

Mastering LinkedIn for Real Estate Success: Building Connections, Adding Value, and Growing Your Brand

Meeting Number: 0525

Category: Professional Development

Materials Needed: Handouts Included with Meeting, Flip Chart,

Estimated Time: 30 – 45 Minutes

PowerPoint Available: Yes

Meeting Objective: By the end of this session, real estate professionals will understand how to optimize their LinkedIn profiles, effectively engage with their network, and leverage LinkedIn for lead generation and relationship-building to grow their real estate business.

Introduction to Today's Meeting: Briefly introduce the session: "Today, we're diving into how LinkedIn can be a game-changer for your real estate business by helping you connect, engage, and grow your brand."

Step #1

➡ **Ask** – *Does anyone have a success story from using LinkedIn with your real estate business?*

After a few moments for any volunteers, share the following facts with your group about LinkedIn. **Optional PowerPoint with statistics available.**

1. LinkedIn is the #1 platform for professional networking, with over 1 billion users globally (as of 2025).
2. It's ideal for connecting with high-end-worth clients, local businesses, and industry influencers (e.g., mortgage brokers, developers, c-suite executives, and more) – which makes LinkedIn is ideal for building relationships

➡ **Ask** - *"What's one thing you think stops you from using LinkedIn more effectively for your real estate business?"* (Allow for a time of debrief).

Step #2

➡ Ask a volunteer in advance of the meeting if they would be willing to read the following story (stories are included at the end of the meeting for distribution to team members to read).

➡ Ask for Story #1 Volunteer to read their story:

Story #1 – Brenda Andrew - Lead Generation Success in Corpus Christi, TX

From Easy Agent Pro Blog, “Why Every Agent Should Be Rocking LinkedIn for Real Estate.” <https://www.easyagentpro.com/blog/linkedin-for-real-estate/>

Brenda Andrew, a real estate agent in Corpus Christi, Texas, shared that she has generated more business from LinkedIn than from Facebook. By focusing on professional networking and posting valuable content like market insights, she connected with high-value clients and referral partners, leveraging LinkedIn’s business-oriented audience to drive leads.

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

➡ **After the volunteer shares the story, explain to your group why this is relevant.**

Why It’s Relevant: According to Hubspot, This story underscores LinkedIn’s superior lead conversion rate – (2.74% compared to Facebook’s 0.77%) and shows that LinkedIn can outperform other platforms for real estate business.

➡ Ask for Story #2 Volunteer to read their story:

Story #2 Ashley Harwood’s Targeted Prospecting for Introverted Agents

From Easy Agent Pro Blog, “Why Every Agent Should Be Rocking LinkedIn for Real Estate.” <https://www.easyagentpro.com/blog/linkedin-for-real-estate/>

Ashley Harwood, who started her real estate career in 2013 and later founded Move Over Extroverts, a coaching company for introverted agents, emphasizes LinkedIn’s power for purposeful prospecting. She 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. Her

approach focused on personalized connection requests and sharing educational content like market trends.

Quote: “LinkedIn allows you to target your prospecting in a more purposeful way, since you can search by job title and company.” – Ashley Harwood, Move Over Extroverts

➡ **Ask** – *What tools do you have available today to share and post on LinkedIn?*

The Local MLS, Local, state, national association reports, RPR data, are all items that should be mentioned.

➡ **Remind the group** that Ashley’s story, story highlights how LinkedIn’s search tools can help you target and find high-value leads, especially right here in our community!

Step #3

✓ Emphasize that we know why LinkedIn matters to us as real estate agents, so where should we begin if we have not been using LinkedIn consistently to generate leads?

Optional #1 - Lecture the following with the optional PowerPoint or use the accompanying video to play during this section.

#1 – Optimize Your LinkedIn Profile

- **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.*
- **Featured Section** – Showcase listings, client testimonials, a short video of yourself, etc
- **Custom URL** – Personalize your LinkedIn URL - <https://www.linkedin.com/in/johndmayfield/>
- **Skills and Endorsements** – Add your relevant skills (negotiation, market analysis, etc. and ask your clients and colleagues to endorse you.

Optional #2 – More Interactivity with Agents

Profile Photo – Have agents pull out their phones and review their current LinkedIn photo. Ask them to: Identify if it’s professional and aligns with their brand. If not, have them brainstorm or plan for a professional photoshoot.

Next, either debrief as a full group, or break agents into groups and have each group brainstorm their assigned topic. Larger offices can have multiple groups working on the same topics.

Headline –Brainstorm creative headline ideas based on their specialties (e.g., first-time homebuyers, luxury real estate).

Featured Section – Have agents look at their LinkedIn profiles and evaluate whether they have featured listings, client testimonials, or videos. Brainstorm what they could add to the Featured Section.

Skills and Endorsements – Discuss skills and endorsements, and what would they recommend for enhancing this portion of their LinkedIn website.

After a few minutes, ask a few to share their headlines with the group for feedback. Be sure and use a flip chart to debrief the items mentioned by each group.

Step #4

Engage Effectively with Your Network

➡ **Explain to the group**, that to grow their network, they need to connect with local professionals (e.g., attorneys, contractors, lenders) and past clients.

➡ **Remind them to –**

Personalize connection requests (e.g., “Hi [Name], I loved working with you on your home purchase—let’s stay connected!”).

Engage with Content: Like, comment, and share posts from your network. Add value in comments (e.g., “Great tip! I’d add that first-time buyers should also consider [X].”).

Post Consistently: Share 1-2 posts/week. Ideas:

Market updates (e.g., “Interest rates dropped—here’s what it means for [City] buyers”). Share RPR and local data as to what is going on in the marketplace.

Success stories (e.g., “Just closed on this beautiful home for a first-time buyer!”).

Educational content (e.g., “5 mistakes to avoid when selling your home”).

Use Video: Short videos (30-60 seconds) introducing yourself or sharing tips perform well.

✓ **Finally, distribute** to your team the two additional handouts, - “**LinkedIn Success Checklist for Real Estate Agents**” and “**10 Quick Reminders for LinkedIn Success in Real Estate.**”

Closing

➡ **Ask**, “What’s one topic you could post about to attract clients? (e.g., local market trends, home staging tips)”

✓ **Encourage** your team this week to comment meaningfully on 3 posts from their network and share 1 post about your market.”

Closing Quote:

"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

Handouts for Meeting



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Story #2 Ashley Harwood's Targeted Prospecting for Introverted Agents

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Quote: "LinkedIn allows you to target your prospecting in a more purposeful way, since you can search by job title and company." – Ashley Harwood, Move Over Extroverts

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).
- ☐ 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 say “Great post!”).
- ☐ Share 1 post about your market (e.g., market update, success story, or tip like “5 mistakes to avoid when buying”).
- ☐ Create a 30-60 second video introducing yourself or sharing a quick tip.

Step 3: Generate Leads

- ☐ Use LinkedIn’s search to find 5 potential clients (e.g., “homeowner in [City]” or “real estate investor”).
- ☐ Send 3 personalized DMs to start conversations (e.g., “Hi [Name], I’d love to share insights about [City]’s market”).
- ☐ Join 1-2 LinkedIn groups (local or real estate-focused) and comment on a discussion.
- ☐ Share a lead magnet (e.g., “DM me for my free guide: Top 10 Tips for First-Time Buyers”).

Bonus Challenge

- ☐ Set a goal to complete 5+ tasks by [insert date, e.g., one week from meeting]. Share your progress with your accountability partner or team leader!

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.
6. Search Smart: Use LinkedIn's filters to find homeowners, investors, or referral partners.
7. DM with Care: Start conversations, don't pitch. Ask questions to learn about their needs.
8. Join Groups: Engage in local or real estate groups to meet prospects.
9. Track Profile Views: Follow up with viewers who might be interested in your services.
10. Stay Consistent: Spend 15 minutes/day on LinkedIn to stay top-of-mind.