

Building Expert Best Practices

10 Fast & Easy Steps to Success

1. COMPLETE YOUR PROFILE

The first and most important aspect of the program is to build a complete and compelling profile for your branding on Condo.com and associated marketing tools. This means uploading a good image and adding links to all of your social media channels for easy connection by prospects and clients.

2. ADD A VIDEO

Buyers and renters love video! Adding a video to your building page is as simple as copying the video link from a video you create and post to YouTube and inserting it into the applicable section in your dashboard. A good video is guaranteed to increase engagement and leads.

3. ADD A BUILDING REVIEW

Post an insightful expert review - beyond the MLS description. Ask yourself, what are buyers looking for? Unique Features of the units and building - location, views, amenities, recent upgrades, security, parking and value. If you need inspiration - look up the descriptions in current listings and previous sales - (just be sure information is accurate). Make it a 5-star review as 1 and 2 star ratings are not going to help you make sales. Also, the more reviews the better - so feel free to add 1 per month or as you have more information to share!

4. ADD PHOTOS AND FLOOR PLANS

With technology, everyone can be a great photographer. Sell the building with pictures; be sure to include the entrance, lobby, pool deck, gym, views, amenities and any other unique features and be sure to photograph on bright, sunny days. The more photos the better for lead generation and engagement. Your broker has also negotiated a discounted rate for photo and video packages - take advantage of this offer and upload quality, copyright-free images!

5. POST TO SOCIAL

Posting to your Social Media is as easy as picking the card (multiple templates are in your dashboard), saving to your desktop then pasting to the channel. Or get inspired and create your own. The secret is consistency. Post about the building or your role as the expert at least 1x per week.

Be sure to Like and Follow Condo.com so we can do the same for you, reposting and expanding your reach!

6. SEND A BUILDING ANNOUNCEMENT

A template has been created (just copy and paste) or you can write your own. Not every recipient sees every email - you can send this (with a few tweaks) several times. This is an easy and effective way for you to stay in touch with your sphere, keep you top of mind and increase your credibility, sales and referrals.

7. SHARE YOUR BUILDING REPORT

Do you have a hot prospect? Want to initiate another touchpoint with your audience? Send them a copy of your Building Report showing up-to-the minute available units, recent sales in the building and comparative location data. It's as easy as clicking the green "Send Report" button to email or copy and paste the link in your social posts. For best results, be sure to add a 400-word welcome message to the report describing what's going on around and in the building. You can easily update this message from your account each month to increase the likelihood of securing listings and sales contracts.

8. ADD THE EXPERT BADGE

Increase your credibility and highlight your expertise by adding the Building Expert Badge to your email signature, website and marketing collateral. Simply copy and paste the badge (resize as needed).

9. EDIT AND UPDATE YOUR BUILDING

Take a moment to read through the description and update or edit as necessary. Perhaps the building upgraded the gym or is now pet-friendly. Be sure to include as much accurate information as possible. Only use photos that you have taken or have written permission to use. For maneuvering the photo order, move the entire box (not the photo within). It is recommended you add a caption at the bottom. Very important: do not forget to click the green "SAVE" button as you go.

10. BECOME A CERTIFIED CONDO EXPERT

Condo sales can be complicated (that is why your customers need you). We've partnered with a course provider to deliver you additional education or a refresher to give you the knowledge you need to guarantee smooth transactions. Learn on-line at your own pace with a "take-until-you-pass" exam. Once complete you will receive the Certified Expert Certificate and can proudly add the "Certified Condo Expert Badge" to your signature, social media and marketing collateral. All agents receive a 50% discount for the certification.