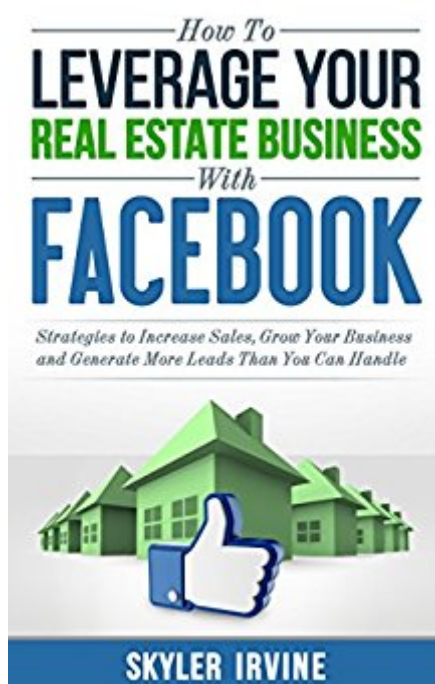


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# How To Leverage Your Real Estate Business With Facebook: Proven Strategies To Increase Sales, Grow Your Business And Generate More Leads Than You Can Handle



## Synopsis

How to Leverage your Real Estate Business with Facebook: Strategies to Increase Sales, Grow Your Business and Generate More Leads than you can Handle Are YOU leveraging Facebook to its full potential? This easy-to-use guide will walk you step-by-step through proven techniques you need to leverage Facebook to its full potential. This book is ESSENTIAL for the real estate agent who wants to grow their business and increase sales while spending LESS on marketing. Here's what you'll learn:

- 10 proven free techniques for leveraging Facebook to gain sales.
- How to generate contacts and leads using Facebook.
- How to use Facebook to network, generating new leads and clients.
- How to set up and use a Facebook Business Page.
- How to provide value to your contacts and generate leads.
- How to use Facebook to improve your customer relations management.
- How to keep your brand consistent and genuine.
- Better ways to maintain your client relationships.
- How to gain referrals and stay memorable.

You'll learn all these tricks and more!

## Book Information

File Size: 269 KB

Print Length: 84 pages

Simultaneous Device Usage: Unlimited

Publisher: Grace Lane, LLC (September 2, 2015)

Publication Date: September 2, 2015

Sold by: Digital Services LLC

Language: English

ASIN: B014VGK8XW

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Not Enabled

Enhanced Typesetting: Enabled

Best Sellers Rank: #453,770 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #47

in Kindle Store > Kindle eBooks > Business & Money > Real Estate > Sales #150 in Books >

Business & Money > Real Estate > Sales #557 in Kindle Store > Kindle eBooks > Business &

Money > Marketing & Sales > Marketing > Web Marketing

## Customer Reviews

This book was a good read for most people trying to gain sales in real estate with little experience. But for me, I have a lot of marketing and sales experience so this book was kind of basic. Great for a beginner, but not enough substance for a pro. Well put together either way.

For any entrepreneur! This book offers a lot more than ways to leverage Facebook for Real Estate professionals. It is filled with ideas for cultivating and growing any relationship based business. It lays out how to elevate your approach to attracting and serving clients with not only strategies and tactics, but with a mindset less about "selling" and more about how to build genuine connection to help people solve problems. I found this book to be inspirational in reminding me that my real goal in my business is to "develop new relationships and to be a source of value." All the strategies and tactics offered in the book come with his core admonition - always "be genuine" and "add value." In fact, the spirit of the book can be summed up with this remark in the closing chapter: "When you wake up tomorrow and only remember one thing from these pages, I hope you remember to ask yourself 'Who can I help today.'" Mr. Irvine walks his talk by including a link to a website with even more helpful resources specifically related to the content in the book. A quick and easy read, organized with chapter highlights and a full book summary at the end for quick reference to the various ideas.

A very interesting book that provides an easy to follow and intelligent introduction to leveraging Facebook to grow your business. It contains information on how to get started as well as tips/tricks for the beginner or the veteran. 10/10 would recommend.

Only about 10-20% of this book is about Facebook and almost zero of it is how to actually get leads from Facebook.. the rest of the book is mostly about face-to-face meeting with people, making phone calls, mailing birthday cards, etc.. I can't say the advice was bad - I'm sure it wasn't, but it was quite misleading to make people think that this book is about Facebook.. all-in-all it's still worth reading the Kindle version since it's only \$5 and it doesn't take much to go through the entire book..

If you are looking to leverage your real estate business (or any business for that matter) on social media. This is the book for you. Not only are there social media tips but great tips on note writing, client parties and getting in front of people to help network. I highly recommend it and I couldn't put it down.

Loved this book, especially the advice on balancing the social and business posts to get the exposure on Facebook feeds without coming across as pushy. The few things I had worked out already on my own before reading Skyler's book made me appreciate the rest of his advice even more.

This book is worth reading for ANYONE in sales who is looking for SPECIFIC things they can do to grow ANY type of business network. I learned so much about how Facebook works and really how to use it to work for you. The emphasis the author puts on the quality of the time you spend working, not just quantity was really interesting and has already proven to be helpful.

I really enjoyed reading this book. Great tips/tricks on how to use Facebook effectively, without having to spend money on FB Advertising. Lots of other great nuggets that will help ALL agents take their business to the next level.

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