

# FACEBOOK BUSINESS PAGES



Your Facebook Business Page is more than just a place to share listings. It's an opportunity to build relationships, showcase your expertise, and stay connected with buyers, sellers, and your local community.

This guide will walk you through the essentials of creating and optimizing your Facebook Business Page, developing engaging content, using Meta's management tools, and understanding your performance. Whether you're starting from scratch or refreshing your existing Page, you'll find practical tips to help you build a professional and consistent online presence.

# Why Facebook Matters for Realtors

Facebook remains a valuable platform for real estate professionals to build relationships, share local expertise, and stay visible within their communities. A professional Business Page allows you to promote your services, connect with potential clients, and provide helpful content beyond property listings.

## Why Use a Facebook Business Page?

- **Professional Presence:** Establish a dedicated space for your real estate business and personal brand.
- **Local Connections:** Share community information, neighborhood highlights, and market updates.
- **Marketing Tools:** Access scheduling, advertising, messaging, and performance insights.
- **Brand Awareness:** Stay connected with past clients and introduce your services to new audiences.
- **Brokerage Collaboration:** Tag and collaborate with your brokerage when sharing relevant content.

## Personal Profile vs. Business Page

### Personal Profile

Designed for individual connections

Connect with friends and participate in groups

Personal privacy settings

Limited business management tools

### Business Page

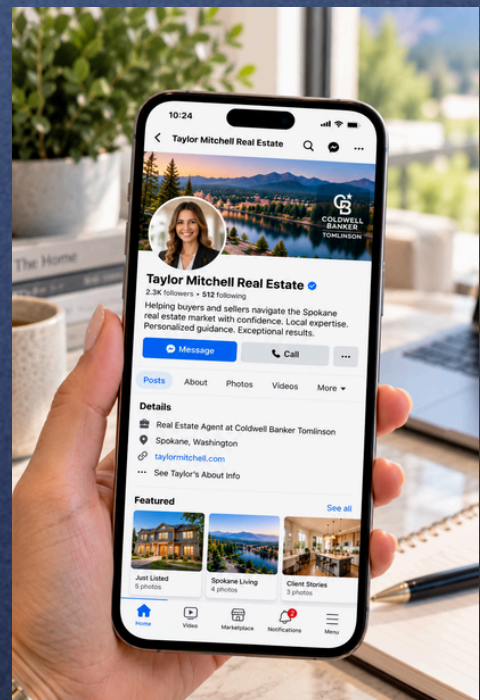
Build a public audience through followers

Designed for professional or business representation

Public business information and contact options

Access to Meta Business Suite, insights, and advertising tools

**Important:** You'll need a personal Facebook account to create and manage a Business Page. Your personal account and Business Page remain separate public identities, although you manage both through Facebook.



# Setting Up Your Facebook Business Page



A complete and professional Facebook Business Page helps potential clients quickly understand who you are, where you work, and how to contact you.

## How to Create Your Page

1. Log in to your personal Facebook account.
2. Navigate to Pages and select Create New Page.  
You can also visit [facebook.com/pages/create](https://facebook.com/pages/create).
3. Enter your professional Page name and select an appropriate category, such as Real Estate Agent.
4. Add a short bio describing your experience, specialties, and service area.
5. Upload a professional profile photo and branded cover image.
6. Add your business contact information, website, and an appropriate action button.
7. Publish your Page and review how it looks on both desktop and mobile.

### Example Bio

"Helping buyers and sellers navigate the Spokane real estate market with confidence. Proudly serving Spokane and surrounding communities with local expertise, personalized guidance, and a commitment to exceptional service. Coldwell Banker Tomlinson."

## Don't Forget Your Brokerage Information

Make sure your Page follows Coldwell Banker Tomlinson branding standards and applicable state real estate advertising requirements. Include the necessary brokerage identification and review your Page periodically for accuracy.

## Optimize Your Page

- Profile Photo: Use a clear, professional headshot.
- Cover Photo: Showcase your brand, local market, or real estate expertise.
- About Section: Explain who you help, where you work, and what makes your services unique.
- Contact Information: Include your professional phone number, website, and other appropriate contact options.
- Action Button: Choose an available option such as Contact Us, Call Now, or Send Message.
- Username: Create a simple, recognizable username that matches your professional branding.

# Facebook Best Practices



A successful Facebook Business Page is about more than posting regularly. It's about creating meaningful content, building relationships, and giving your audience a reason to engage with you.

## 7 Best Practices for Realtors

### 1. Start With a Strategy

Identify what you want to accomplish. Whether it's increasing brand awareness, connecting with potential clients, or staying top of mind with your sphere, having a clear goal will guide your content.

### 2. Be Consistent

Aim for 3–5 quality posts per week as a starting point. Focus on maintaining a realistic schedule rather than posting daily just to stay active.

### 3. Provide Value

Create content that educates, inspires, or entertains. Share helpful real estate advice, local market insights, and information your audience can actually use.

### 4. Show Your Personality

People connect with people. Share behind-the-scenes moments, community involvement, and your everyday experiences as a real estate professional.

### 5. Prioritize Engagement

Respond to comments and messages, ask questions, and interact with your audience. Building relationships is just as important as publishing content.

### 6. Use Video

Incorporate Reels, property tours, educational videos, and behind-the-scenes clips. Video is a valuable way to showcase your personality and expertise.

### 7. Connect With Your Brokerage

Tag Coldwell Banker Tomlinson when appropriate, share relevant brokerage content, and participate in office events and marketing opportunities.

**Remember:** Focus on creating content that starts conversations, not just collects likes.

# What Should You Post?



Your Facebook content should reflect your expertise, personality, and connection to your community. A healthy mix of real estate education, local information, and personal content helps keep your Page interesting and relevant.

## Content Ideas for Realtors

### Real Estate Education

Buyer and seller tips, market updates, FAQs, home maintenance advice.

### Listings & Success Stories

Just listed, just sold, open houses, property tours, client milestones

### Community & Lifestyle

Local businesses, events, neighborhood highlights, seasonal activities

### Personal Branding

Behind-the-scenes moments, agent introductions, office events, community involvement

### Engagement

Polls, questions, home design preferences, this-or-that posts

\*Always obtain appropriate permission before sharing client photos, testimonials, or transaction details.

## Make the Most of Facebook's Content Formats

**Feed Posts:** Great for property photos, educational graphics, community highlights, and announcements.

**Reels:** Short, engaging videos featuring home tours, quick tips, local attractions, and behind-the-scenes moments.

**Stories:** Casual, timely updates such as open house reminders, office activities, and everyday moments. Stories are typically available for 24 hours.

# What Is Meta Business Suite?

Meta Business Suite is a free tool that allows you to manage your Facebook Business Page and connected Instagram professional account in one convenient place. Instead of switching between platforms, you can create and schedule content, respond to messages and comments, and track your performance from one dashboard.

Whether you're managing listings, promoting open houses, or sharing community updates, Meta Business Suite helps you stay organized and maintain a consistent online presence.

## What Can You Do With Meta Business Suite?

- **Create & Schedule Posts:** Plan Facebook and Instagram content ahead of time.
- **Manage Messages & Comments:** Keep up with inquiries and audience interactions in one inbox.
- **View Insights:** Track views, reach, engagement, and content performance.
- **Organize Your Content:** Use the Planner to see upcoming scheduled posts.
- **Manage Multiple Accounts:** Switch between Facebook Pages and connected Instagram accounts you have permission to manage.

## Tips for Real Estate Agents

- **Batch Your Content:** Dedicate time each week to creating and scheduling multiple posts.
- **Plan Around Your Listings:** Schedule property highlights, open house reminders, and market updates.
- **Stay Flexible:** Leave room for spontaneous content, new listings, and community events.
- **Check Your Inbox:** Scheduling saves time, but responding to messages and comments still matters.
- **Review Your Results:** Use Insights to identify which topics and content formats resonate with your audience.



## How to Schedule a Post

1. Visit [business.facebook.com](https://business.facebook.com) or open the Meta Business Suite app.
2. Select your Facebook Business Page.
3. Navigate to Planner or Content and click Create Post.
4. Choose whether to publish to Facebook, Instagram, or both.
5. Add your caption, photos, or video.
6. Select Schedule and choose your preferred date and time.
7. Review your post and confirm the schedule.

# Insights, Growth & Next Steps



Creating content is only part of the process. Understanding how your audience interacts with your posts can help you refine your strategy and create more effective content over time.

## Understanding Facebook Insights

Meta Business Suite provides analytics to help you evaluate your content and audience. Available metrics include views, interactions, and follows, with additional information depending on the account and content type.

## Your Monthly Facebook Checklist

- Review your Page information and contact details
- Plan and schedule upcoming content
- Post a mix of educational, local, and personal content
- Respond to comments and messages
- Review your top-performing posts and Reels
- Check your insights and adjust your strategy
- Make sure your content follows brokerage branding and Fair Housing guidelines

## Key Metrics to Monitor

- Views: How many times your content was displayed or played.
- Reach: How many unique people saw your content, where this metric is available.
- Engagement: Interactions such as reactions, comments, and shares.
- Followers: How your audience is growing over time.
- Content Performance: Which posts, Reels, and topics generate the strongest response.

## How to Access Your Insights

1. Open Meta Business Suite.
2. Select your Facebook Business Page.
3. Click Insights in the left-hand menu.
4. Review your overview and content performance.
5. Use what you learn to adjust your upcoming content.

## Final Thoughts: Build Relationships, Not Just Followers

Your Facebook Business Page is an extension of your real estate business and personal brand. By sharing valuable content, engaging with your community, and maintaining a consistent presence, you can build meaningful relationships with current and future clients.

You don't need to be a social media expert to succeed. Start with a clear strategy, show up authentically, and focus on providing value. Over time, small, consistent efforts can make a meaningful difference in your online presence.