Build Your Real Estate Business with LinkedIn



Triple Play REALTOR® Convention & Trade Expo



Atlantic City Convention Center

Steve Kodad

## **One BIG way is get Lots of Connections!**

LinkedIn looks at you as a **BIGGER PLAYER**. You get more points, and therefore show up higher in a search on LinkedIn!

You MUST...get, at least,

# 501 connections!



And a really neat thing....you may show up higher on some search engines like Google!

OK....so how do you get those points??? #1 ----- Fill out your <u>complete Profile Page</u>!! This is a <u>HUGE</u> point producer #2 ----- highest point value is for your <u>Tag Line</u> (on your profile page) #3 ----- fill out your Summary (using keywords effectively) #4 ----- join <u>Groups</u>

#5 ----- write <u>Articles</u>

#6 ----- <u>Post</u> and <u>Like</u> other's posts

#7 ----- and once again.....add more <u>Connections</u>!!!



## The TAGLINE!!!!!

Your Professional Headline is HUGE!!!

As an example, consider switching "Vice President Sales at ABC Corporation"

to

"VP Sales. Revenue Growth in Cloud-Enabled Technology Solutions. Product Development & Sales Operations Leadership" (with more keywords added to more fully explain your talents)

LinkedIn allows you to use 120 Spaces for your Headline

## **Customize Your LinkedIn URL**



When you first set up your LinkedIn profile they assign you a URL address for your profile. You SHOULD **edit this URL** and change it to your own name or company name (or something that makes sense)

This will help Google, Yahoo, and Bing **more easily find you** in a search query and adds to making your complete profile looking professional

**Place on all of your advertising (like business cards),** it will be visited much more!

Your personal skills, talent, experience, and testimonials in ONE PLACE

CHANGING REAL ESTATE TO CONSIDER ENERGY, THE FEELING, AND HOLISTIC THINKING I'm a real estate activist, creator and thinker of 30+ years who has found the holistic approach to real estate brings more joy, success, and results to clients.

Throughout my career, I have thought outside the "box". Too many people in real estate do the same old thing, and often fall short of pleasing their clients in an amazing way. I always wanted to deliver more for LESS STRESS, LESS FRUSTRATION, and for MORE SUCCESS for my clients.

#### WHO I SERVE:

Help real estate professionals and clients to SELL QUICK, BUY SMART, and BUILD CORRECT !!

#### SERVICES & PROGRAMS

- ✔ Train real estate agents and home stagers in how to effectively use Feng Shui
- ✔ Offer a 3-hour CE class for Realtors in Florida on using Feng Shui onsite and on cruise ships
- Certify students as a "Feng Shui Staging Professional"
- ✔ Evaluate homes for sale online nationally or within a 30-mile radius of Bradenton/Sarasota
- Present nationally real estate seminars and workshops for associations, at conventions, and for tangent franchises

#### I AM KNOWN FOR:

- Powerful presentations on Feng Shui that "spark" many ideas for helping an agent and their clients
- Solving problems for real estate agents and homeowners who are selling homes
- Being an Expert Speaker
- Going over and beyond to help my students
- Enjoying a good joke!!!

Email: steve.kodad@thefengshuicure.com Website: www.TheFengShuiCure.com



# You Must...



- Get LinkedIn users to your PROFILE
- Once you get them there, you must IMPRESS them
- Make sure...
  - you have a GREAT PHOTO (and very helpful to have a banner)
  - you have a powerful HEADLINE
  - you make your SUMMARY magnetic, interesting, and concise
  - you take the time to fill out the rest of your profile
  - you fill out all of your **CONTACT INFORMATION**

### **To Get You Noticed on a Constant Basis**

## Example of One of My Posts



### Don't Let Your Home Make Them Queasy!

Published on November 1, 2015



Steve Kodad The Feng Shui School for Real Estate Have you ever thought about how you feel when you walk into a new environment? Has

Why is this good news for you?

### LinkedIn Has One of the Lowest Engagement Rates

#### LinkedIn's Engagement Rate Lags Behind Those Of Other Social Networks

Use LinkedIn For Social Reach Marketing

#### User interactions with brands' posts as a percentage of brands' fans or followers



Base: 1,405,249 user interactions on 329 Facebook brand posts \*Base: 38,020 user interactions on 182 Google Plus brand posts \*Base: 34,526 user interactions on 294 LinkedIn brand posts

Source: Forrester's Q1 2014 US Top 50 Brands Social WebTrack

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Source: Forrester Research, Inc.

One of the funny quirks about LinkedIn is that a lot of people use it, and a lot of people do business with companies from it, but LinkedIn users have one of the lowest engagement rates out of all social media channels.

Do the Following Consistently for your 1<sup>st</sup> Connections, and become a...

**HIGH Engagement connection** who everyone recognizes, appreciates, and (best of all) remembers

Go to HOME page + LIKE or COMMENT some posts (every time you are there)
 Write an article with a unique photo and headline <u>once a month</u>
 Systematically endorse your connections to show you remember them

And therefore... THEY WILL REMEMBER YOU!!!

# Let's Talk 2<sup>nd</sup> Connections!

# Who visited you is so important



#### Steve Kodad

The Feng Shui Cure | National Real Estate Trainer | Best Selling Author



780 Views of your post

#### Share an article, photo, or update

🗹 Write an article

Jami Prince likes this



Cynthia Pensiero-DeFazio Sales Manager at Toll Brothers

I am pleased to welcome the first two families who have reserved their home sites!! The Granger Family and The Sullivan Family! We are honored to start b ...see more

#### NOW OPEN FOR SALE!

"Falls at Weddington



#### New Luxurious Community Now Open in Weddington!

Toll Brothers at Falls at Weddington offers a parklike, released setting with beautiful lake views and a private state-of-the-art clubhouse. Enjoy suburban life while being only minutes from the heart of Charlotte. WILLING CONSERVATION OF

F61

....

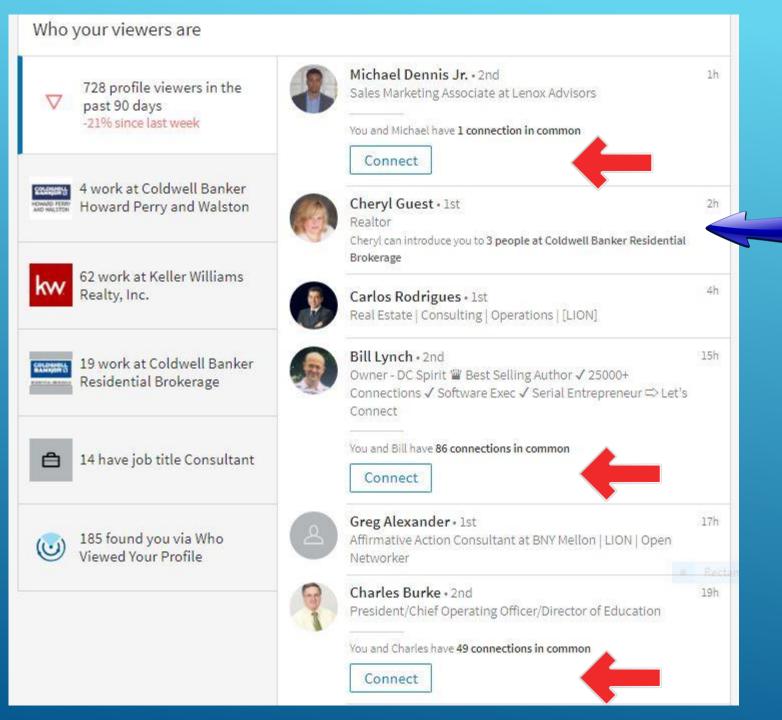
Post

- Low Union County taxes and award winning Union County Schools
- Pour stunning home designs ranging from 3.101 to -1.400+ sq. ft.
- 3ingle family homes priced from the lower \$500,000s

110-1 Browniev Drive, Weddington, HC 2810-1 - How Balling at Browniev Estates! setes Open, Mon-Brit 11 am - 6 pm; Set 10 am - 6 pm; Sun 12 pm - 6 pm | 980-255-45-1

8 Likes • 1 Comment

🖒 Like 🖾 Comment 🏟 Share



What's showing is who has been visiting my Profile. Some are already connections, but some are **brand new!** 

What do I do with the <u>new</u> <u>visitor</u>?

I send them an invite that is informative and personal

#### Thank you for Connecting

Thank you so much for connecting <u>XXXXXX</u>!! Hope you'll share my posts and articles with your connections. My website is <u>https://www.thefengshuicure.com/</u>. Discover why Feng Shui is so powerful for everyday life and real estate. Hope 2018 is your best ever!!

May the chi be with you, Steve Kodad

#### Wish to Connect

Hi XXXXXX, my connections enjoy my posts and articles, and I think you may. I'm a former Realtor of 20 years who speaks nationally about using Feng Shui and human psychology for success in real estate. Please accept my connection.

#### Happy Birthday

Happy Birthday!!! Hope you enjoy your special day greatly, XXXXXXXX, but don't do anything foolish. Oh...GO AHEAD!!! https://www.thefengshuicure.com/

Congrats

Congrats on your new position XXXXXXXX. That calls for celebrating!!! <u>https://www.thefengshuicure.com/</u>

Congrats on your anniversary!! That's outstanding xxxxxxxx. <u>https://www.thefengshuicure.com/</u>

I start each day, by pulling up this WORD document

**Copy and paste the** appropriate message

Notice the letters **xxxxx** 

I **personalize** each message I send by replacing the letters with the person's 1st name Important to have a PLAN for adding connections

- I check who has looked at my PROFILE every morning!!
- If they check out my profile, I send them an invite
- I target specific people's profiles (by using a search) every day...and send out, at least, 5 new invites each day
- When someone accepts, I send them a message inviting them to <u>visit my website</u>

Steve Kodad   Steve Kodad   The Feng Shui Cure   Mational Real   1,833   Who's viewed your profile   780   Yiewa of your post   Share an article, photo, or update   Image:	
Steve Kodad         The Feng Shui Cure   National Reat         Last Trainer   Best Selling Author         1,833         Who's viewed your profile         780         Views of your post	s11
Steve Kodad         The Feng Shui Cure   National Real         Estate Trainer   Best Selling Author         1,833         Who's viewed your profile         780         Views of your post	s11
Estate Trainer   Best Selling Author       Cynthia Pensiero-DeFazio         1,833       Sales Manager at Toll Brothers         1,833       Iam pleased to welcome the first two families who have reserved their home sites         780       The Granger Family and The Sullivan Family! We are honored to start bsee more         780       NOW OPEN FOR SALE!	
Who's viewed your profile     The Granger Family and The Sullivan Family! We are honored to start bsee more       780     NOW OPEN FOR SALE!	
Views of your post NOW OPEN FOR SALE!	
and the second	
New Luxurious Community New Open in Weddington!	1
Toil Brothers at Falls at Weddington * Low Union County taxes offers a parkilks, relaxed setting * commune with becautiful bale views and a private state-of-the-art clubhoude, torily menders from the heart of charlotte.	
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8 Likes + 1 Comment	
👌 Like 🖾 Comment 🖨 Share	
SEE why <b>YOUR PROFI</b> is so important!	
is so important!	

## My Daily Plan... For 1<sup>st</sup> connections

- I check my HOME page, and make sure I **LIKE** or **COMMENT** on, at least, 5 posts. More is even better, if I have the time
- I pull down the menu under **NOTIFICATIONS**, and say <u>Happy Birthday</u> to those connections. I then **CONGRATULATE** people on their <u>anniversaries</u> or their <u>new position</u>. I use that Word document I showed
- I **endorse** a couple of people who are 1<sup>st</sup> connections

### **For 2nd connections**

- I select "Who's Viewed Your Profile", and send out an invitation (to connect) to everyone who is NEW
- I do a targeted SEARCH and visit each Profile in the list. I try to visit, at least,
   50 profiles of people I want as a connection. Doing this leaves a foot print of yours that you visited their profile, and MAY make them visit yours!



I was a Realtor and co-owner of a 30+ agent real estate company in Charlotte, NC for many years

### **Areas of Potential I Noticed**

People were moving from specific areas to the "Queen City" ... A LOT!

I also noticed that particular companies transferred employees in and out of my area...A LOT!

Therefore I wanted to create strong referral relationships with agents in these <u>Specific</u> <u>Areas!</u>



### If I was still an active Realtor in Charlotte... I would...

Have continued working the movement from **Buffalo to Charlotte**. If you are from Buffalo, forgive me...but I understood because of the winters!

In Charlotte, Microsoft and Monsanto have branches. Wouldn't it make sense to make connections with folks who work for those companies? (Seattle and St. Louis – are their headquarters)

Doesn't it make sense for me to have STRONG referral connections with agents in Buffalo, Seattle, and St. Louis? With multiple agents in these areas!!

LinkedIn can help me do this!!!

Let's do our 1<sup>st</sup> search...

Another GREAT way to keep your target audience always AWARE of YOU Constantly is creating a.....

# GROUP

It is simple to do and permits you to "talk" with them freely (once a week!)

Some Examples of Potential Group Names....

Life in Cape Cod Retiring, Moving, and Loving It Benefits of Buying in Fulton County Home Buying in the Poconos Somerset Park – a Great Place to Call Home





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### Monsanto – World Headquarters in Saint Louis, MO

Referral



Monsanto – Research Center in Kannapolis, NC