



REALTOR[®]007

DON'T BE A SECRET AGENT

NVAR.com/007

NVAR.com/007

INTRODUCTION TO SOCIAL MEDIA



3 BIG Things

Verify on Google Business

Claim and fill Realtor.com Profile

Get your .realestate or .realtor (or other domain)

INTRODUCTION TO SOCIAL MEDIA



FIND YOU

LIKE YOU

TRUST YOU





SEO is your ability to be found in search

All your websites and social media should say you are a real estate agent and Realtor®

Have your brokerage, office address, phone number, and email in all places

Link all your sites together. Update them

Have pictures, bios, and reviews

Name your listing photos with your name-address-feature

ONLINE PRESENCE



Your Goal For Search

christine richardson

All

News

Images

Videos

Maps

More

SettingsTools

About 33,000,000 results (0.51 seconds)

www.weichert.com › search › agents › AgentProfile

Christine G Richardson real estate agent, Great Falls VA office ...

Christine G Richardson. Great Falls. 731-A Walker Road. Great Falls, VA 22066. Phone: 703-231-1812. Fax: 703-759-5511. christine@weichert.com. Personal ...

www.realtor.com › realestateagents › christine-richardson_great-falls_...

Christine Richardson - Great Falls, VA Real Estate Agent ...

About Christine Richardson with Weichert, Realtors - Great Falls. Christine Richardson is a full time, full service Realtor who has been serving the Northern Virginia real estate market for over 31 years. She is very knowledgeable about all aspects of real estate transactions, and ...

www.facebook.com › public › Christine-Richardson

Christine Richardson Profiles | Facebook


View the profiles of people named Christine Richardson. Join Facebook to connect with Christine Richardson and others you may know. Facebook gives people ...


www.nvar.com › news › re-view-magazine › article › jan-feb-2019


'Can We Become Engaged?' 2019 President Christine ...


Proudly displaying her President's Pin and the passed gavel, 2019 President Christine Richardson appears ready to take the helm after receiving her oath of ...


Images for christine richardson





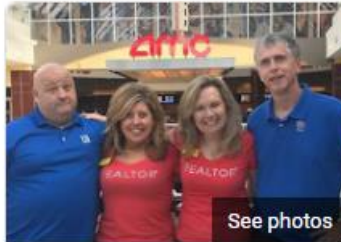







→ More images for christine richardson

Report images



See photos



Christine Richardson Group

Website

Save

5.0 ★★★★★ 9 Google reviews

Hours: Open · Closes 8PM

Phone: (703) 231-1812

Suggest an edit

Questions & answers

Be the first to ask a question

Ask a question


Reviews

Write a review

Add a photo

SL

"We had a great, painless experience selling our home using this team."



"Christine and her staff were so helpful and thorough, and persistent."

B

"I feel as though they are family!"

View all Google reviews

Online Reviews

62%

of home buyers choose a Realtor® based on online reviews and real estate agent ratings.

-Zip Realty

What are the top 3 review sites for real estate agents?

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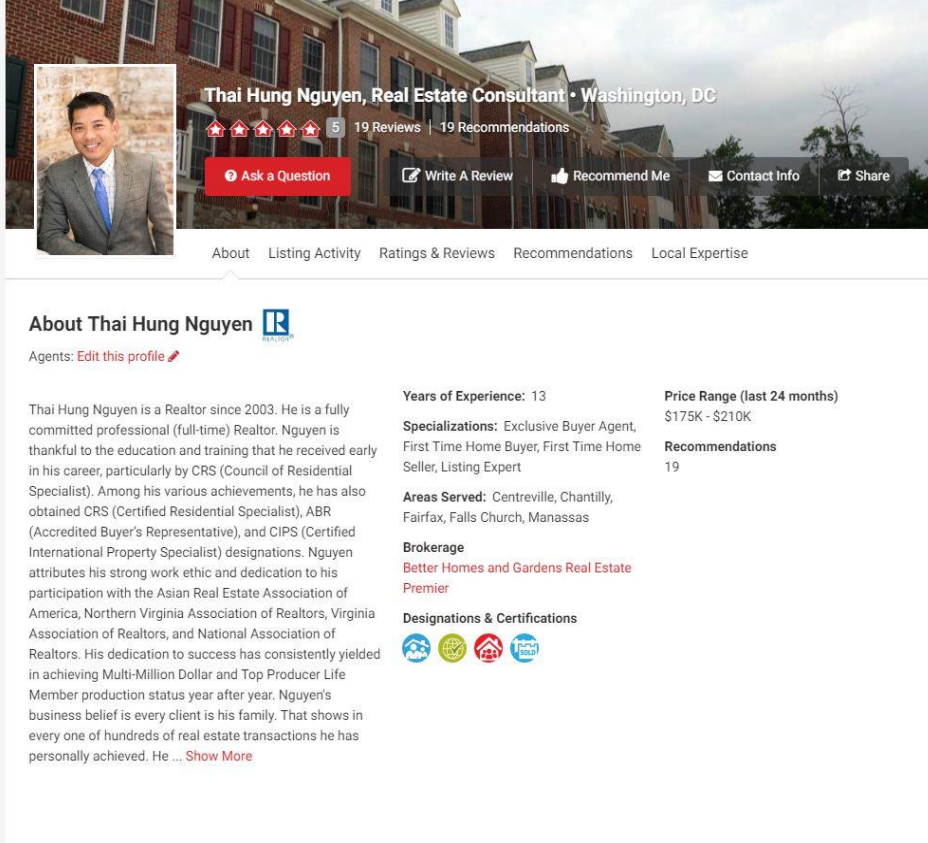
Realtor.com Agent Profile



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Complete vs Unclaimed Profile



Thai Hung Nguyen, Real Estate Consultant • Washington, DC

★ ★ ★ ★ ★ 5 | 19 Reviews | 19 Recommendations

[Ask a Question](#) [Write A Review](#) [Recommend Me](#) [Contact Info](#) [Share](#)

[About](#) [Listing Activity](#) [Ratings & Reviews](#) [Recommendations](#) [Local Expertise](#)

About Thai Hung Nguyen

Agents: [Edit this profile](#)

Thai Hung Nguyen is a Realtor since 2003. He is a fully committed professional (full-time) Realtor. Nguyen is thankful to the education and training that he received early in his career, particularly by CRS (Council of Residential Specialist). Among his various achievements, he has also obtained CRS (Certified Residential Specialist), ABR (Accredited Buyer's Representative), and CIPS (Certified International Property Specialist) designations. Nguyen attributes his strong work ethic and dedication to his participation with the Asian Real Estate Association of America, Northern Virginia Association of Realtors, Virginia Association of Realtors, and National Association of Realtors. His dedication to success has consistently yielded in achieving Multi-Million Dollar and Top Producer Life Member production status year after year. Nguyen's business belief is every client is his family. That shows in every one of hundreds of real estate transactions he has personally achieved. He ... [Show More](#)

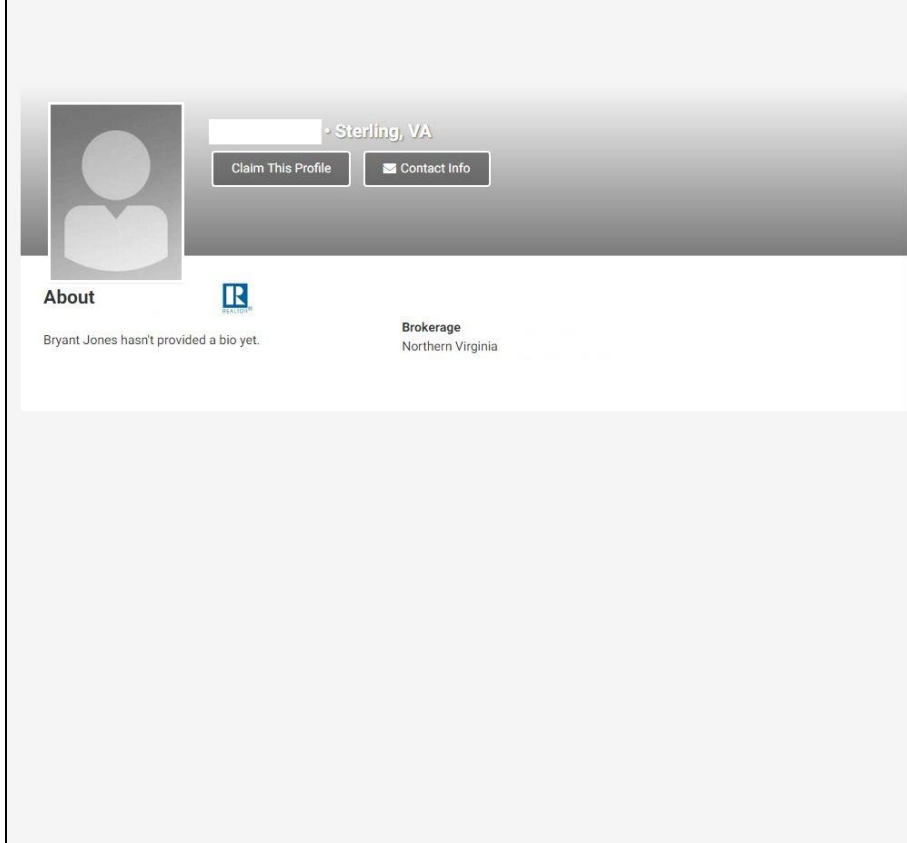

Years of Experience: 13

Specializations: Exclusive Buyer Agent, First Time Home Buyer, First Time Home Seller, Listing Expert

Areas Served: Centreville, Chantilly, Fairfax, Falls Church, Manassas

Brokerage
Better Homes and Gardens Real Estate Premier

Designations & Certifications



[Redacted Name] • Sterling, VA

[Claim This Profile](#) [Contact Info](#)

About

Bryant Jones hasn't provided a bio yet.

Brokerage
Northern Virginia

INTRODUCE



realtor.com®



Online Presence Question Exercise

[Name] is a [title] who works with [who you help] to [how you help them]

[Name] [knows/believes] [what you know/believe about the work you do].

[Pronoun] has [learned/created/supported/achieved] [insert experiences and wins].

[Name] is a [trained/certified/licensed/awarded] [insert trainings, awards, honors, etc.]

Who is your target audience?

What do you want them to learn from your bio?

What life events can you include to illustrate these points?

<https://hub.realtor.com/resource/4-easy-steps-perfect-real-estate-agent-bio>

INTRODUCTION TO SOCIAL MEDIA



Your Realtor.com® Profile

Agent Profiles present opportunity

70% of profile views come from organic Google Searches

30-35% of NVAR members have claimed their profiles

The national average of claimed profiles 25-30%

NVAR has integrated your profile into its member directory

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Fill Out Your Profile

AT A MINIMUM:

1. **Claim your profile**
2. **Put in your headshot and a background photo**
3. **Fill in your “About Me” section**
4. **Put in office address, phone number, your website, and social media**

INTRODUCTION TO SOCIAL MEDIA



Most Valuable Information!

- Past sales and current listings
 - Price range and geographical region of recent sales
 - Price history of sales, how long it took to sell/changes
 - Detail reviews with specific information.
-
- [*According to the CFA](#) (Consumer Federation of America)

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Personal Domain Options

- **.REALTOR domain name (i.e. LeoSellsHomes.REALTOR)**
 - Visit this site to claim your domain today:
<https://www.get.realtor/>
 - Realtors get their first custom domain and email address FREE for a year
- **Placester**
 - NAR Members receive a 20% discount on two different subscription packages

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Most-Used Review Sites For Agents



INTRODUCTION TO SOCIAL MEDIA



A close-up, high-angle shot of a white computer keyboard. The central focus is a large, rectangular white key with rounded corners. On this key, there is a dark blue icon of a coffee cup with three wavy lines above it representing steam. Below the icon, the word "Break" is printed in a dark blue, serif font. The key is set against a light-colored, wood-grained keyboard base. Other keys are visible in the background, including one with a double quote symbol and another with a dash/slash symbol, all in a similar white design.

Break

Your Website & Social Media

Facebook, Twitter, and LinkedIn are great ways to build your online presence

Be sure your public presence portrays the image you want



Facebook Business Pages allow you to have unlimited Likes

Content in Business Pages are searchable in Google

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Co

Realtor® Content Resource

INTRODUCT



The Realtor® Difference



VIDEO: Highlighting the Realtor(r) Brand

Realtor Magazine Online

Magazine.realtor

NATIONAL ASSOCIATION OF REALTORS®

REALTOR® Magazine Search nar.realtor

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REALTOR® Magazine Tuesday, February 18, 2020

News Law and Ethics Technology Home & Design Sales & Marketing For Brokers For Commercial Pros

On The Move Inc. BEST BILLBOARD in REAL ESTATE **LEARN MORE**

Increasing Your Emotional Intelligence Is Good for Business

Weichert Real Estate's president offers three strategies for building EQ, which will lead to stronger decision-making skills.

© peshkov - AdobeStock

Increasing Your Emotional Intelligence Is Good for Business (4)

Authenticity Is His Game (4)

New Tech to Outfit Your Brokerage From CES 2020

Ohio REALTORS® Stand Up for LGBTQ Rights

How to Best Navigate New Color Trends

Closing the Racial Ownership Gap: Is It Possible?

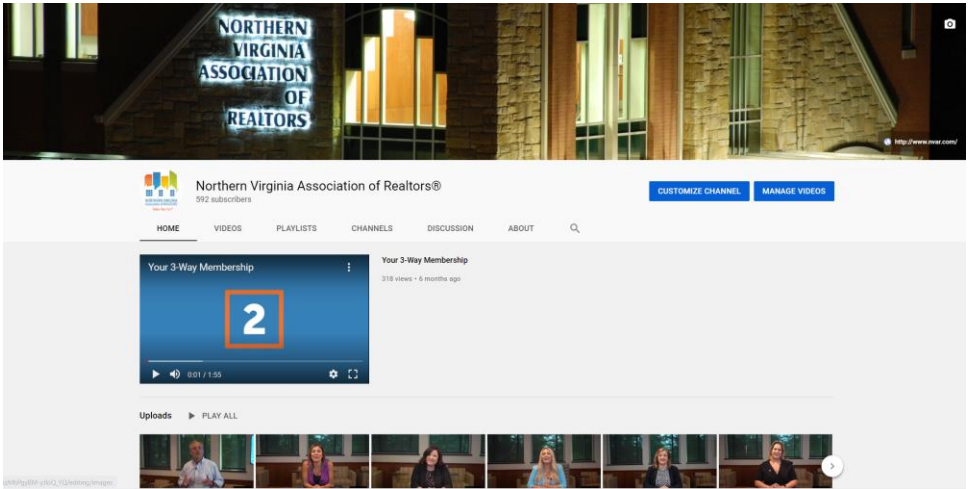
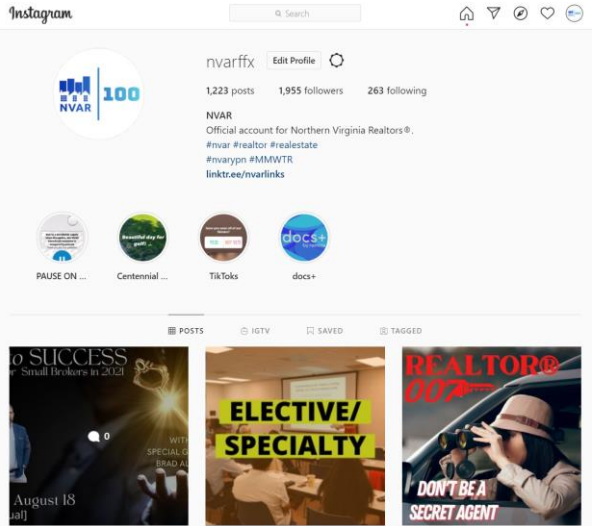
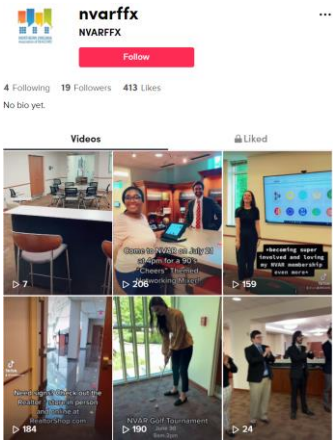
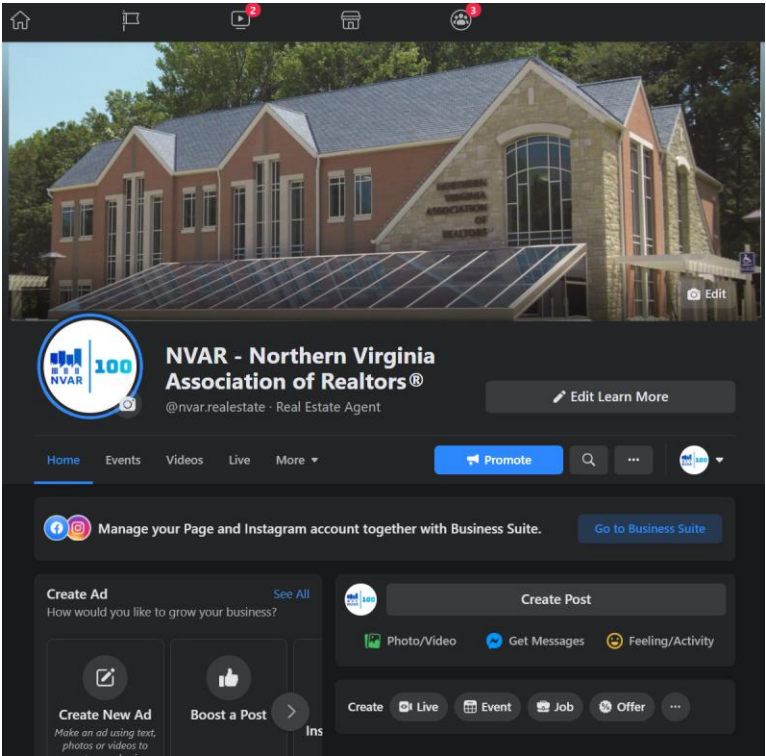
GOOD TO KNOW

MULTITASKERS CAN CLOUD MORE

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NVAR Social



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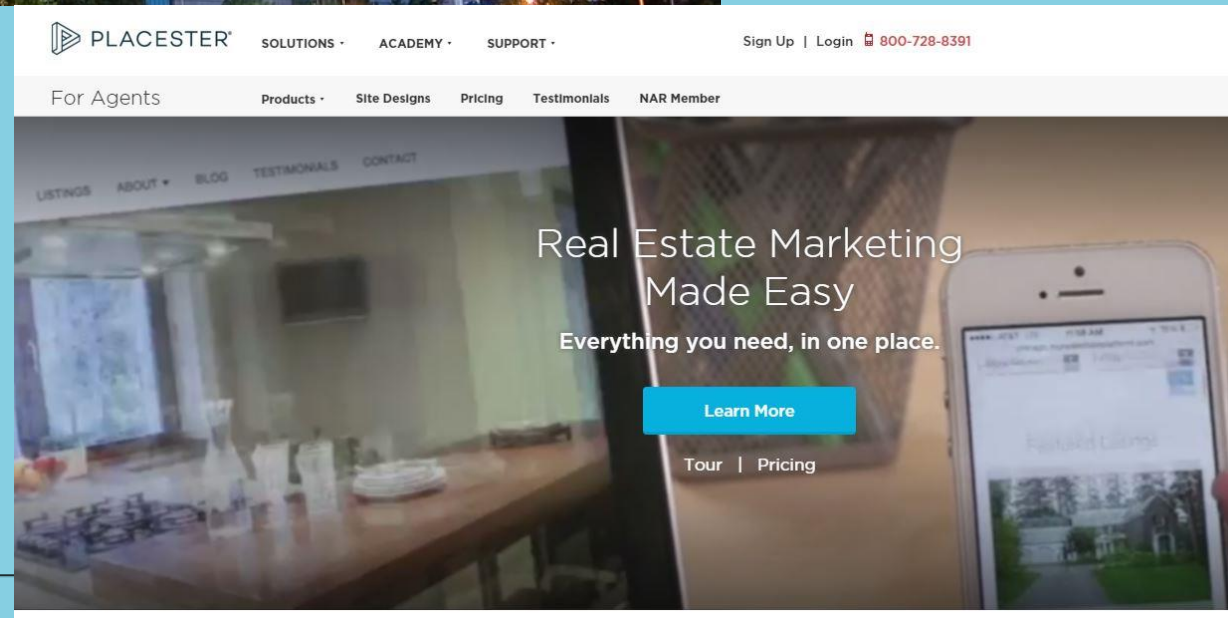
Publications



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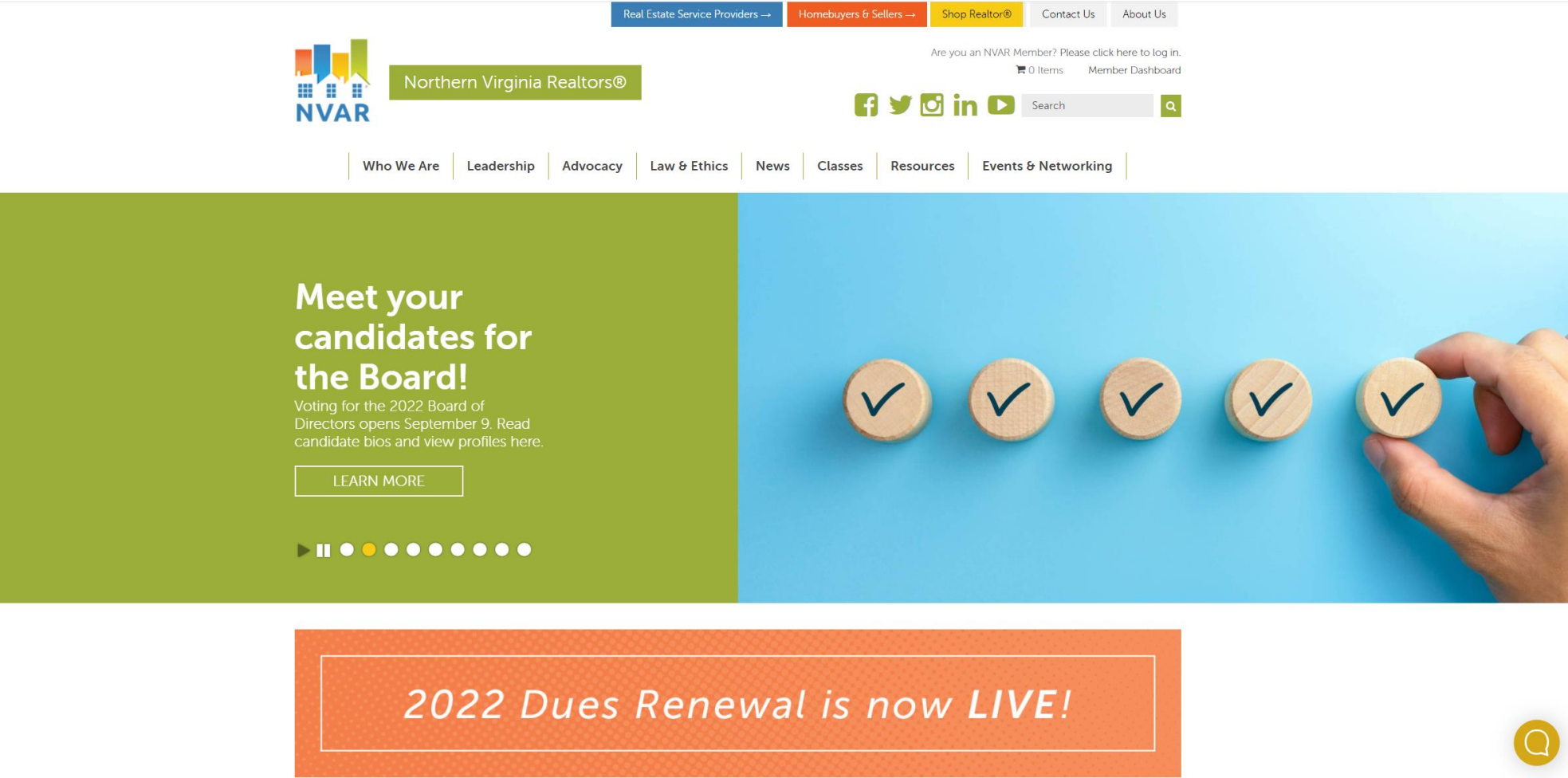
Other News Resources



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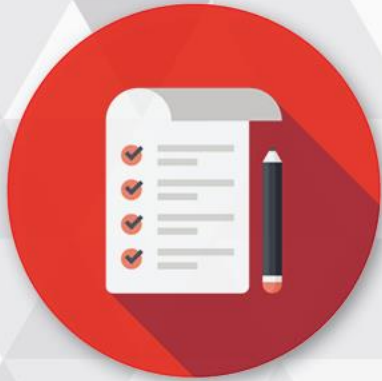
NVAR website: www.nvar.com



INTRODUCTION TO SOCIAL MEDIA



*Introducing the new **Shop Realtor®** Experience*



PRE-APPOINTMENT



**CLIENT
PRESENTATION**



ON THE MARKET



OFFER TO CLOSING



**BUSINESS
MANAGEMENT**



**BUSINESS
MARKETING**



**PERSONAL
SUCCESS**



**REALTOR®
PROFESSIONALISM**

Learn more at NVAR.com/ShopRealtor

Shop Realtor

- NVAR has reframed its products, services and service providers into 8 core competencies based on how Realtors do business
 - Client Driven Solutions
 - Business Driven Solutions
- Every aspect of the NVAR website reflects this organization of resources for your business

INTRODUCTION TO SOCIAL MEDIA





Your Membership. Your Building. Your Experience.

NVAR has redesigned the first floor of its Fairfax Headquarters to create the NVAR Realtor® Hub.

Through every stage of your transaction and aspect of your business, the NVAR Realtor® Hub is your place to connect, discover and collaborate.

Visit the NVAR Realtor® Hub today!

NEW EXPERIENCES



Co-work and mingle in a collaborative workspace



Grab a latte and browse the updated Realtor® Shop



Explore the latest real estate technologies



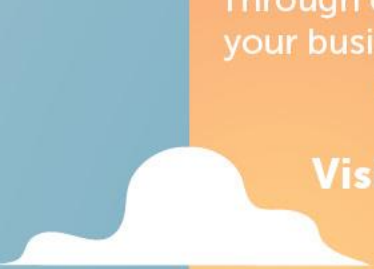
Discover the benefits of your membership



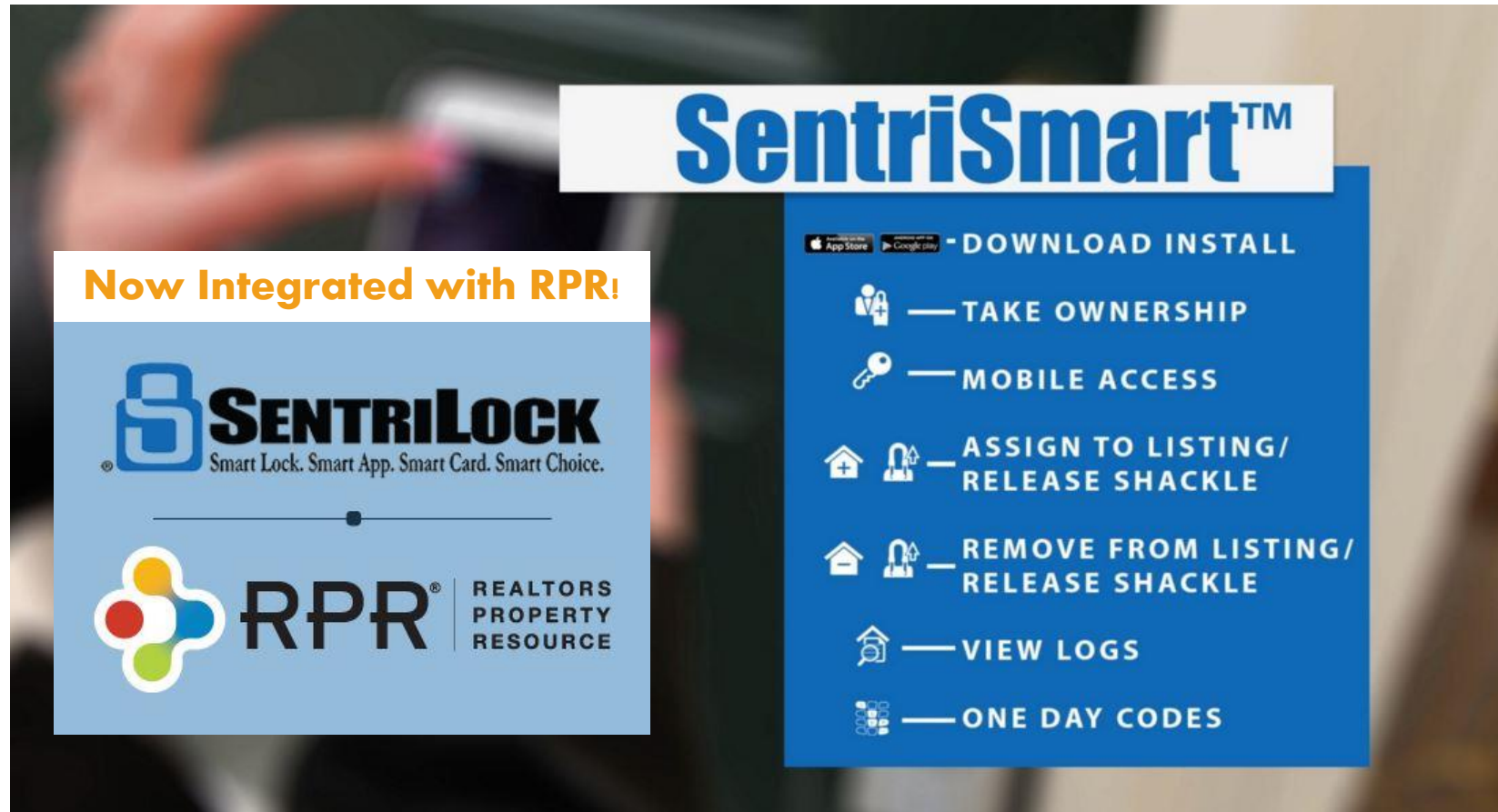
Experience the all-new Onboarding Process



Get to know your Member Engagement Team



SentriLock & the SentriSmart™ App



The image shows a smartphone screen with a blurred background. Overlaid on the screen are two informational boxes. The top box is white with blue text and features the 'SentriSmart™' logo. The bottom box is blue with white text and lists app features. To the left of the blue box is a light blue box containing the 'SentriLock' and 'RPR' logos.

SentriSmart™

Available on the App Store | Get it on Google Play | **DOWNLOAD INSTALL**

- TAKE OWNERSHIP
- MOBILE ACCESS
- ASSIGN TO LISTING / RELEASE SHACKLE
- REMOVE FROM LISTING / RELEASE SHACKLE
- VIEW LOGS
- ONE DAY CODES

Now Integrated with RPR!

SENTRILOCK
Smart Lock. Smart App. Smart Card. Smart Choice.

RPR® REALTORS PROPERTY RESOURCE


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Access Your **NEW** NVAR MEMBER BENEFIT:



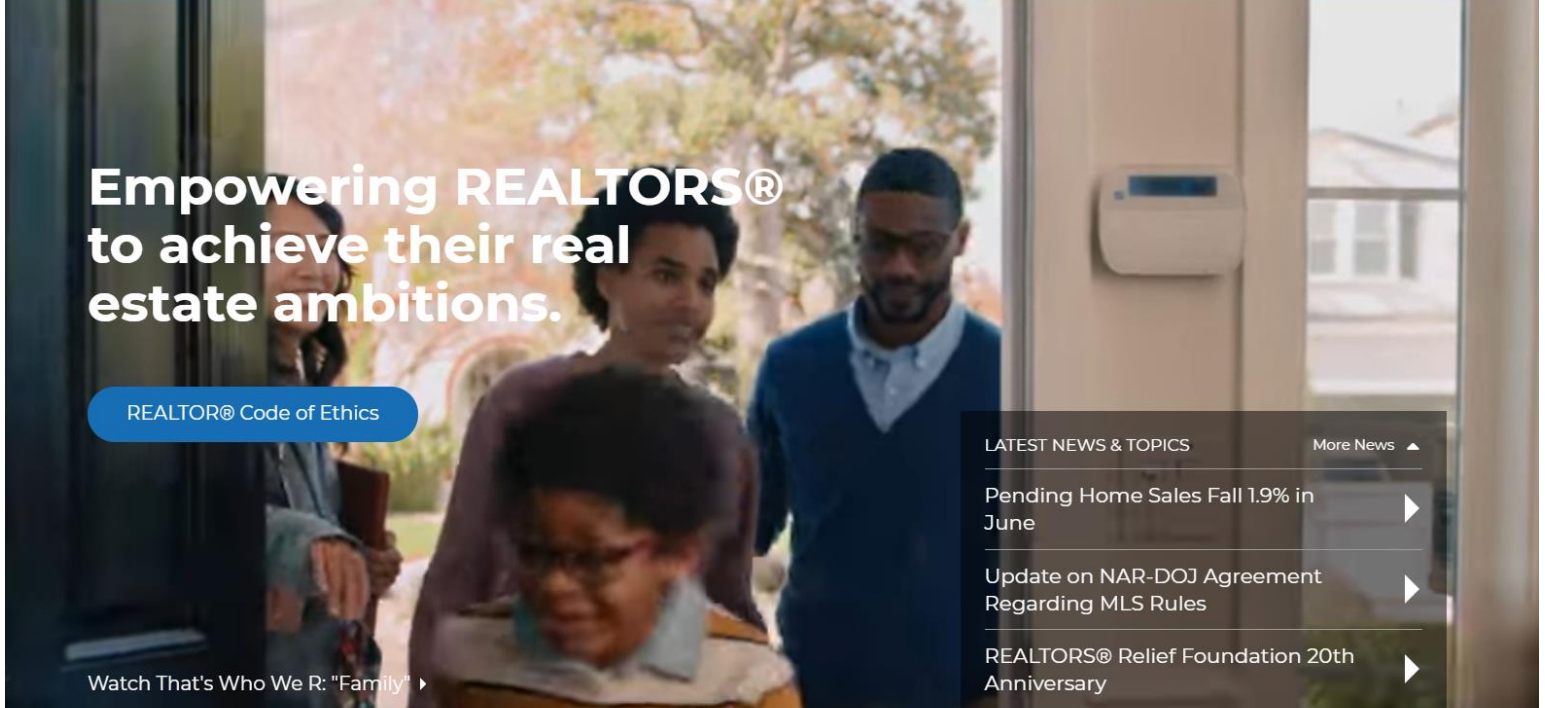
NAR.realtor

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ASSOCIATION OF
REALTORS®**

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Empowering REALTORS® to achieve their real estate ambitions.


REALTOR® Code of Ethics

LATEST NEWS & TOPICS 

Pending Home Sales Fall 1.9% in June 

Update on NAR-DOJ Agreement Regarding MLS Rules 

REALTORS® Relief Foundation 20th Anniversary 

Watch That's Who We R: "Family" 

AMERICA'S LARGEST TRADE ASSOCIATION

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NV/RPAC: Your Best Investment



The Northern Virginia Realtors® Political Action Committee (NV/RPAC) is your business insurance.

It protects the real estate industry from onerous laws and regulations that threaten your business. NV/RPAC safeguards your bottom line by defending the business of buying and selling real estate from legislative and regulatory threats.



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Realtors Property Resource® (RPR)

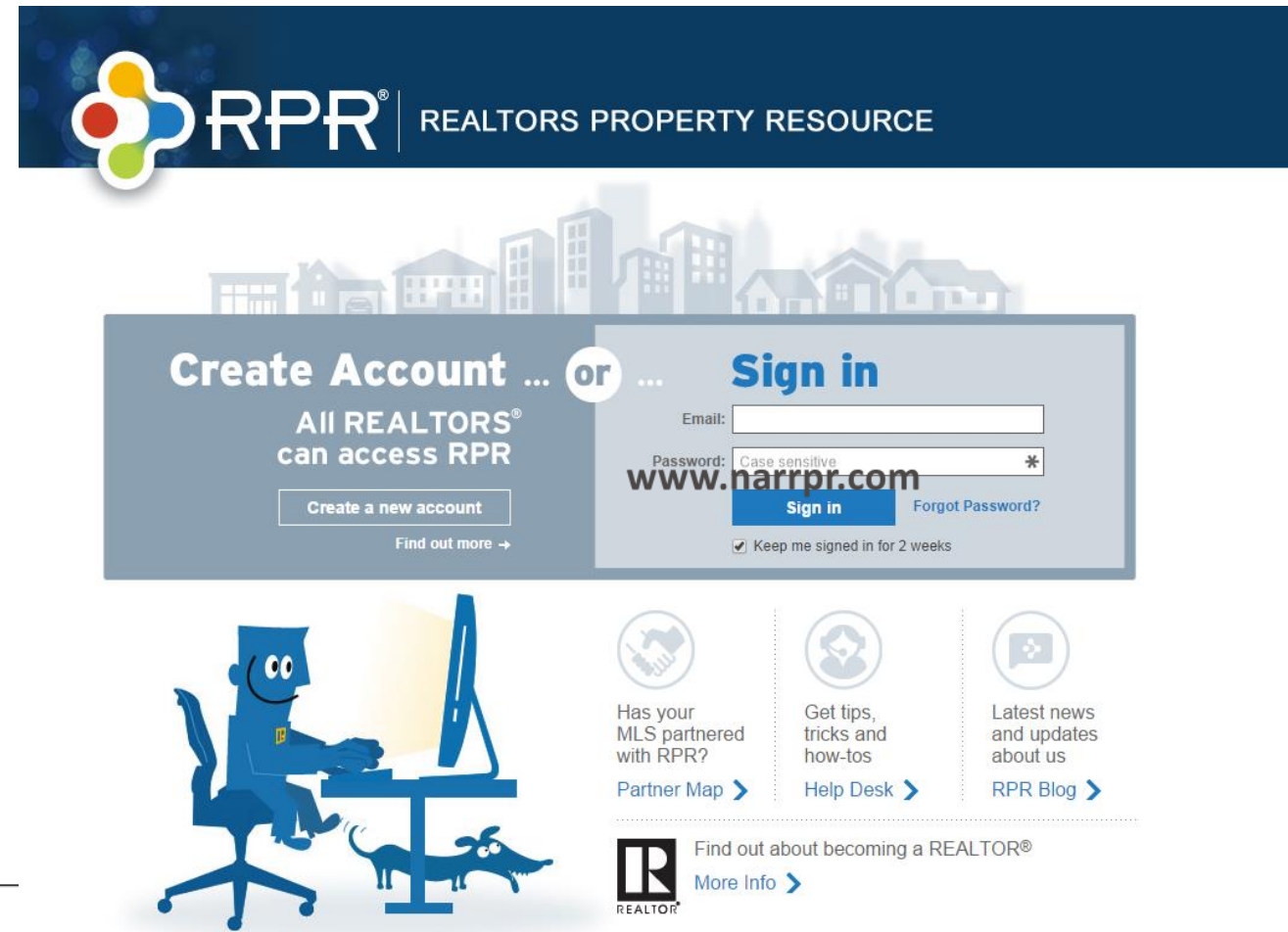


INTRODUCTION TO SOCIAL MEDIA

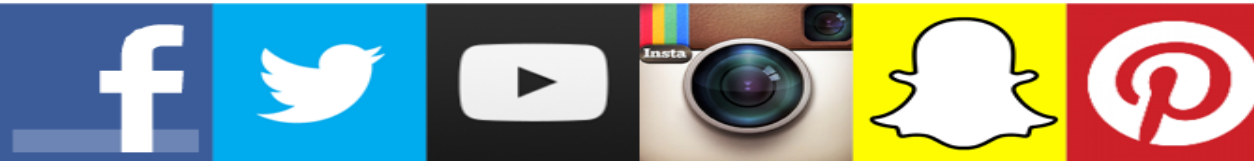


Realtors Property Resource® (RPR)

www.narrpr.com



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About RPR
Blog
Terms of Use
Privacy Policy

Press Info
RPR on Facebook

Help
Report Errors
NRDS Lookup

API

Need a little help? Call us or
click on the Live Chat button.

(877) 977-7576
24 hours a day, seven days a week



Homesnap



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Realtor Safety



<http://www.realtor.org/safety>

(check out "Resources for REALTORS®")

Looking for help using Bright MLS?

Learn how to perform basic tasks, get definitions for fields, statuses and much more. [Access the Bright Online Support Center.](#)

New to Bright? Get started with our recorded training videos, available 24/7 on





Tech Support available:

M-F, 9am-8pm

Sat 9am-5pm

800-276-4216

NVAR.com/TechHelp

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Professional & Real Estate Service Providers

NVAR.com/Services



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[Tax, Accounting and Insurance Services](#)



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[Agent Marketing Services](#)



[Realtor Safety Services](#)



[Multiple Listing Services](#)



[Thank You and Closing Gifts](#)



[Website Services](#)



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10 Tips for Internet Security

- 1) Check the actual email address, not just the email name that shows up.
- 2) Don't click on links until you verify the sender
- 3) Don't click on links from banks or online shops, go to the actual website and log in
- 4) Do not open links or attachments in your spam folder
- 5) Use a separate email address for junk accounts
- 6) Always keep Windows/Mac up to date
- 7) Avoid accessing accounts over public wi-fi
- 8) Make passwords complicated (longer is better)
- 9) Enable Two-Factor Authentication where possible
- 10) Avoid pop-up boxes on websites (just close). Alt+F4 if unsure



INTRODUCTION TO SOCIAL MEDIA



Internet Security

Realtor Specific Cyber Scams

Wire Fraud: Hackers mimic your email (or clients) and tell your buyers or sellers to wire money

Member Directory: People phishing for information claiming to be from NAR or other Realtor association/organization.

Tech Support Scams: A phone call from a company claiming to be Microsoft, Apple, Dell, etc., asking for your passwords to gain remote access to your devices to "solve issues".



INTRODUCTION TO SOCIAL MEDIA



Don't Be A Secret Agent!



INTRODUC

