

# A Modern Twist on Effective Real Estate Communication: "Twitter" Your Home and "Friend" Your "Realtor"

Are you using Social Networking to **SELL** your home? If not, you should...and here's an actual great example why:

When a recent client was trying to find a Realtor, she did so by looking at her Social Networking sites to find one. After considered Twittering, she instead decided to go with a site she was more familiar with, and instantly received over 10 suggestions of Realtors that she should interview. Times have changed- what once took several phone books to find now takes a few keystrokes to locate!

Here's why: Twitter, Facebook, and LinkedIn are household names, even if you have never used them before. If you pause and think about it, these sites are perfect as Real Estate Tools. After all, buying or selling a home effectively to meet your needs has always been about knowledge, especially who you know and who your Realtor knows.

Here are some serious facts\* about Social Networking that will interest you; in that:

- By 2010 Generation Y will outnumber baby boomers?
- 96% of them have joined a social network
- 1 out of 8 couples last year met via social networking
- Fastest growing segment on Facebook is 55-65 year old females

- Generation Y & Z consider email passé
- 80% of companies are primarily using LinkedIn as their main tool to find employees.

Here's how fast it happened; and the implications:

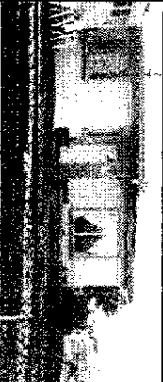
- It took Radio 38 years to reach 50 million users; TV 13, Internet 4, IPOD 3. Facebook reached 100 million users in under 9 months! (now at 250 million)
- Ashton Kutcher and Ellen DeGeneres have more Twitter followers than the combined population of Ireland, Norway, and Panama
- 78% of users trust peer recommendations. Only 14% trust advertisements. Only 18% of traditional campaigns generate a positive ROI. 90% of people that can TVO ads, do so.
- 24 of the 25 largest newspapers are experiencing record declines in Circulations. We no longer search for news, the news finds us. In the near future we will no longer search for products and services they will find us via social media.
- Social media isn't a fad, it is a fundamental shift in the way we communicate. More than 1.5 million pieces of content (weblinks, news stories, blogposts, notes, photos, etc) are shared on Facebook DAILY
- Successful companies in social media act more like party planners, aggregators, and content providers than traditional advertisers.
- 80% of Twitter usage is on mobile devices. People update anywhere any time. Imagine what that means for a bad customer experience?

## In This Environment, Who do you want selling your home??

The "Change Your View" Group knows what it takes. Come take a tour of our social media network, and "friend" us to become part of our network: [www.facebook.com/SouthBayRealEstate](http://www.facebook.com/SouthBayRealEstate)


Or, call us and we'll invite you to join! Carol Anne Schmidt & Camille Jasmin at 310-701-2486

\*Content sourcing: <http://www.youtube.com/watch?v=AVXKI506w-E>



**CARSON AREA**

- ✓ 3 Bedrooms, 1.75 bath
- ✓ Corner Lot
- ✓ Large Double Garage
- ✓ 1,242 Sq. Ft.
- ✓ Priced to sell \$389,500



**4 UNIT BUILDING - REDONDO BEACH**

- ✓ New Copper
- ✓ Newer Exterior & Interior Paint
- ✓ 4 Garages
- ✓ 5,249 Sq. Ft. Lot
- ✓ Priced to sell \$1,075,000

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**CALIFANO REALTY** 638 W. 9th Street, San Pedro

WDB640713 111409