitor where your results are coming from.

Amy Chorew is a national trainer who is highly experienced at helping managers and agents maximize the opportunities that technology offers them. ■

ASc
Advantage Services Construction, Inc.
AdvantageRemodel.com
503.256.0579

Specializing in kitchen design and remodeling

Designs by Jeff Lightfoot
cell 503.720.0761

CCB# 23482 WA Lic#: ADVANSC933MO

Jack Graham, P.C.

Attorney M.B.A.

EXPERT IN REAL ESTATE BROKERAGE AND PROPERTY MANAGEMENT LAW

After many years as a Manager with both the Oregon Real Estate Agency and the Washington Real Estate Division, I established a law practice in 2002. I work exclusively in real estate providing assistance to brokers, property managers, and their clients. No matter where you are located in Oregon, I am able to:

- ADVISE** your buyers and sellers regarding legal documentation and disputes related to their real estate transactions.
- ASSIST** in negotiating the terms of real estate transactions.
- HELP** licensees develop office procedures and policy manuals.
- COUNSEL** you in complying with Real Estate Agency laws and rules.
- REPRESENT** you in Real Estate Agency audits and investigations.
- TESTIFY** as an expert witness in civil and administrative law proceedings.
- INSTRUCT** continuing education classes including risk management.

530 Center St. NE, Suite 700, Salem, OR 97301
• 503-364-1117 • Fax 503-217-0477
• jgrahamlaw@earthlink.net