

Social Media Can Supercharge the Marketing of Real Estate Listings

By now we're all familiar with how social media (Facebook, Twitter, LinkedIn, Pinterest, Instagram and more) have transformed society, so it only makes sense that it has transformed the practice of real estate.

If you decide to sell your home and have your own Facebook account, you'd be wise to post that news on your Facebook page (with a picture and link to a webpage) and ask all your "friends" to "like" the post so that their friends see it. Tweeting it will reach yet another audience, and so on with those other social media platforms on which you have a presence.

You may be thinking, "Wow, this makes listing without a Realtor even easier!" but keep in mind a few important considerations.

REAL ESTATE TODAY



By **JIM SMITH**, Realtor®

First of all, no matter how many "friends" you may have, it is likely fewer than your listing agent's friends on Facebook and connections on LinkedIn. And without listing your home, you'll face all the other limitations and problems of being "for sale by owner." There's a great article posted on Inman News about the "10 Reasons Why FSBO's Fail." I can't post a link to it due to copyright restrictions, but you can read my summary of that article, with attribution to Inman, at www.JimSmithBlog.com. It's the best argument I've seen in print against going it alone in the current "seller's" market.

Another reason for employing a Realtor with a social media presence, like one of us at Golden Real Estate, is that we have business pages on Facebook. Only a business page can "boost" a posting, which means to pay for it to appear as a "sponsored" post within hundreds, thousands or even millions of other Facebook users' news feeds.

At Golden Real Estate, we spend part of our marketing budget on "boosting" the postings of our new listings and even our open houses. Facebook

makes it easy to select who sees these sponsored posts by age, location and their personal interests, based on other pages they have "liked." Read more on how this can be done on my blog, along with the other posting about FSBOs.

Look for Golden Real Estate in Saturday's Buffalo Bill Days Parade

Our parade entry will feature our free moving truck as usual, but this year it will be followed by our fleet of electric vehicles — two Teslas, two Chevy

Volts, an electric scooter, and, flying circles around all of them, an electric drone with a video camera, catching all the action! See our Facebook page for some great drone videos!



This Week's Featured New Listings from Golden Real Estate



Big 2009 Pleasantview Home

This home at 1130 Secret St. will surprise you with the size of its interior spaces as well as its oversized 3-car garage. The home sits on one of two 1/4-acre lots enclosed by a single fence. The seller is requiring that the buyer purchase that 2nd lot (which has its own water tap and could be developed) for an additional \$100,000. When you see the yard, you'll want to keep it because it makes for a great yard! More info at www.PleasantviewHome.info.



3-BR Ranch in Home Farm

Home Farm is a quiet Westminster subdivision located on west of Huron St. and south of 128th Ave. This home at 12586 Home Farm Drive is one of very few ranch-style homes in this neighborhood. It features a main-floor master plus guest bedroom and study, with a 3rd bedroom and 4th bath in the basement. The carpeting is all new and there are steel curtains on the rear windows provide insulation and security. See the video at www.HomeFarmHome.info.



6th Ave. W. Home on Big Lot

This home at 14330 W. 5th Ave. is on a cul-de-sac, a short walk from the Red Rocks Community College light-rail station. Despite its narrow street frontage, the lot is over 1/4 acre in size and is surprisingly quiet for being just one block from the 6th Avenue expressway. I loved the peaceful and very private backyard. It has 3 bedrooms and 2 1/2 baths and an unfinished basement with rough plumbing for another bathroom. See www.6thAveWestHome.com.



Solar Powered Golden Home

This solar powered, highly efficient home at 871 Beech Street has all new carpet, paint, and beautiful hardwood floors. It features magnificent vegetable and flower gardens in front and back. This 4 bedroom, 2 1/2 bath home has a fireplace in the family room, and the kitchen has stainless steel appliances and granite countertops. The master bedroom is quite spacious with views of the backyard gardens. Take the video tour at www.JeffcoSolarHomes.com.

Find Open House Information on Each Home's Webpage

Golden Heights Ranch on Large Lot

Enjoy sweeping views of the Front Range from the living room & back yard of the updated ranch style home at 15815 W. 2nd Ave. on 1/4 acre lot. It has 3 beds 2 baths, new Hickory hardwood floors, stainless steel dishwasher & range, walk-in closet, sun room, Lopi wood burning fireplace, 12x24 utility shed, and more. One-car attached garage. Listed by Carrie Lovingier, 303-907-1278. More info at www.GoldenHeightsHome.info. \$305,000

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