

AUDIENCE POLL

How Often Do You Interact on LinkedIn?

- And Do What?
- Rarely
- Monthly
- Weekly
- Daily

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AUGUST 2019



ENHANCE YOUR LINKEDIN® PROFILE FOR REAL ESTATE

WHAT'S TRENDING NOW

Hosted by: Jim Marks & Ryan Rockwood

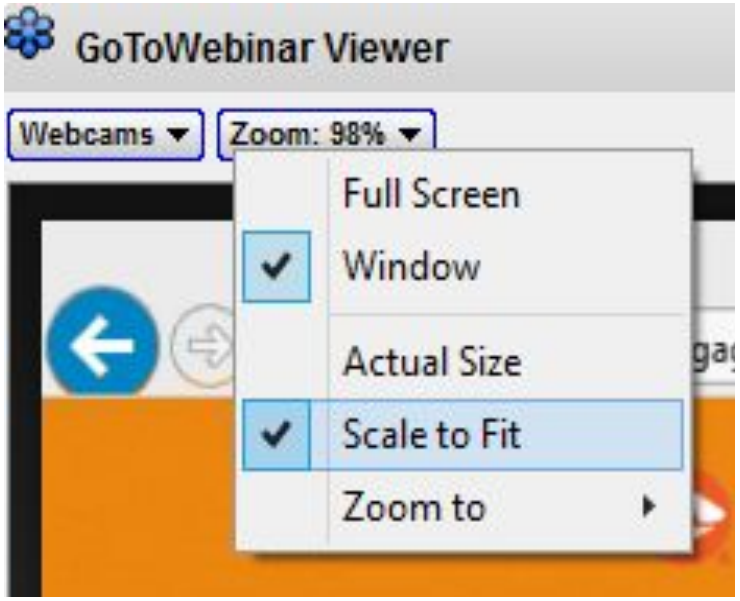
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1) YOU ARE MUTED FOR THE DURATION OF THE WEBINAR

to eliminate noise interference and minimize presentation interruptions. As much as we would love to open the webinar up to discussion, there are too many people to do so effectively.



2) THIS WEBINAR WILL LAST 60 MINUTES

Our goal is to complete our presentation within 50-55 minutes and open up the last 5-10 minutes for questions



3) THIS WEBINAR IS BEING RECORDED

PNC Bank will post the recording on their website (custom link to be given at the end of the webinar)

IMPORTANT HOUSEKEEPING

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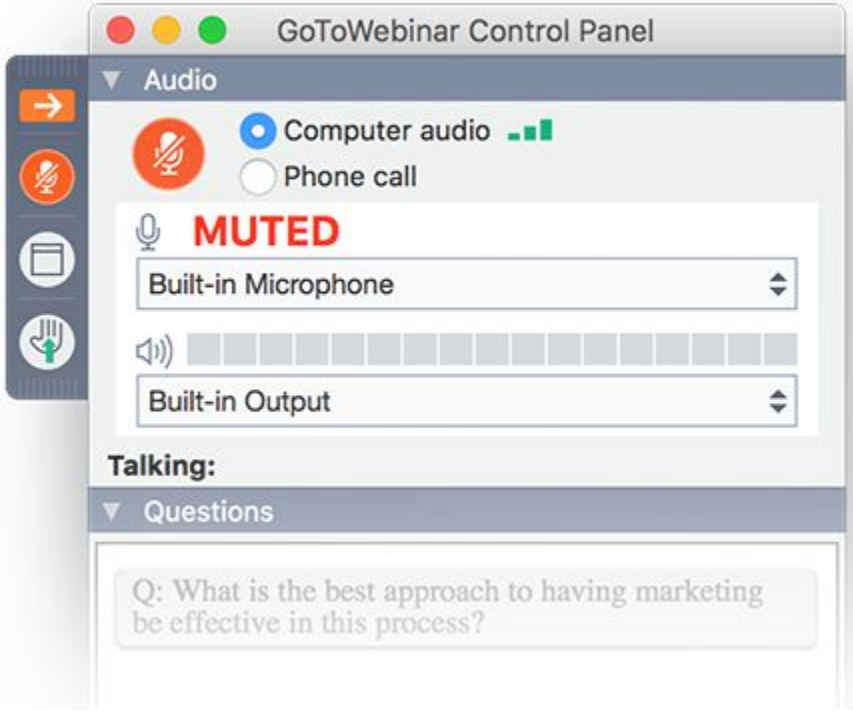
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HAVE QUESTIONS?
Not A Problem!

Locate the Questions Panel.

You CAN type a question in your control panel.

We will do our best to answer it.



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If we teach it on this webinar series, it's been



- ☑ Tried
- ☑ Tested
- ☑ Approved



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Poll Results

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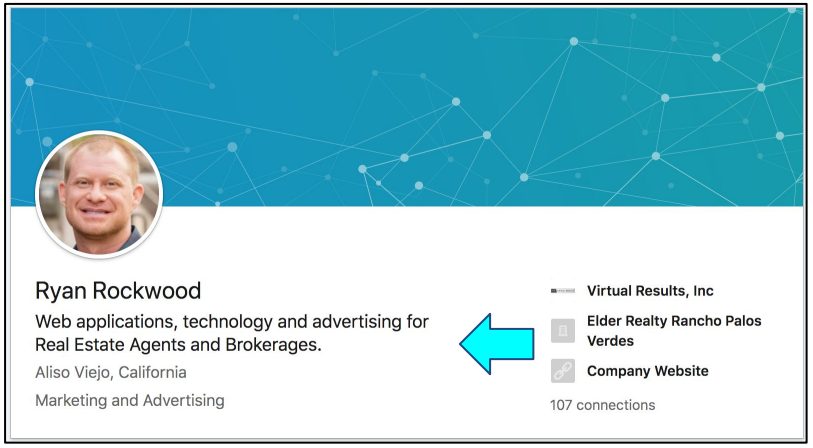
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YOUR LINKEDIN PROFILE > HEADLINE

As one of the most prominent elements on your LinkedIn profile, you can set yourself apart from the majority of other real estate professionals

Examples:
Coastal California Luxury Home Expert
Selling Brooklyn Lofts since 2010
Relocating Families to Seattle for 20 years
Denver's Top Producer since 2015



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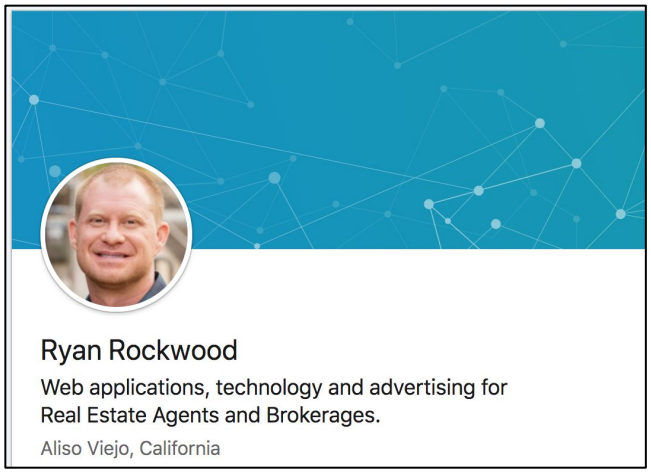
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YOUR LINKEDIN PROFILE > HEADSHOT & BACKGROUND

Your headshot and the background photo are the first things visitors see on your profile page, on their search results and on your Invitations to Connect, so great ones are crucial. Don't settle for the stock background images.



Imagine that your target customer will view it and make sure you have the grooming, attire and background images that convey what you want...you may want casual and friendly, you may want hard-driving and tough.

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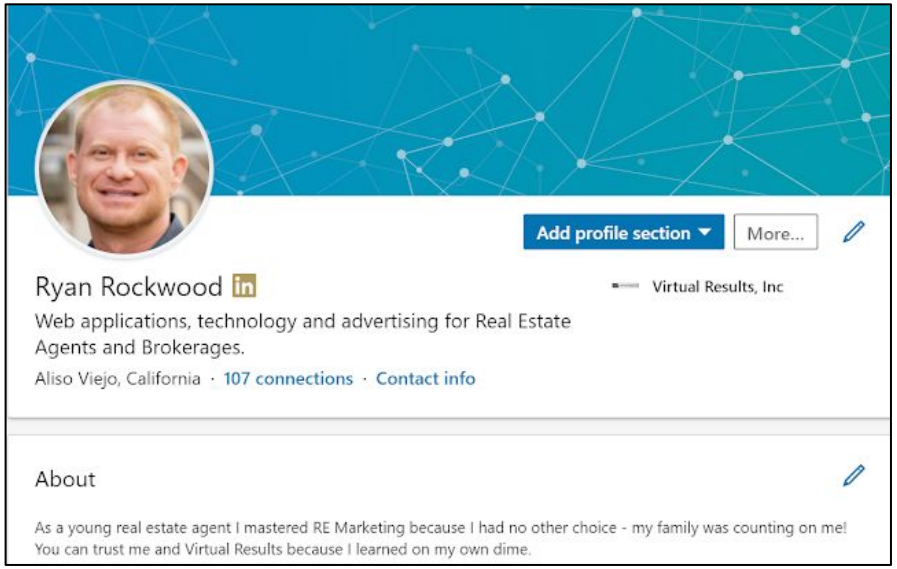
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YOUR LINKEDIN PROFILE > A COMPELLING SUMMARY

For your profile summary, build on your headline and create a concise description of your approach to serving customers. Your goal is to get interested parties to connect with you so highlight your qualities and achievements



*Photos must be high resolution and cropped properly.

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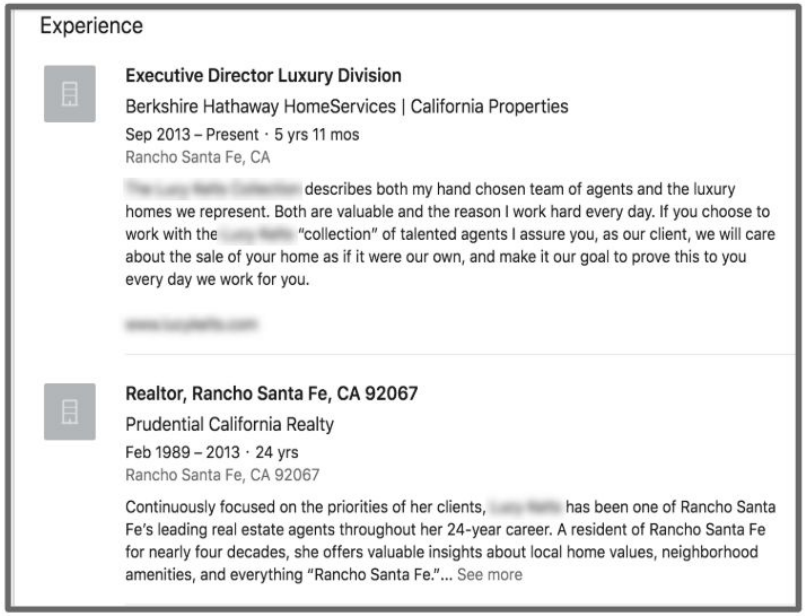
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YOUR LINKEDIN PROFILE > EXPERIENCE, SKILLS & ACCOMPLISHMENTS

Some prospective clients will dig deep and compare your experience, skills, education and accomplishments. Take the time to provide a detailed and full picture of your professional background and skills. It's best to avoid sounding too much like a resume...but it is a chance to brag in good taste.


Experience

Executive Director Luxury Division

Berkshire Hathaway HomeServices | California Properties

Sep 2013 – Present · 5 yrs 11 mos

Rancho Santa Fe, CA

[redacted] describes both my hand chosen team of agents and the luxury homes we represent. Both are valuable and the reason I work hard every day. If you choose to work with the [redacted] "collection" of talented agents I assure you, as our client, we will care about the sale of your home as if it were our own, and make it our goal to prove this to you every day we work for you.

[redacted]

Realtor, Rancho Santa Fe, CA 92067

Prudential California Realty

Feb 1989 – 2013 · 24 yrs

Rancho Santa Fe, CA 92067

Continuously focused on the priorities of her clients, [redacted] has been one of Rancho Santa Fe's leading real estate agents throughout her 24-year career. A resident of Rancho Santa Fe for nearly four decades, she offers valuable insights about local home values, neighborhood amenities, and everything "Rancho Santa Fe."... See more

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YOUR LINKEDIN PROFILE > RECOMMENDATIONS & ENDORSEMENTS

LinkedIn provides a Recommendations section that shows testimonials from former clients. Ask past clients and colleagues to recommend you.

Also, you'll see a section for Endorsements. These are best if they come from a colleague or authority in a field. A good way to build out your LinkedIn endorsements page is to endorse others and encourage reciprocity!



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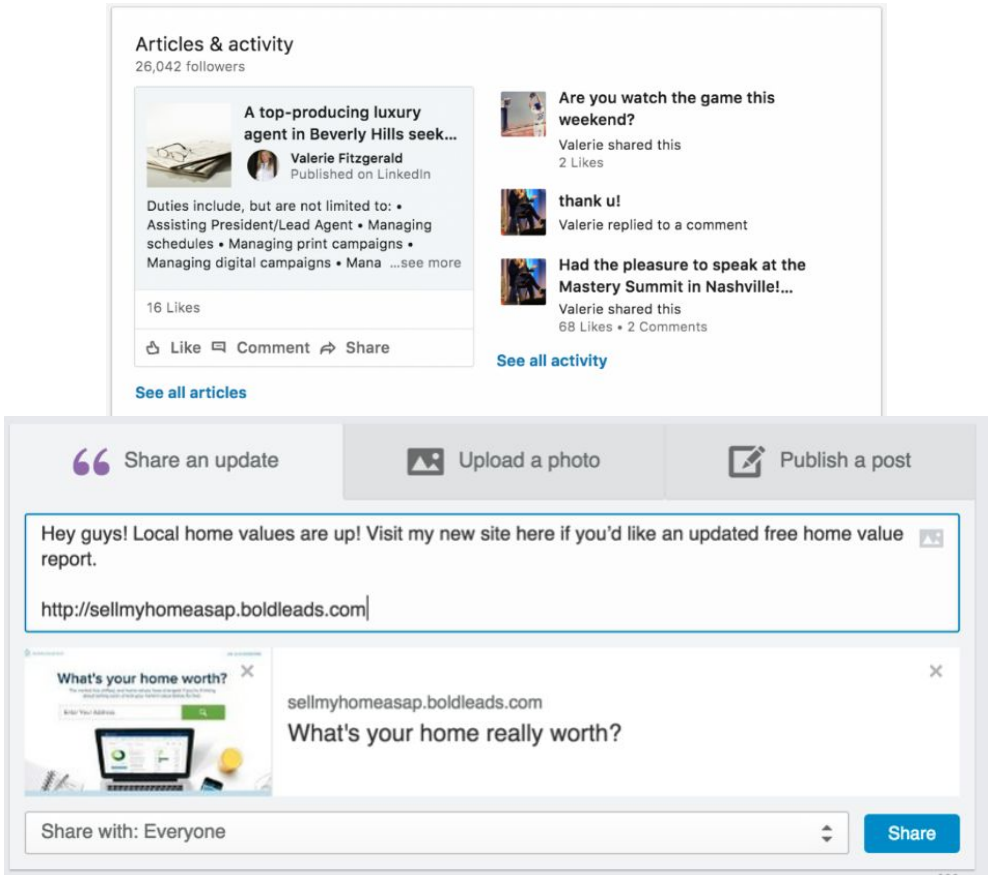
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YOUR LINKEDIN PROFILE > GREAT CONTENT

Establish yourself as a professional in your field by posting about local market advice, notable recent accomplishments.

Direct visitors to your website, particularly pages with lead capture opportunities.

Stay front of mind with your followers and connections.



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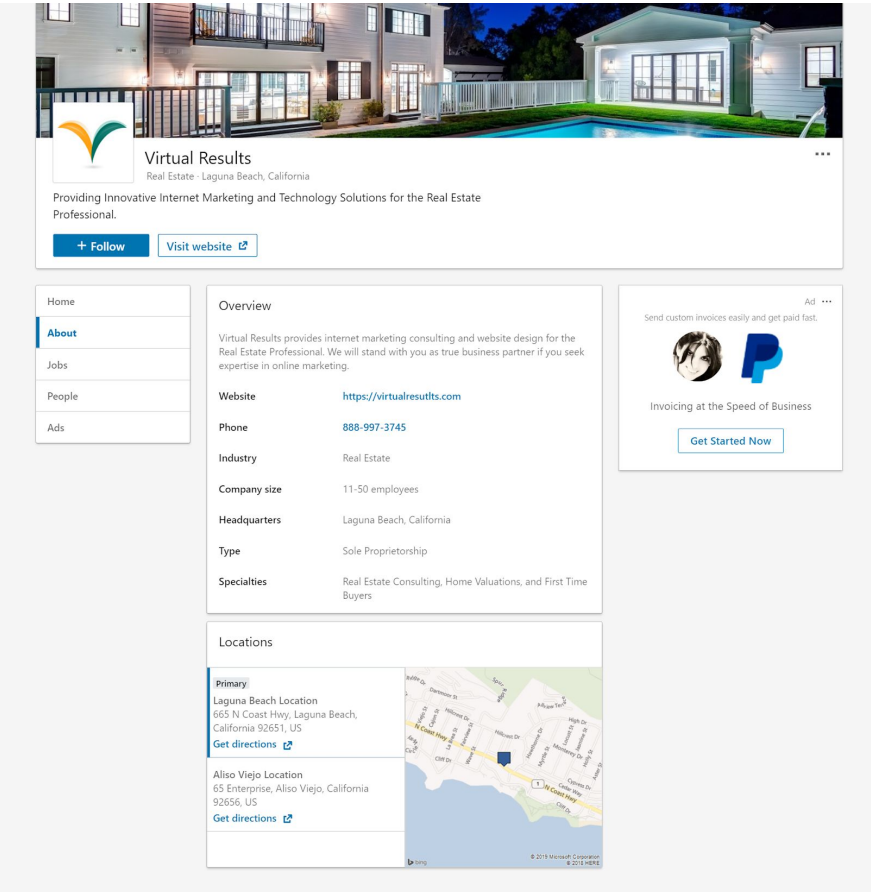
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WHY WOULD YOU WANT TO BUILD A COMPANY PAGE?

- Leverage and Build Exposure for Your Brand.
- Create Specific Showcase Pages to Highlight Services.
- Share Updates and Provide a Variety of Posts that Individual Team Members can use on their personal networks.



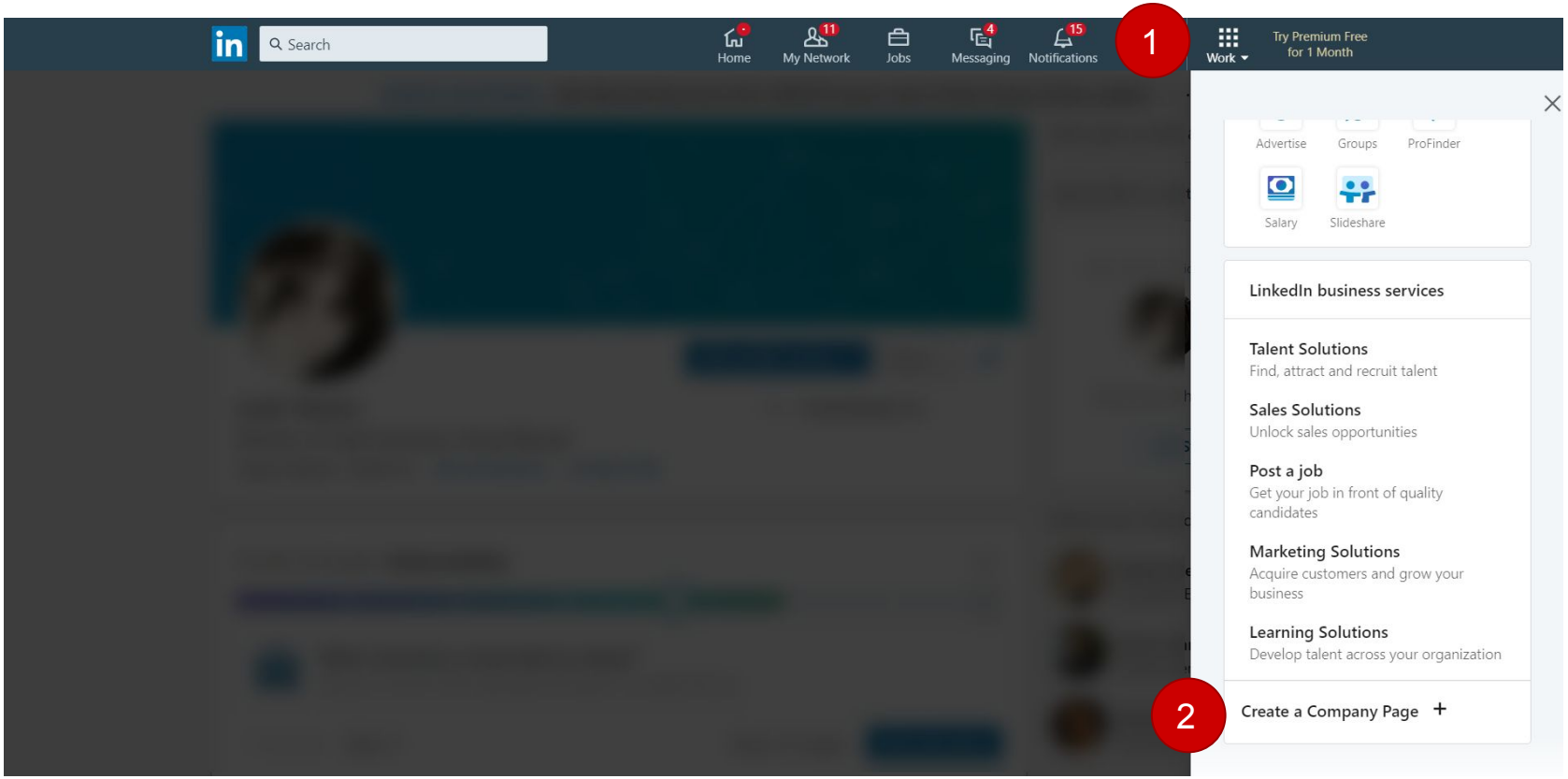
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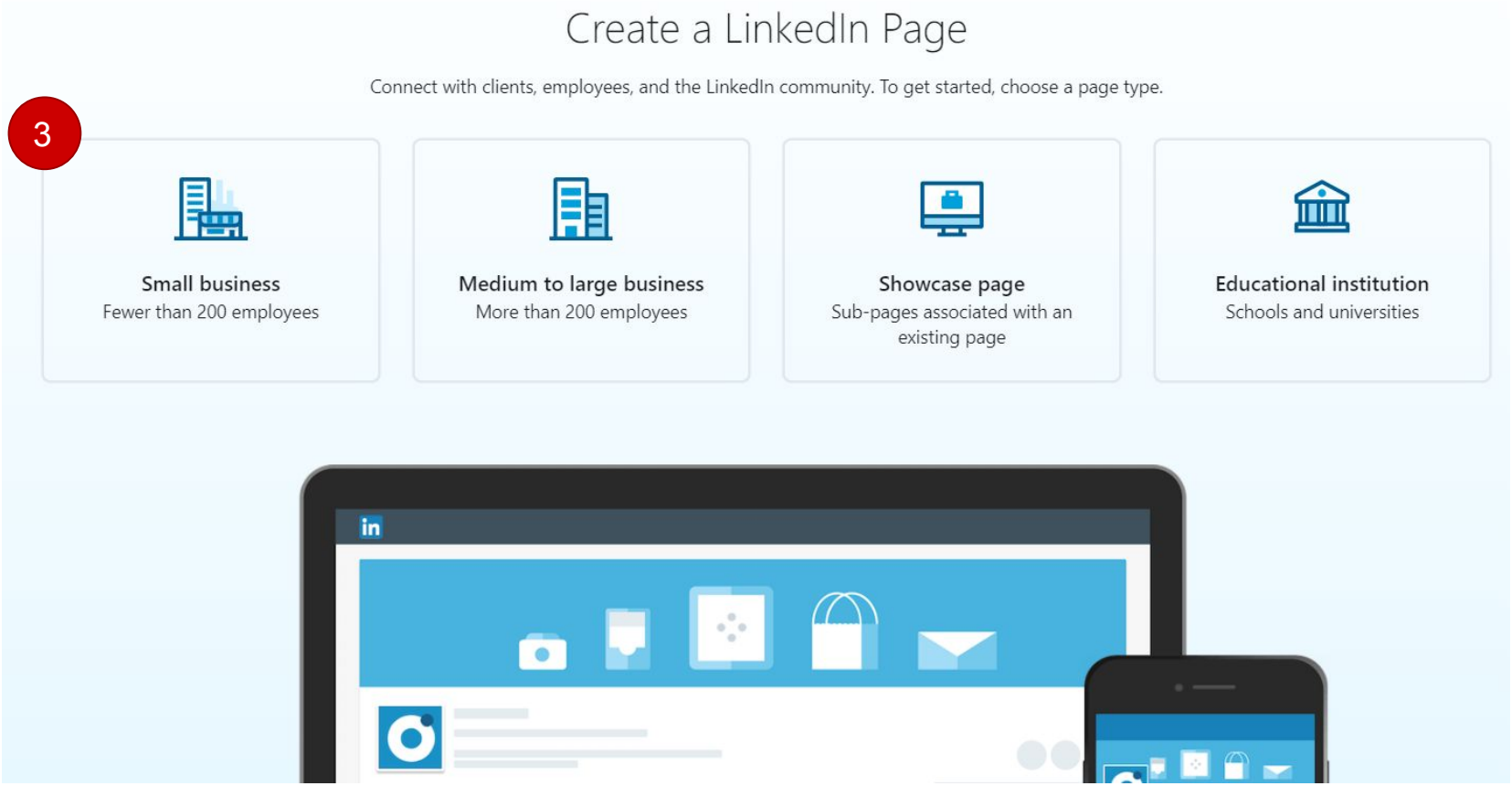
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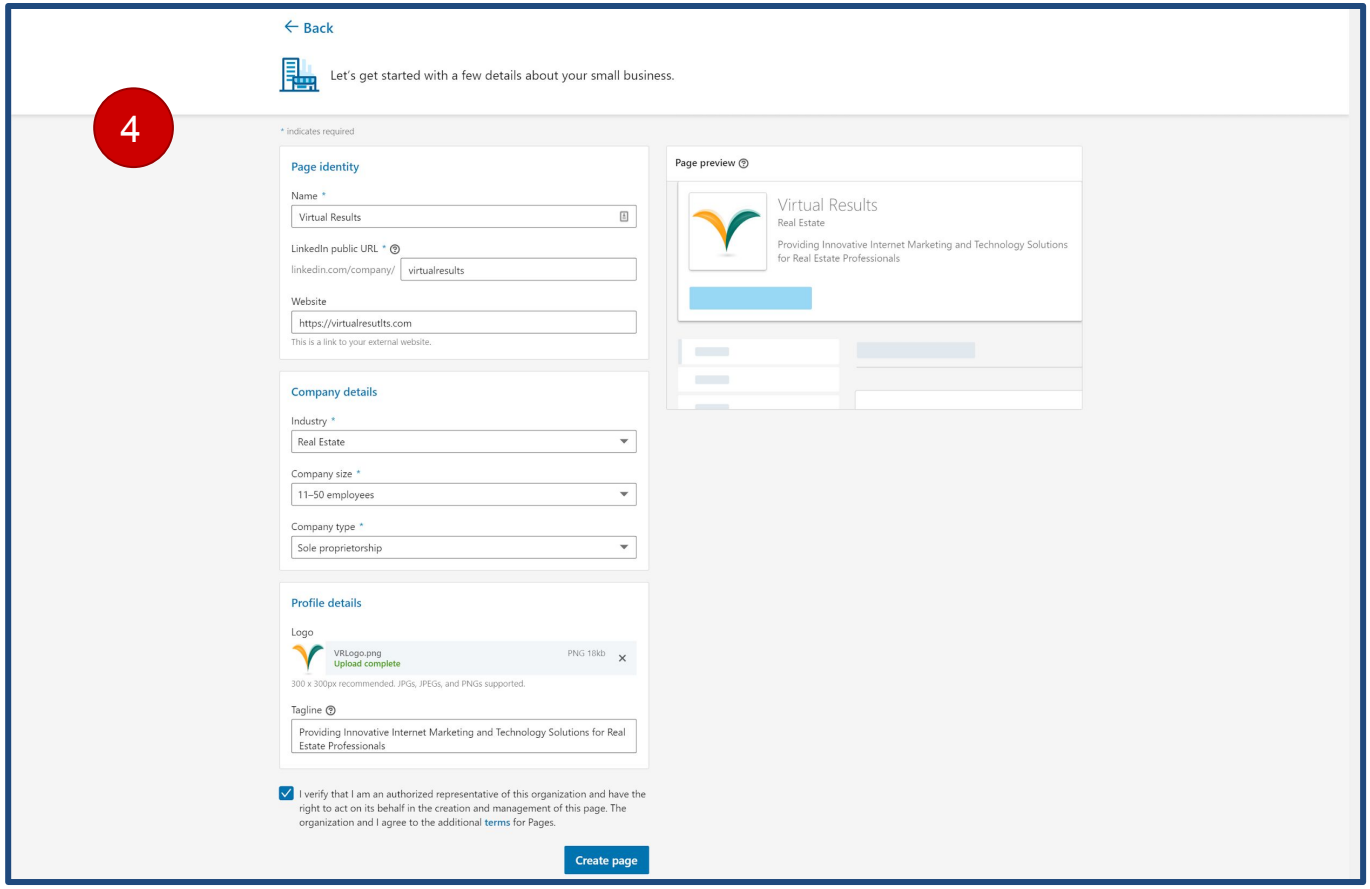
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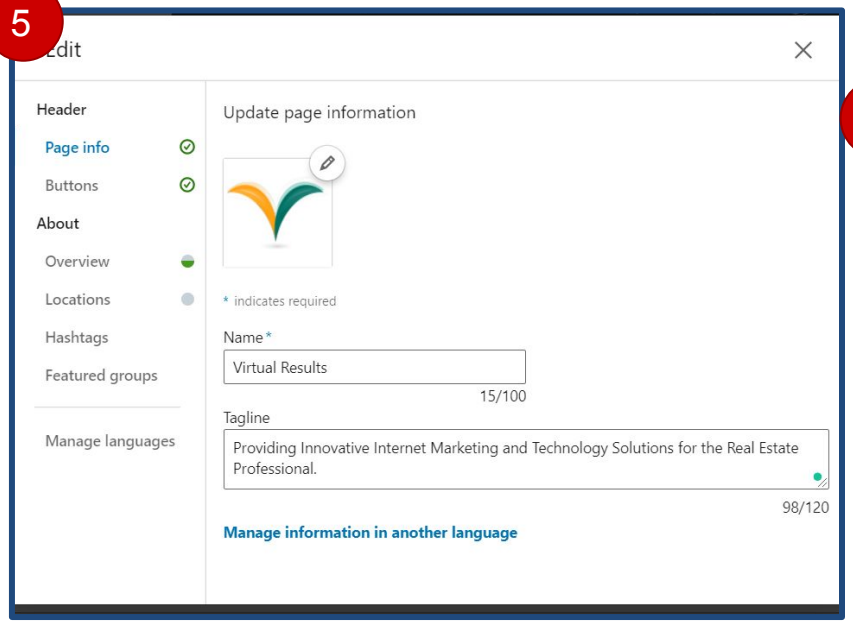
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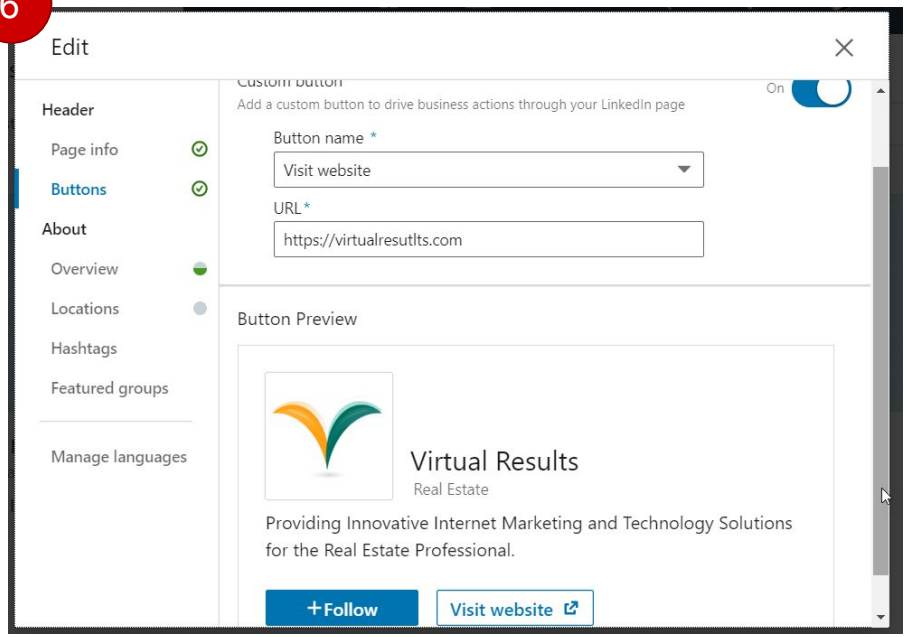
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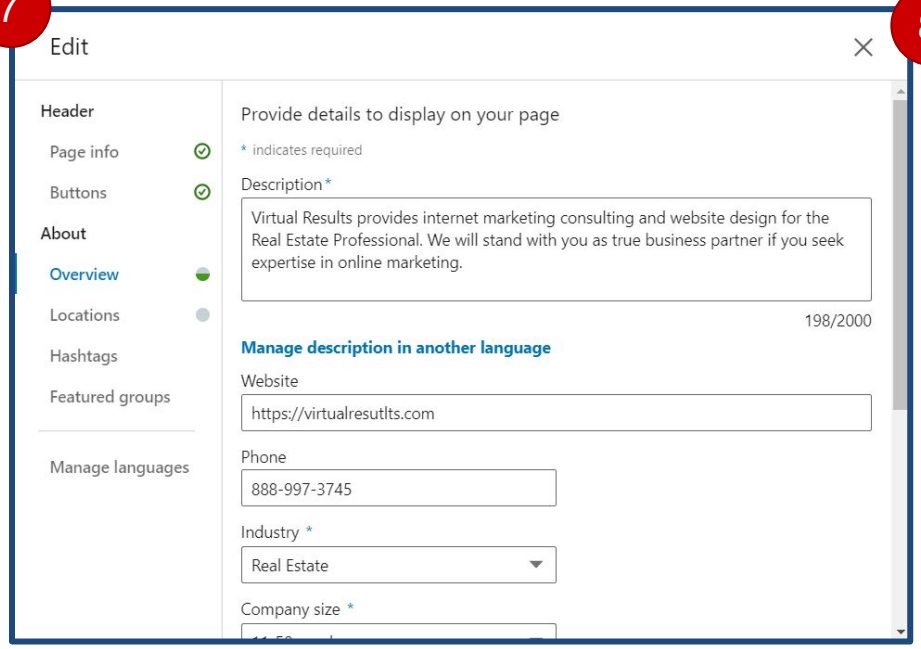
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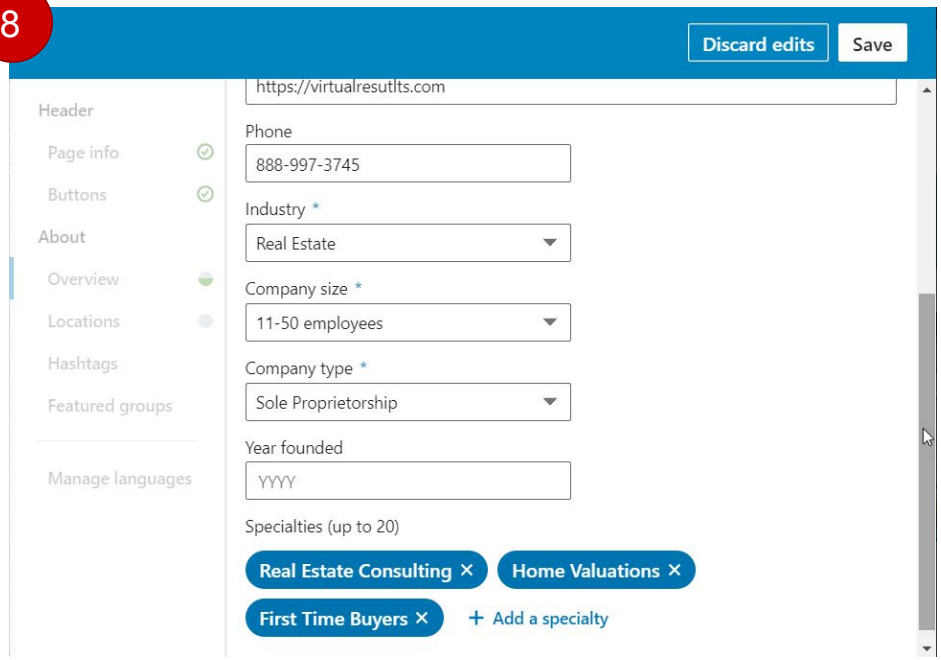
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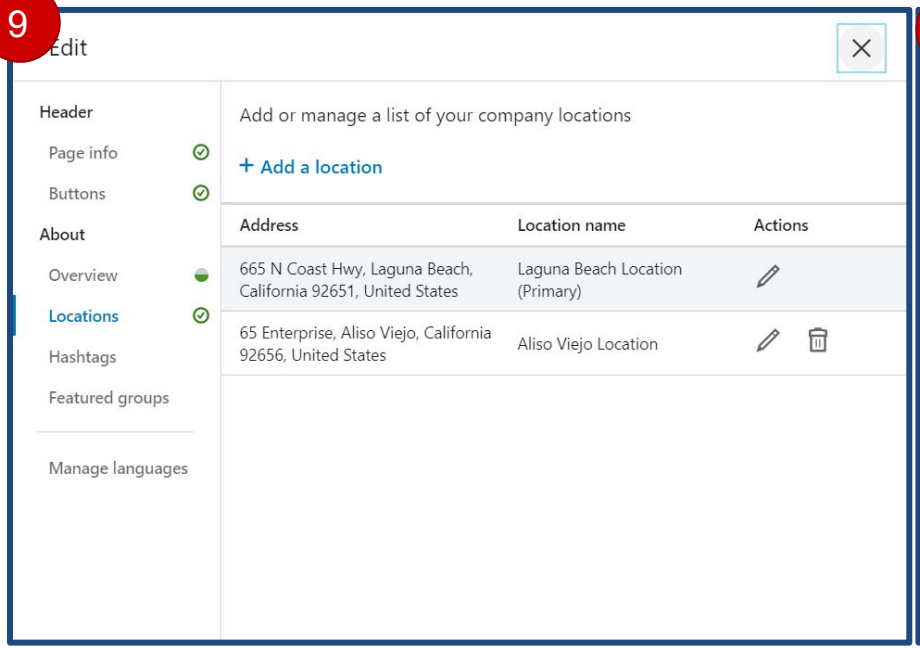
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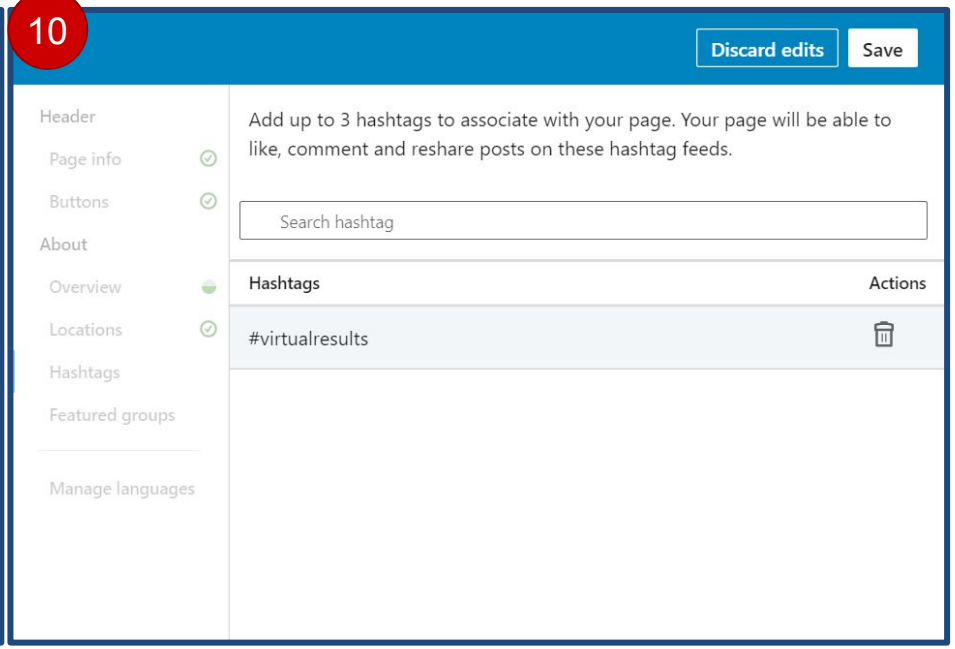
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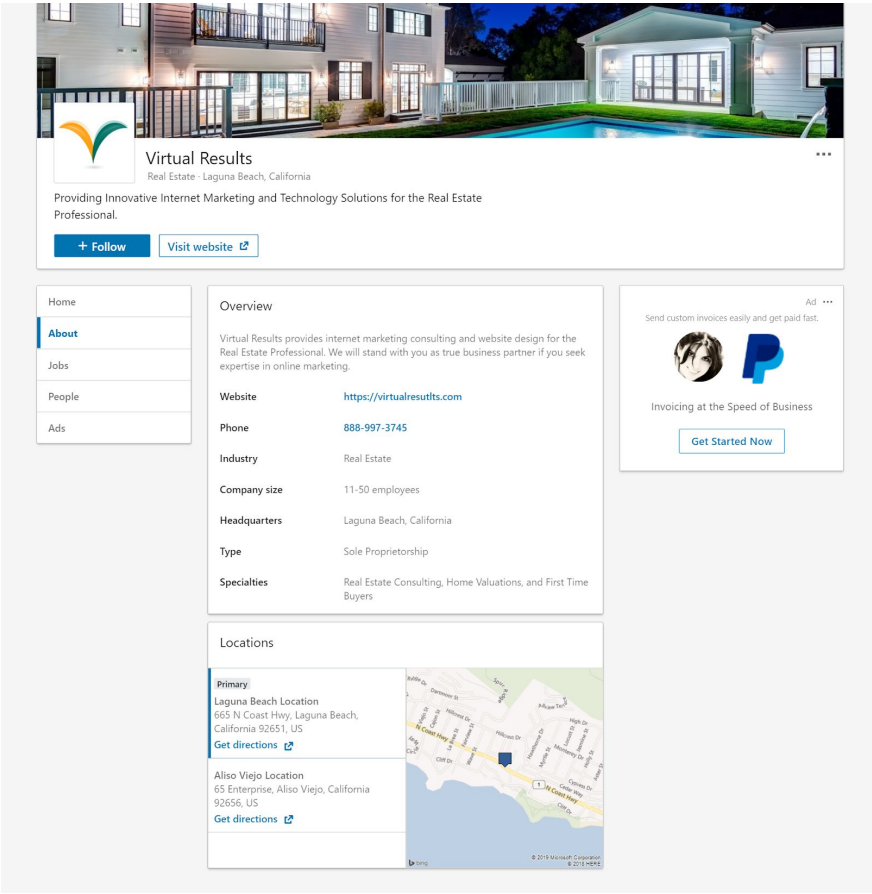
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AND SET UP IS DONE!



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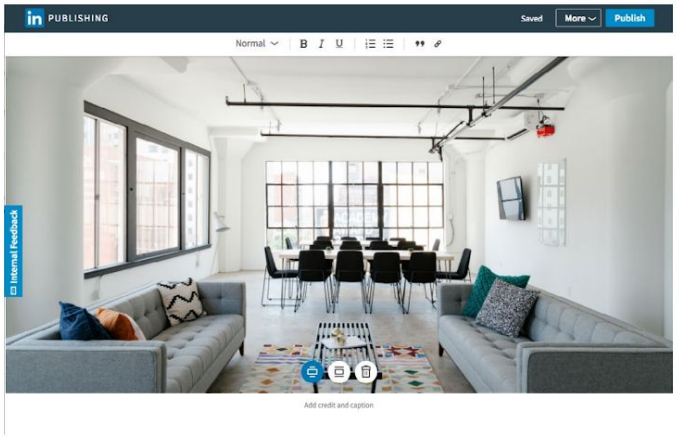
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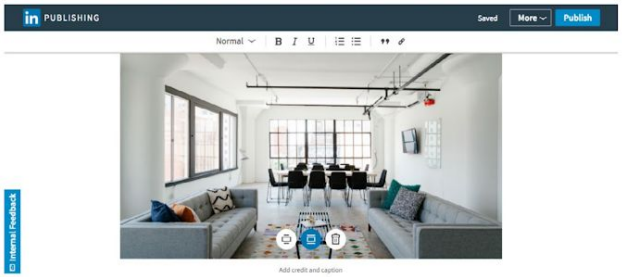
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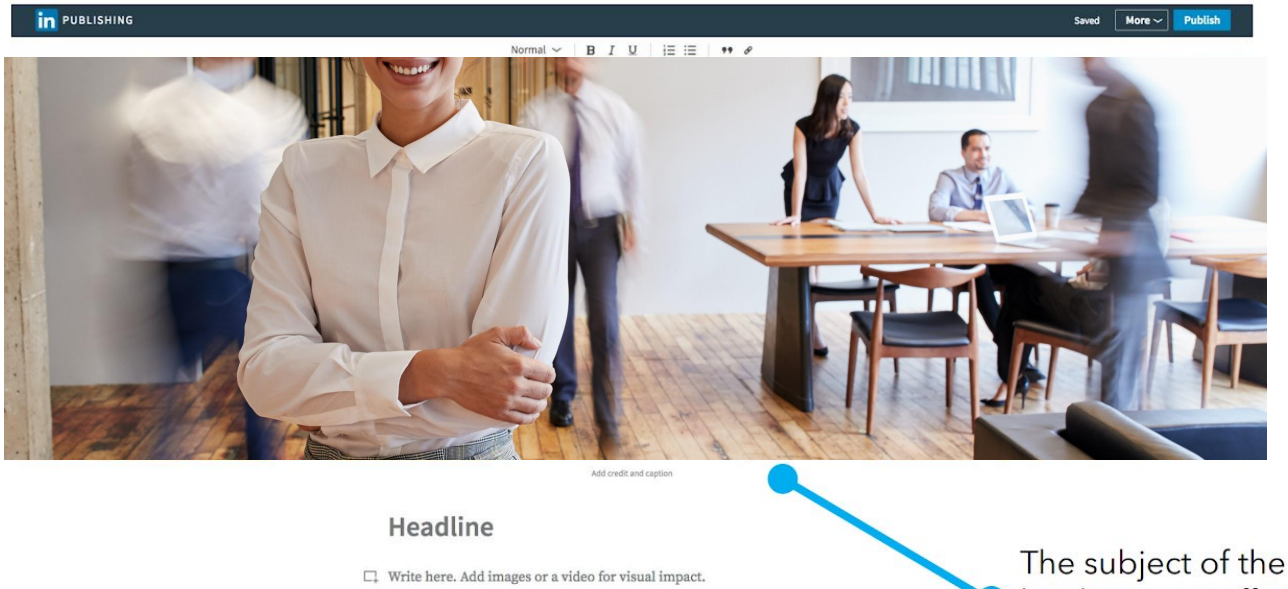
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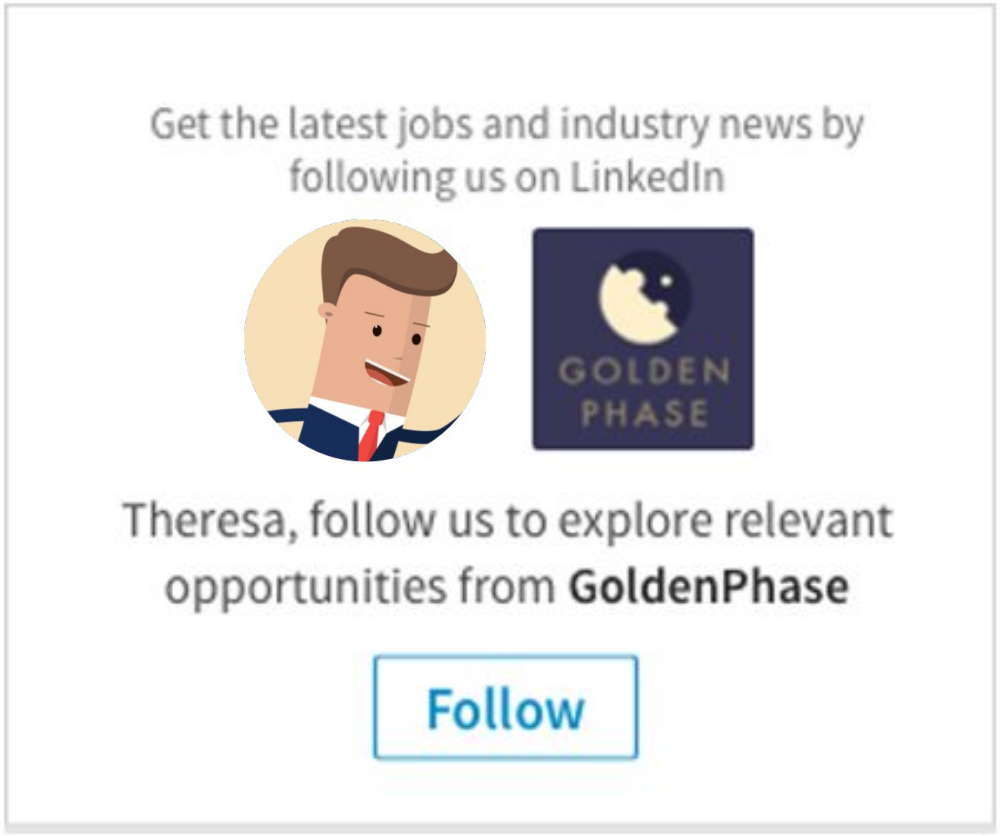
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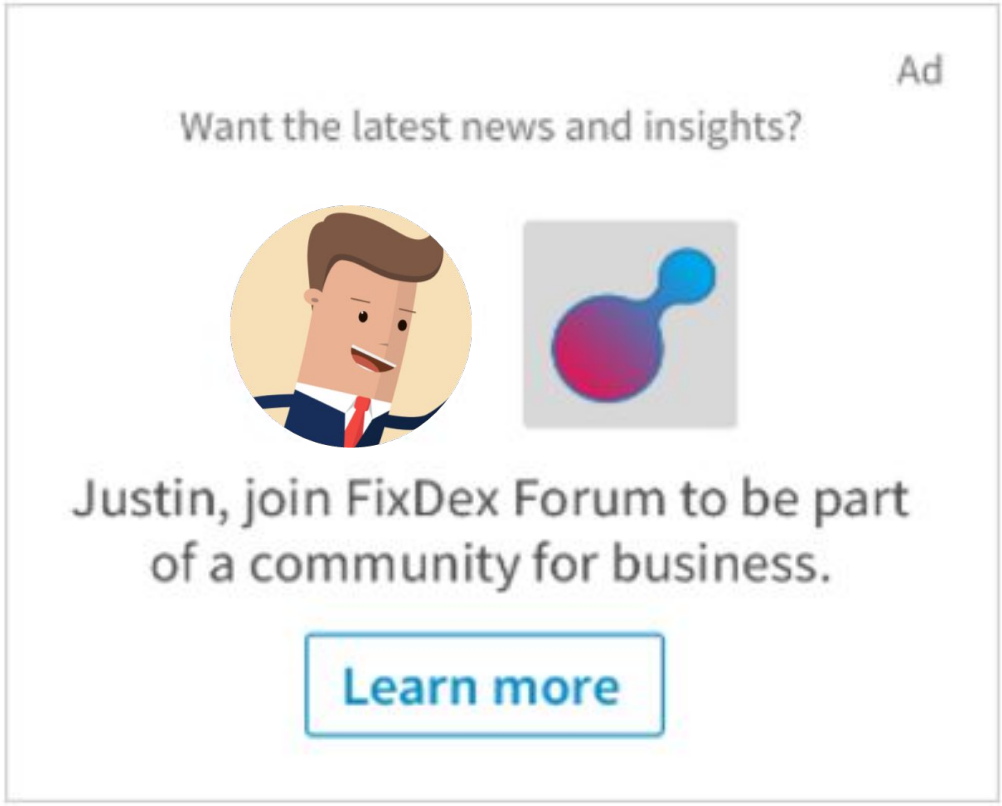
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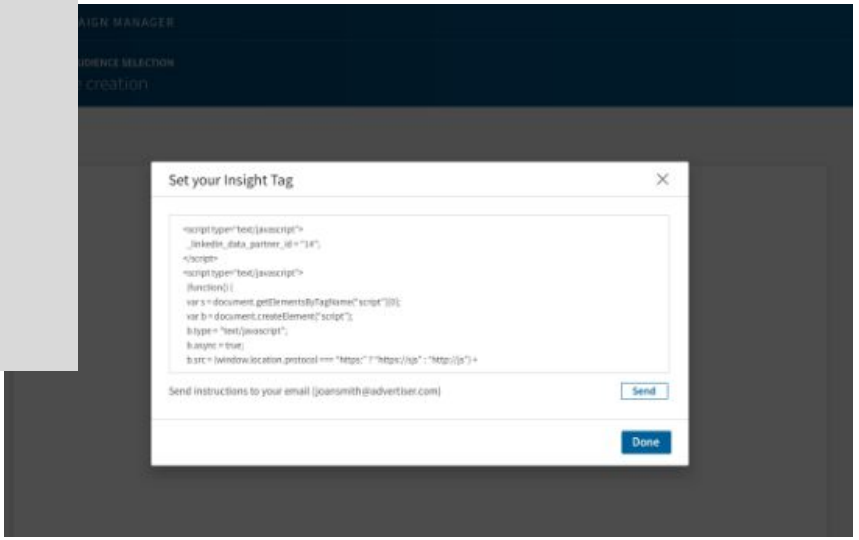
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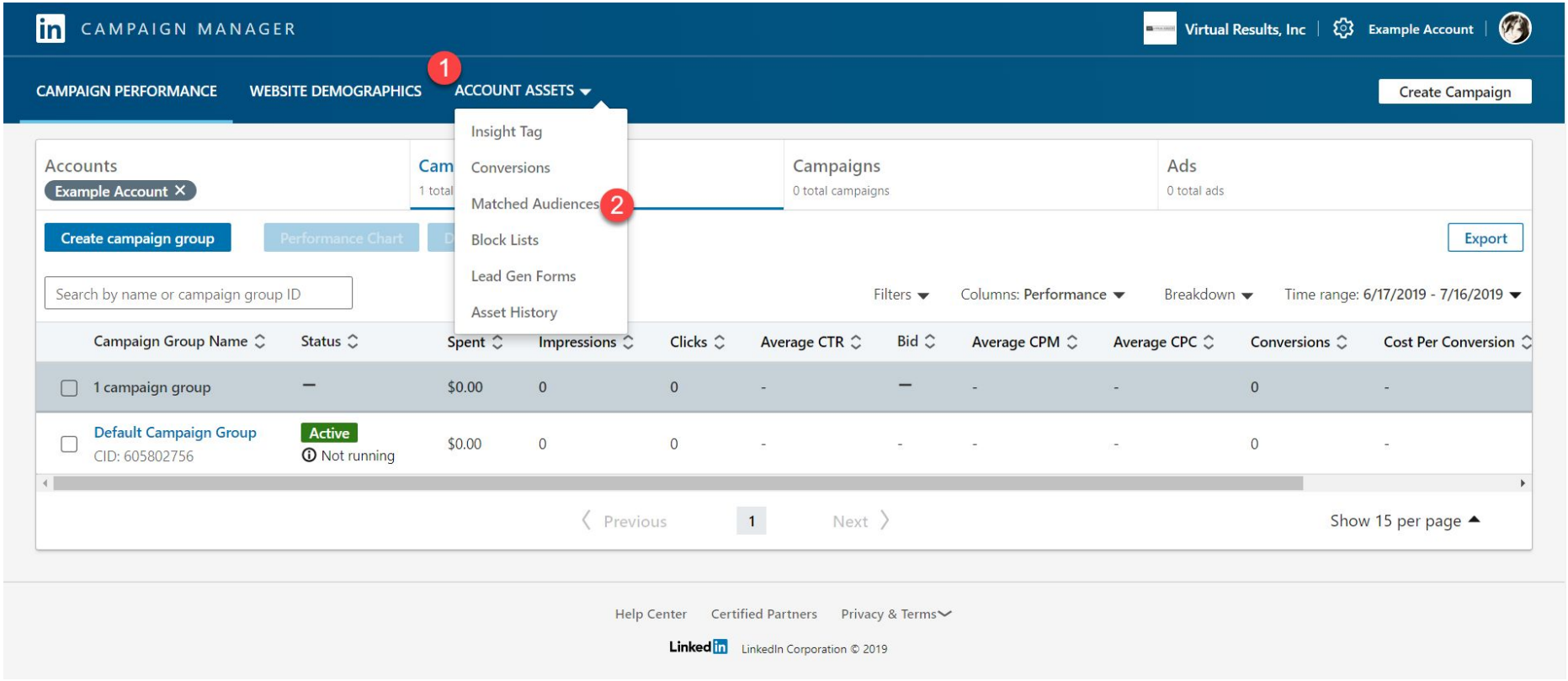
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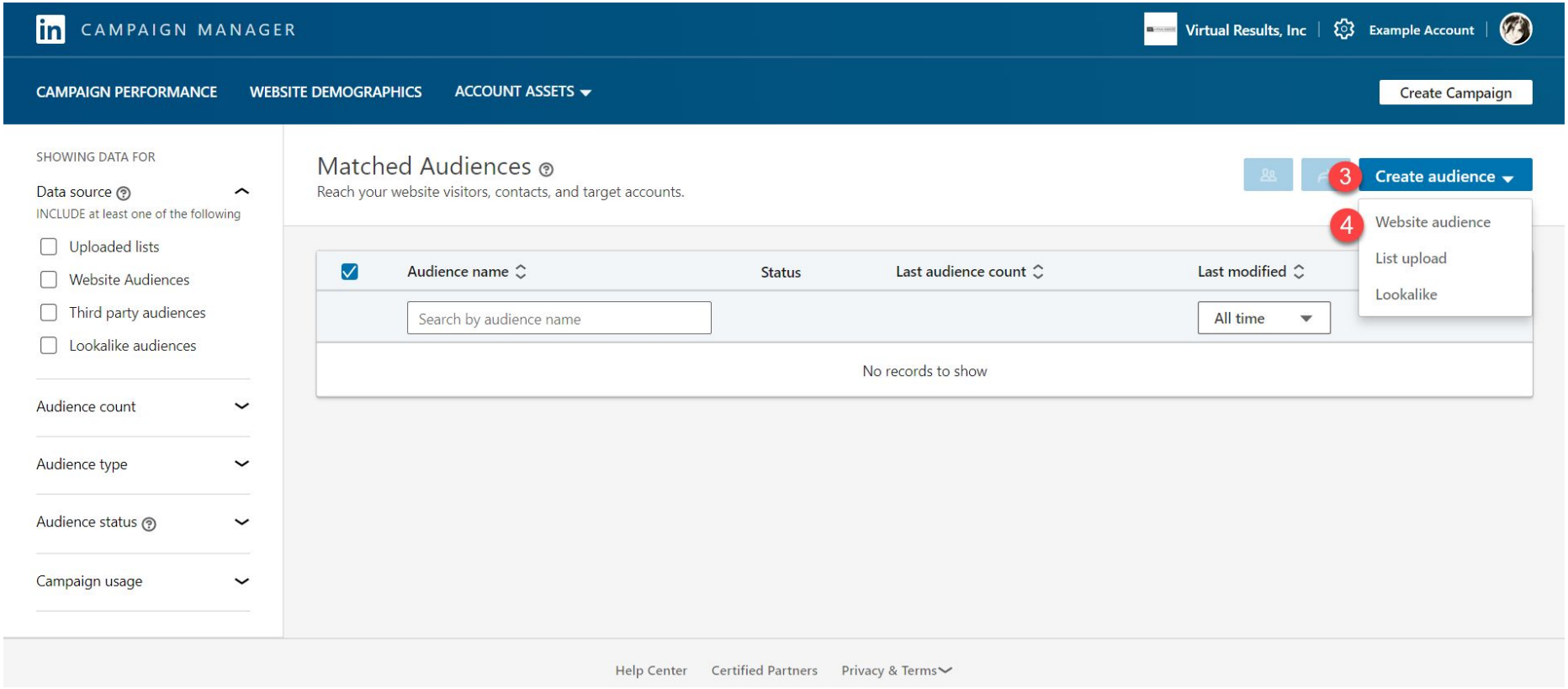
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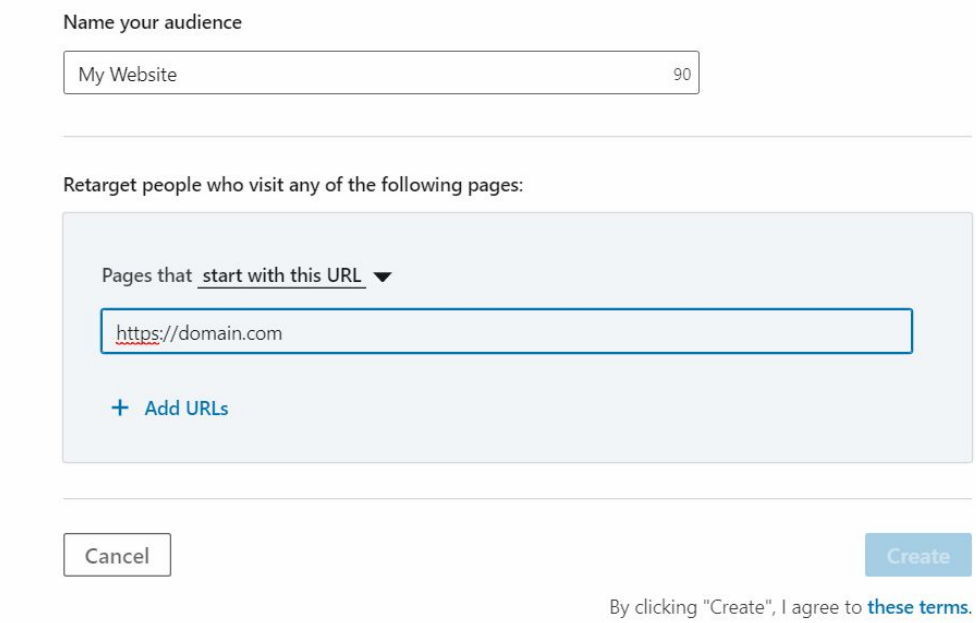
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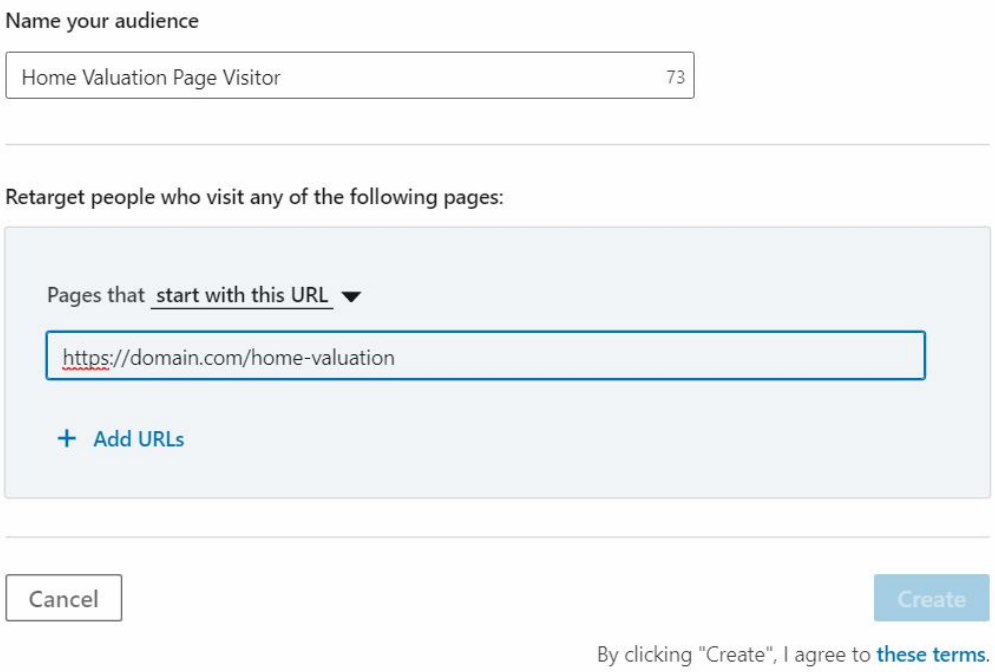
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6. GENERAL PAGES
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   - Blog Page
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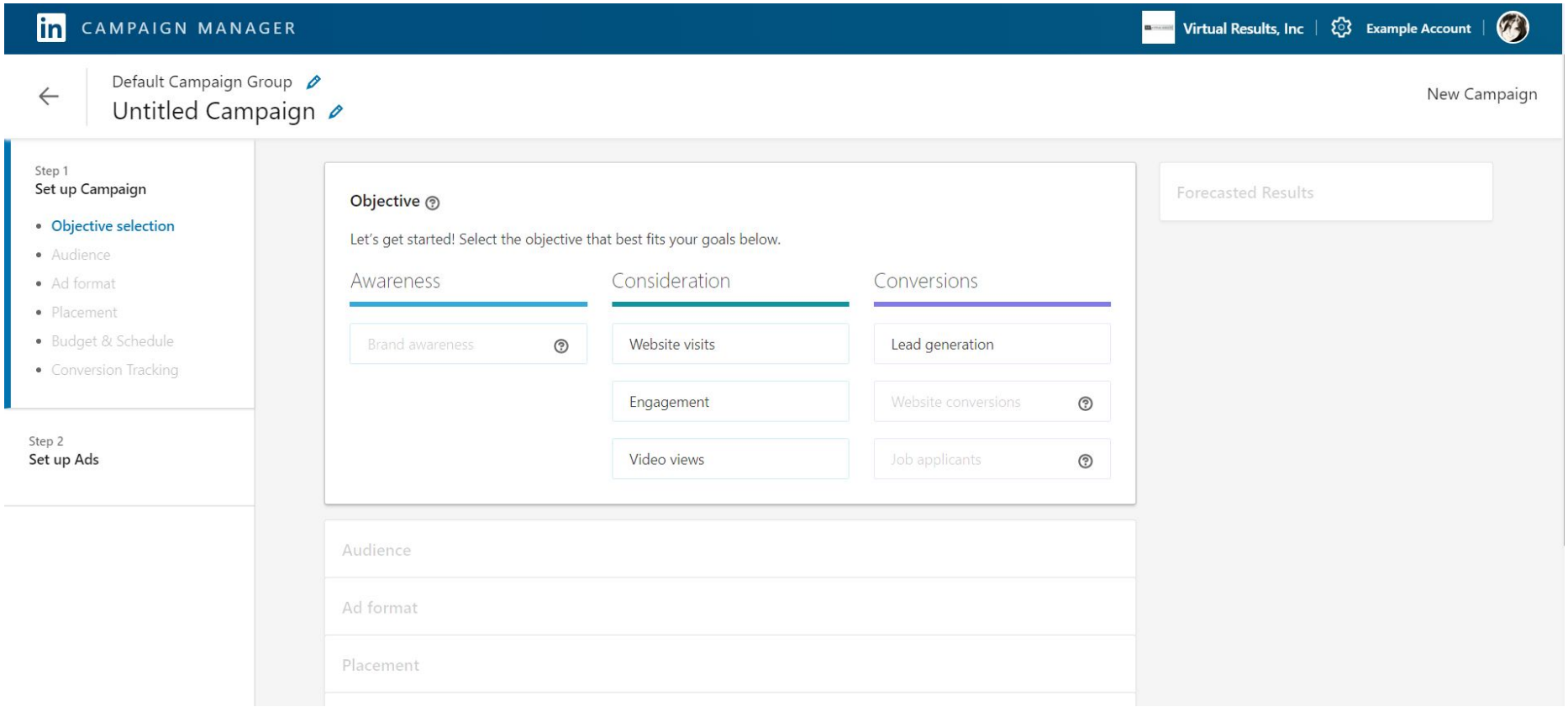
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