



SOCIAL MEDIA

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Meeting Objective: Optimize your LinkedIn profile, effectively engage with your network, and leverage LinkedIn lead generation and relationship-building to grow your real estate business.



SUCCESS STORIES



pause



LinkedIn is the #1 platform for professional networking, with over 1 billion users globally (2025)

**Ideal for High-End
Networking and
Your Local
Marketplace and
Industry
Influencers**

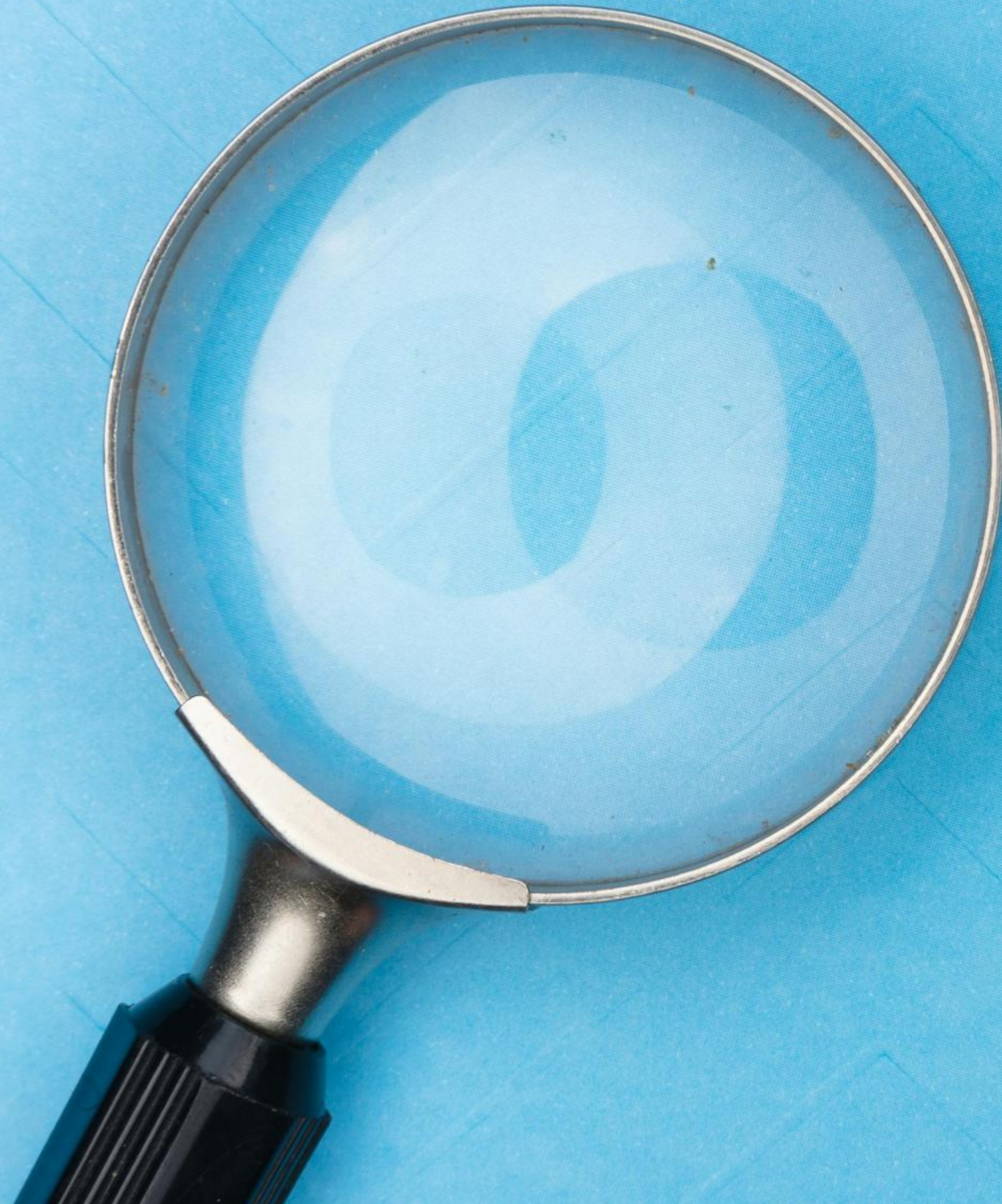




“I have gotten more business from LinkedIn than Facebook.” – Brenda Andrew, Corpus Christi, TX



**LinkedIn Converts
much better than
other platforms!**



Ashley has used LinkedIn's search filters to target specific professionals (e.g., local business owners or mortgage brokers) by job title and company, building a network that led to a six-figure business as a solo agent.

Profile Photo – Use a professional photo, NOT a selfie or group photo.



***Headline – Go
beyond real
estate agent. Be
creative! Helping
Families Find
Dream Homes in
(X) city.***

***be* CREATIVE**





John (The Real Estate Tech Guy) Mayfield

Real Estate Educator | Broker | Helping Agents Pass the Exam, Grow Their Business & Love Their Career

Farmington, Missouri, United States · [Contact info](#)

500+ connections



Global Real Estate School



Columbia University

Open to

Add profile section

View my services

Resources

Show recruiters you're open to work — you 

Share that you're hiring and attract qualified 

Show all services →

Featured



Link



John Mayfield

Tezeta Roro

"Mastering LinkedIn for Real Estate Success with Tezeta..."

GlobalRealEstateSchool

How to Grow Your Real Estate Business Using LinkedIn

Link



GlobalReal Estate School

Your #1 Resource for Training and Education

Earn Your Real Estate License Online - Global Real Estate...

GlobalRealEstateSchool

Global Real Estate School - Pre and Post License Real Estate Courses

Link



John Mayfield - The Real Estate Tech Guy Speaking Demo

Vimeo

Here's a short video from a Miami REALTORS event. I'd love to connect and explore how I can bring value to your members.



**FIND A
NICHE!**

GAGGEMO

Engagemen

ENGAGEMENT



TIME

TIME TO ENGAGE!



ENGAGEMENT



ENGAGEMENT

Engagement



ENGAGE



A still life composition on a dark, textured wooden surface. On the left is a vibrant red ceramic mug filled with dark coffee. In the center, a stack of cream-colored, textured napkins is laid out, with the words "Be consistent" written in a blue, elegant cursive script. To the right of the napkins, a sleek, dark-colored pen with a silver clip lies diagonally. The background is a rustic wooden wall with vertical planks.

*Be
consistent*





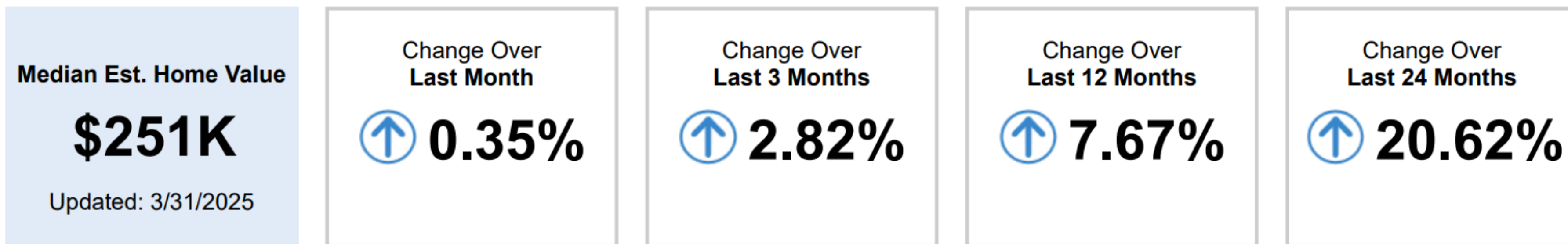


Market Activity Report

Farmington, MO 63640

Farmington, MO 63640

Market Snapshot: Estimated Home Values



*About this Data: Estimated home values are generated by a valuation model and are not formal appraisals. Valuations are based on public records and MLS data where licensed. The metrics shown here reflect **All Residential Properties** data.*

Market Snapshot: 12-Month Change in Estimated Value



LinkedIn Success Checklist for Real Estate Agents

**Master LinkedIn to build connections, add value, and grow your real estate brand.
Check off each task as you complete it!**

Step 1: Optimize Your Profile

- ☐ Upload a professional headshot (smiling, high-quality, no selfies).
- ☐ Write a client-focused headline (e.g., “Helping Families Find Dream Homes in [City] | Real Estate Expert”).
- ☐ Update your About section (2-3 paragraphs, highlight expertise, include a call-to-action like “DM me to chat!”).
- ☐ Add listings, testimonials, or a video to your Featured section.
- ☐ Personalize your LinkedIn URL (e.g., [linkedin.com/in/YourName](https://www.linkedin.com/in/YourName)).
- ☐ Add 5+ relevant skills (e.g., negotiation, market analysis) and request endorsements.

Step 2: Engage with Your Network

- ☐ Connect with 5 new contacts (e.g., past clients, local businesses) with personalized requests.
- ☐ Comment meaningfully on 3 posts from your network this week (add value, don't just



10 Quick Reminders for LinkedIn Success in Real Estate

1. Your Profile is Your Digital Business Card: Make it professional, client-focused, and complete.
2. Personalize Connection Requests: Mention a shared interest or past interaction.
3. Post with Purpose: Share market updates, tips, or success stories 1-2 times/week.
4. Comment to Connect: Add value in comments to build relationships.
5. Use Video: A 30-second intro or tip can boost engagement.

ACCOUNTABILITY





***"In the age of social media, LinkedIn is your digital handshake. The more people you connect with, the more doors you open."
- From "Crush It!" by Gary Vaynerchuk***



Thank you!

