

HOW TO MARKET YOUR BUILDING

Once you select any building in your account, you are taken to the Building Expert Onboarding section with multiple links in the Right Hand Navigation bar. These links allow you to set-up and market your building. Click “Start Campaign” to begin the process.

1. Profile Set-Up - You can update your profile per Building in this section. This allows you to use a different image per building in case you market in a specific building as a team with another agent. Once you’ve updated or confirmed your building profile click “Update Profile” then “Next” to proceed
2. Add a Video - Buyers, Sellers, Renters and search engines love video and you can easily upload a Video to your Building Page by clicking the Blue “Here” Link and entering the full YouTube video URL of the video. To access the link, go to your video on YouTube and copy and paste the full URL from the navigation bar. By uploading a video you will grow traffic, exposure and customers to your building page. Click “Submit” then “Next” to continue
3. Add a Review - Your prospects and clients like to read reviews and this is a great way for you to showcase your building expertise. More reviews leads to more consumer engagement and traffic. Simply add a one sentence title for your review and then an informative and insightful review of the building that showcases your knowledge and expertise. When you are done writing your review, provide a 5-Star Rating by selecting the Stars. Be sure to hit “Submit” prior to going to the next step.
4. Add Photos & Floor Plans - You can easily add photos and floorplans to your building page by clicking the link and following the directions on the building curation page. Detailed tutorials for Building Curation can be found in the Training Section of your Building Expert Program Homepage.
5. Send Announcement - It is important to promote your exclusive role as Building Expert to your network of prospects, clients, family and friends. This will further establish your positioning as the Expert to drive more traffic, engagement and leads. Simply cut and paste sample announcements and edit it as you see fit and send to your sphere by email or through your company’s CRM.

5. Post to Social Media - The biggest opportunity to grow traffic and leads for your building is by making building-specific posts to your Social Media accounts. We have provided a dozen dynamic Social Media templates with a specific link to your Building Page. Simply select your desired social card, add or update the text as applicable and click the Generate Card button. Once the final card appears with your personal branding and building image, follow the steps to download and post.
6. Share Building Reports - you can easily share building reports that demonstrate your expertise and help you stay top of mind with prospects and clients. Simply enter a custom message and click the Send Report button to send a note and link to the report.
7. Add Expert Badge - The Condo.com Building Expert Badge can easily be added to your email signature, website or marketing collateral. Simply select the Image and drag it to your desktop to then apply to your collateral indicating your designation as a Building Expert.
8. Edit & Update Building - You can easily edit and update information on your building page by clicking this link and following the directions on the building curation page. Detailed tutorials for Building Curation can be found in the Training Section of your Building Expert Program Homepage.
9. Mail Postcards to Residents - You can easily mail broker-approved postcards to building residents with our program. Simply follow the steps to select your preferred building image, generate the Building Report Code and then click the Get Started button to login to the postcard ordering portal. Select your card, add your image, apply the Building Code, create or upload your mailing list and confirm your order quantity and frequency for mailing. Direct mail postcards have a separate fee paid directly to the vendor prior to mailing.
10. Become a "Certified Condo Expert" - We've partnered with a third-party training company to provide Condo Expert certification. The self-paced course delivers information on condo associations, reserve funds, condo financing and more to equip you with all the information needed to help condo buyers and sellers with their transaction. The course is offered to Condo.com building experts at a 50% discount.
11. Receive Guaranteed Leads - We've partnered with a third-party lead generation company to provide you with discounted, guaranteed lead bundles of 25, 50 and 100 leads per month. These leads are not subject to the building expert program referral fee.
12. Feature Building Listings - If you have an exclusive listing in your building, we will feature it in search results and on your building page for maximum exposure and leads. Please send an email to support@condo.com with the MLS ID and building name and we will feature your listing on the site.

Version July 2021