



Using Social Media to Promote Your FSBO Listing

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Using social media to promote your For Sale By Owner (FSBO) listing can be an effective way to reach a wide audience of potential buyers. Here are some steps and tips to help you get started:

1. Create Eye-Catching Visuals:

- Take high-quality photos of your property, both interior and exterior.
- Consider creating a virtual tour or video walkthrough to showcase your home.

- Edit your photos and videos to make them more appealing.



such as Facebook, Instagram, Twitter, and Pinterest.

- Facebook, in particular, has dedicated marketplace and groups for real estate listings.

3. **Craft Engaging Descriptions:**

- Write compelling and detailed descriptions of your property.
- Highlight key features and benefits that make your property unique.
- Use hashtags relevant to real estate and your location.

4. **Share Regular Updates:**

- Post updates about your listing regularly to keep it in front of potential buyers.

- ↩ ■ Share any price changes, open houses, or other important information.



5. **Leverage Facebook Marketplace:**

- List your property on Facebook Marketplace, where many people search for homes.
- Be responsive to inquiries and messages from interested buyers.

6. **Utilize Real Estate Groups and Forums:**

- Join local real estate groups on Facebook and other platforms.
- Share your listing in these groups to reach a targeted audience.

7. **Run Paid Ads:**

- Consider running targeted paid ads on social media



area.

8. Engage with Comments and Messages:

- Respond promptly and professionally to comments and messages.
- Provide additional information to interested buyers.

9. Collaborate with Real Estate Influencers:

- Reach out to local real estate influencers or bloggers who can help promote your listing.
- They may have a larger following interested in real estate.

10. Create Shareable Content:

- Share interesting content related to your property or neighborhood.

- Encourage your followers to share your posts to increase visibility.

11. Use Instagram Stories and Reels:

- Instagram is a visual platform, and using Stories and Reels can help showcase your property in a dynamic way.
- Use relevant hashtags to increase discoverability.

12. Geo-Tag Your Posts:

- Tag your posts with the location of your property.
- This helps potential buyers find your listing when searching in specific areas.

13. Network with Local Real Estate Agents:

- Connect with local real estate agents on social media.
- They might have clients looking for properties like yours.

14. Monitor Analytics:



- Adjust your strategy based on what works best.

15. Stay Safe:

- Be cautious when sharing personal information and location details.
- Arrange meetings with potential buyers in public places or with a friend present.

Remember that effective social media promotion takes time and effort. Consistency is key, and it's important to maintain a professional and engaging online presence throughout the selling process. Additionally, be open to negotiation and have a clear plan for handling inquiries and offers that come through social media.

Additional info:

I got and read this book several years ago. Check it out [HERE](#). (affiliate link)

Photo by [Gus Ruballo](#) on [Unsplash](#)

Thanks for reading!

about the author

Don's a 38-yr Real Estate broker, keen observer and prolific writer. He lives in Nashville, TN. His site, [mlsDon.com](#) serves FSBOs in the entire state of Tennessee.

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