

JERSEY CITY, NJ, September 17, 2013 **/24-7PressRelease/** -- [Hotline America reviews](#) the strategies that all real estate professionals must learn in order to use social media properly to boost their business. Social media is an essential tool for real estate agents looking to make more sales and gain the interest of potential homebuyers. Using these platforms effectively can significantly boost that agent's presence, while also allowing them to connect with other members of their industry. The team members at Hotline America are now lending their support to a new [article](#) that discusses this concept.

The first thing a real estate professional should do is set up a Facebook page for their business. Some real estate professionals try to use their personal page to promote their real estate services, but this makes a real estate agent seem less than professional. In addition to this, a person who chooses to use their personal page for professional purposes misses out on some of the essential business features that Facebook has to offer. These features include the ability to run contests and the opportunity to look at Facebook insights that can help shape a real estate professional's business strategies.

Once the page is established, the real estate professional can then post about popular or new listings in a particular neighborhood. This serves two purposes: it shows off the professional's knowledge and passion, while also marketing that area to a family that may be interested.

A real estate professional can also keep online users engaged by discussing events in that community. For example, if the area is building a new school or community center, that provides the perfect opportunity for discussion. This can help start a conversation, which in turns leads to connections with members or potential members of that community.

Hotline America reviews the effectiveness of this strategy stating, "Some real estate agents forget that real estate revolves around community. While it is important to discuss houses that are up for sale in that area, the individual should also keep tabs on what is developing within that community. These are the issues that are important to potential homebuyers and current residents, and they should get the proper amount of attention."

Lastly, a real estate professional should use plenty of pictures when communicating on social media. As much as potential homeowners want to hear about the features that a home offers, pictures often pack a far more powerful punch than words alone. As they read about the scenic neighborhood or new bathroom, a user can also see the pictures that help to paint the picture even further.

Hotline America Reviews Social Media Strategies for Real Estate Professionals

Written by Australian Business

The real estate industry in the 21st century is heavily dependent on making connections and encouraging interaction, and social media helps to make this possible. According to Hotline America, popular real estate agents' Facebook pages combine plenty of interaction, an ample amount of pictures, and useful information.

ABOUT:

Hotline America reviews the tips and tools that a real estate professional needs to work successfully. The group provides a range of services, including the chance to develop an instant connection with buyers through a unique, toll-free number and greeting.