

Get online

Mainstream America has embraced the notion of online social networking. A study by Internet analyst Hitwise named MySpace as the third most popular U.S. Website in July, with FaceBook as number eight not far behind. In fact, with newspaper readership moving online, Web video becoming ubiquitous and blogs exploding in popularity, the Internet has reached a whole new level as a primary source of information.

Are you a part of the revolution? Many agents now use web 2.0 technology to market themselves and create business building connections with potential customers and industry peers. It's a good move. As more young consumers enter the home-buying market, the expectation that you understand and use these Internet tools will only heighten. Bruce Benham CEO of RE/MAX International, wrote in REBAC Sept/Oct 2008 Magazine The Real Estate Professional.

WARNING

There are several kinds of Blogs. Professional groups, Invitation only groups, and general social networks. Two words - USE CAUTION when posting. Nothing is confidential on the web and anyone, can screen scrape and move it to a place you would prefer it not to be seen. One example is an agent was working a short sale and claimed to be an "expert" in the eyes of the seller. Later in court, the agent's posts on a real estate professional network demonstrated the person had only done one sale and was asking for help with the process.

Keep your profile up to date. If you change companies, change your profile.

If you are on a social network such as MySpace or FaceBook you can be taken off if you try to Hard Sell Real Estate. It is Not an advertising forum. Remember also to follow the code of ethics which has been updated for online identification and include all your company information.

You can also check with you Broker or Manager to see what groups they belong to and begin there as a new agent.

Introductory Resources:

Realtor.com - Realtor Blogs and Let's Talk Real Estate! Frequently Asked Questions

Realtor Magazine March 2009 p.22 Ratings matter: Managing your reputation in the Age of Social Media.

NAR Blogs to consider Realtor.org Online Magazine Feb 2009

Blogs: Join the Conversation

Styled, Staged & Sold

The latest design news, green home trends, staging tips, design psychology insights, and more.

The Weekly Book Scan

Get quick book summaries and author chats on the latest real estate titles.

Editors' Scoop: Speaking of Real Estate

Magazine editors and guest bloggers take you behind the headlines with insights and commentary.

YPN Lounge: Young Professionals Hub

Read sales tips, marketing insights, and more from young real estate professionals