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# **Advice About Real Estate Business in Social Networks**

Twitter - is a form of social media; so-called "micro-blog." It's a tool which allows you to broadcast real-time updates to the Twitter world. Twitter really puts the "social" part in the term social media. Many of the most popular Twitters are used to let other people know "what's up." Actually it's faster than email - and it's far less invasive.

Let's talk now about another thing, concerning Twitter. Twitter ROI. What is it? So, ROI on Twitter is the same as it is when you go to a happy hour and meet 10 people, fall into a casual conversation where somebody is talking about how his in-laws are moving into town next month, and then ask if they have a real estate agent yet.

For real estate agents it's not a secret that marketing is a game of numbers that's why it would be very positive for you to have a huge reach of people from which you can draw referrals. If you're going to invest good money in an online presence, make it worth your while by getting to know your future clients.

Usually people don't know you're a real estate agent if only you or someone (maybe something) else tells them that and for this purpose Twitter is very useful.

Here are presented 10 ways to use Twitter without using the hard sell.

1. You should link to your listings. It's not as profound as the other ways to use Twitter, but it's no less effective and it's not that you'll post a link to your listings in your message, but when people come to your profile the link on your profile should go directly to your listings, not your website or brokerage's website.
2. You should humanize yourself. This means you should use it to broadcast periodic updates about where you are and what you're doing.
3. You should broadcast updates about the community and establish yourself as an expert in the sphere of real estate in your community and then talk about it.
4. You should poll your followers by simply asking people's opinion.
5. You should get updates about the community as you use Twitter to gain something for yourself.
6. You should meet people. If someone follows you, it is very important to send all of them a direct message saying hi and thank them for following, and then go and follow them.
7. You should talk about upcoming events it means you'll need to be subtle in order other people would trust you as a professional in real estate business.
8. You should spread news.
9. You should give advice.
10. The last one - You should get content for your website or blog. For this purpose you can use Twitter as a way to connect with your website or blog visitors by getting a widget that you can install on your website or blog that will display your Tweets.

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