

# Guide for Posting/Promoting Your Home on Social Media

When selling your home, it can be difficult to know where and how you should promote your property. @ Real Estate Yeppoon have designed a list of do's & don'ts when promoting your property on Social Media

## What to do:

- Share our Facebook post of your property – it has been designed to show the property in the best light, and track results and communicate with potential buyers through comments and messenger. If you have hired a good agent, they should be an expert on making your home. You shouldn't have to do it for them, so don't recreate the wheel. Just help them spread the word.
- Use professional images
- Video attracts significantly more interest
- Tag people
- Ask friends to like and share for you
- Ask your agent what you can do to help

## What not to do:

- If you make up your own post we can't track the results or communicate with potential buyers as easily
- Don't post about your house for sale multiple times per day – it looks unprofessional, desperate and will annoy your friends / followers
- Don't use too much text, it bores people resulting in them not reading the full text. Be short & sweet, to the point.
- Don't make it too personal, don't go into the personal details of your life or talk about memories of the house etc, as the post spreads you don't want a potential buyer to be turned off because they can't imagine themselves in the home.
- Don't bag the area. Don't complain about the latest crime spree, the loud music, the barking dog next door, the builder or shops closing down etc as it will deter buyers.