

## **A ReTechulous Real Estate Facebook Lead Generation System**

Everyone's telling you that it's possible to generate real estate leads on Facebook, but do you know any agents who are using Facebook to expand their business in a systematic way?

Here below is a schedule you can employ to systematically grow your business via Facebook in 15 Minutes/day.

### ***Start Each Appointment By***

1. Making 1 Friend Request
2. "Commenting" or "Liking" only 1 thing you find in your stream.

Don't get carried away, remember you've only got 15 minutes to execute this appointment with yourself. These steps are designed to help you expand your reach while encouraging non-real estate interaction so you don't come across as "that guy" using Facebook for business. [Even though you are :) ]

### ***The Schedule***

Monday - Post "This Week's Real Estate Settlement Anniversaries." Look through your past transactions for every transaction that occurred this week. List the owners, addresses, and number of years since settlement. If you're not sure whether a past client is still in the property, this is a good reason to call to find out and mention the fact that you were going to make the announcement.

Tuesday - Real Estate Listing Photo Of The Week - This one's pretty straightforward... grab a picture of one of your listings, or perhaps a colleague's listing, and post it to your profile.

Wednesday - Mortgage Rates Update - Just list latest mortgage rates. If you want you can link to your favorite mortgage lender's latest blog post on the subject.

Thursday - Just Listed & Price Changes - Mention your new listings and price changes with links to the single property pages for each listing.

Friday - "Open House(s) Of The Week" - List any open houses you might be holding

Saturday - "Propertunity Of The Week" - List the best investment deal in your marketplace.

Sunday - "Cool Real Estate Video" - Search Youtube for "Real Estate" - pick whatever jumps at you and post it :)

### ***ReCap***

Remember, this is intended to be a system for generating leads via Facebook in an efficient, fun way.

Don't forget to start each session with some Non Real Estate related interaction. Comment on or "like" something someone in your stream says.

And be sure to extend your reach by adding a new friend on a daily basis. This could be an internet lead you've received, a friend or relative, or maybe just someone popping up via Facebooks "suggest" feature.

### ***Questions/Comments?***

Feel free to let Ryan at [ReTechulous, LLC](mailto:ryan@retechulous.com) know what you think by emailing ryan@retechulous.com or by [Clicking Here](#).

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