



A conversation with real estate professionals to discuss the latest news, marketing techniques, websites, tools that affect the online real estate market.

For more episodes visit:

<http://4realz.net/category/4realz-roundtable>

Transcript from today's teleconference:

[1:53:04 PM] <4Realz> welcome everyone!

[1:53:45 PM] <Ricardo Bueno> So does everyone have a Facebook Page?

[1:53:51 PM] <walterjones> yes

[1:53:54 PM] <Catgirlva> yes

[1:53:57 PM] <RealSouthernHomes> Yes, love it

[1:54:06 PM] <Ricardo Bueno> If you do...drop your name and link to your page in the chat so we can all have a looksie

[1:54:08 PM] <MauryLoomis> Yes!

[1:54:17 PM] <memorris> Have profile - will have to get a page

[1:54:18 PM] <Mike Mueller> Mike is in!

[1:54:33 PM] <walterjones> same as memorris here

[1:54:38 PM] <SamBasel> yes - just created it in the last few days - looking for pointers.

<http://SamBasel.com>

[1:54:45 PM] <Scour> Hello

[1:54:45 PM] <4Realz> mike is always in!

[1:54:56 PM] <Mike Mueller> Tyr - LOL!

[1:55:10 PM] <MauryLoomis> <http://www.facebook.com/pages/Yorba-Linda-CA/Maury-Loomis-Orange-County-Real-Estate-Broker/93230965943>

[1:55:24 PM] <Mike Mueller> Ricardo - great idea!

[1:55:27 PM] <MauryLoomis> Just getting started though...2-3 days old.

[1:55:51 PM] <Mike Mueller> Mueller Maps: <http://www.facebook.com/pages/Mueller-Maps/70098421032>

[1:55:54 PM] <Guest 8> Hey Dustin and friends.

[1:56:16 PM] <Mike Mueller> My website:

<http://www.facebook.com/pages/AreWeConnectedcom/142317300346>

[1:56:24 PM] <ManaTulberg> Mana's here!!! Let's get this party started. :0)

[1:56:41 PM] <Mike Mueller> and My Consultation Biz: <http://www.facebook.com/pages/Mike-Mueller-Marketing-Web-Design-Social-Media-Consultation/50818804012>

[1:56:55 PM] <Guest 5> yikes - our page is too new. It needs work! Don't laugh when you look.

[1:56:57 PM] <Guest 5> <http://www.facebook.com/home.php?#/pages/Aumnia-the-automated-mobile-internet-platform/139487680113>

[1:57:05 PM] <Catgirlva> <http://www.facebook.com/people/Cathy-Mayo-Kahn/1686280911>

[1:57:17 PM] <Ricardo Bueno> And we're ready to rock and roll!

[1:57:46 PM] <Catgirlva> me too:) how do i do that???lolol just kidding...

[1:57:53 PM] <Guest 5> btw, gregg b (aumnia) is guest5

[1:57:55 PM] <ManaTulberg> Hi Ricardo. Miss you.

[1:57:58 PM] <RealSouthernHomes> Just log on to FB and search for Lisa Kolb in Augusta GA

[1:58:23 PM] <Guest 5> Hi Mana! (gregg here)

[1:58:26 PM] <MauryLoomis> Does the transcript of this get emailed at the end?

[1:58:34 PM] <memorris> Hi Dustin, Ricardo. You guys sound great!!

[1:58:48 PM] <ManaTulberg> hi Gregg

[1:59:05 PM] <SamBasel> wow - glitch in the matrix, but I'm back

[1:59:09 PM] <Ricardo Bueno> here's mine: <http://www.facebook.com/pages/Ricardo-Bueno/105219763792>

[1:59:14 PM] <HarrisonPainter> Hello everybody!!!

[1:59:16 PM] <Scour> HEY!

[1:59:27 PM] <mattixc> Seattle here

[1:59:37 PM] <walterjones> North Alabama here

[1:59:40 PM] <Guest 8> Klamath Falls, Oregon here.

[1:59:43 PM] <Jdowler> Howdy everyone

[1:59:53 PM] <Ricardo Bueno> @ManaTulberg: hiya! Big hug!

[2:00:00 PM] <HarrisonPainter> Indianapolis, IN here

[2:00:03 PM] <RealSouthernHomes> Try this:

<http://www.facebook.com/home.php?ref=home#/profile.php?id=1421382504>

[2:00:12 PM] <Guest 8> Is Nic_Nic here too?

[2:00:23 PM] <Ricardo Bueno> @MauryLoomis: I'll copy/paste the transcript and make it available for

download!

[2:00:38 PM] <MauryLoomis> TY RB!

[2:00:38 PM] <Scour> Nope

[2:00:40 PM] <Guest 5> let's rock and roll!

[2:00:43 PM] <Ricardo Bueno> @memorris: why thank you

[2:00:49 PM] <memorris> Let's Go!!

[2:00:53 PM] *California is on the call*

[2:00:54 PM] <ManaTulberg> Hi Irina!!!

[2:01:01 PM] <Guest 14> Hi Raphael here...

[2:01:06 PM] <IrinaNetchaev> Hi Mana!

[2:01:10 PM] <mattwilkins> hey everyone

[2:01:14 PM] <Jdowler> Hey Irina, Ricardo, Mana

[2:01:20 PM] <ManaTulberg> Miss You Irina.

[2:01:24 PM] <Guest 5> Hi Irena (gregg b from aumnia here), how ya been?

[2:01:26 PM] <ManaTulberg> Hi Jeff.

[2:01:28 PM] <RealSouthernHomes> Hey Stacie! You ROCK!

[2:01:40 PM] <IrinaNetchaev> Hey Gregg - how cool to see you here!

[2:01:42 PM] <Jdowler> Hi Mana - had fun in AZ?

[2:01:47 PM] <IrinaNetchaev> Jeff, hi!!!!

[2:01:51 PM] <IrinaNetchaev> I miss all of you guys!

[2:01:52 PM] <LindaAbbit> Who else from OC is here?

[2:02:00 PM] <StacieWells> Hey Lisa! Glad you're here!

[2:02:01 PM] <mattixc> how do I call in via VoIP?

[2:02:06 PM] <Jdowler> Hey Irina. Beautiful day, huh?

[2:02:07 PM] <ManaTulberg> Jeff: Too much fun in AZ.

[2:02:23 PM] <IrinaNetchaev> It's gorgeous in pasadena Jeff...

[2:02:29 PM] <Jdowler> Ah, recovering from AZ R we?

[2:03:02 PM] <IrinaNetchaev> AKA PABLO

[2:03:10 PM] <Ricardo Bueno> why thank you Dustin!

[2:03:26 PM] <Fran and Rowena> all my heross are here!

[2:03:34 PM] <IrinaNetchaev> Hey Fran!

[2:03:48 PM] <Fran and Rowena> Hey Irina! Nice new listings

[2:03:56 PM] <Fran and Rowena> You're busy!

[2:04:15 PM] <IrinaNetchaev> Fran, no new listings... all sold. Need new ones. Busy with multitude of buyers.

[2:04:16 PM] <scottybrown> Hello!

[2:04:17 PM] <HomeStagingPro> Hi Fran, Hi Irina

[2:04:22 PM] <Mike Mueller> Hyperlocal Edge: <http://www.facebook.com/pages/HyperLocal-Edge/155258170690>

[2:04:25 PM] <Fran and Rowena> Hi Michelle!

[2:04:31 PM] <Fran and Rowena> Hi Scotty!

[2:04:36 PM] <Guest 5> yo scotty (gregg b from aumnia here)

[2:04:40 PM] <IrinaNetchaev> Hi Michelle!

[2:04:49 PM] <Fran and Rowena> Hi Ricardo!

[2:04:51 PM] <Guest 5> we should have met at Elements for the call!

[2:04:56 PM] <Fran and Rowena> lol

[2:04:57 PM] <scottybrown> what up G

[2:04:59 PM] <mattixc> Reggie, you Rock!

[2:05:11 PM] <scottybrown> yep

[2:07:09 PM] <HarrisonPainter> I am following you!

[2:08:04 PM] <Ricardo Bueno> Reggie (Cyberhomes) hosted a REALLY good Facebook webinar.

[2:08:18 PM] <HomeStagingPro> What is Loren's FB page address?

[2:08:32 PM] <Guest 8> Is that available at cyberhomesblog yet?

[2:08:37 PM] <Guest 37> test

[2:08:51 PM] <Ricardo Bueno> Here's a link to some of the content I've bookmarked on using Facebook (including the webinar): <http://delicious.com/ribeezie/facebook>

[2:09:08 PM] <Ricardo Bueno> @Guest 8: yes it is

[2:09:41 PM] <Fran and Rowena> Michelle - Loren's page is:

[2:09:42 PM] <Fran and Rowena> <http://www.facebook.com/home.php?#/pages/Yorba-Linda-CA/Loren-Nason-Business-Technology-Coach/70683325851?ref=mf>

[2:09:57 PM] <scottybrown> scotty brown's page <http://www.facebook.com/pages/Scotty-Brown/20186119572>

[2:10:07 PM] <Ricardo Bueno> yo Downtown Scotty Brown! Comin' to the Barcamp this weekend?

[2:10:17 PM] <Jdowler> crap, Firefox crashed. I'm back

[2:10:29 PM] <HomeStagingPro> Thanks <Fran and Rowena>

[2:10:46 PM] <Ricardo Bueno> Hey Jeff, Fran, and Irina! Meetup soon...no?

[2:10:50 PM] <MauryLoomis> Good Point!

[2:10:53 PM] <IrinaNetchaev> Hi Kathy!!!!

[2:11:02 PM] <Fran and Rowena> DUSTIN - would you recommend getting personal URL for FB bus page? I've read online that the app currently avail has some downsides. Thoughts?

[2:11:09 PM] <MauryLoomis> You want to talk with clients not business only, but whatever they want to talk about?

[2:11:17 PM] <Catgirlva> very good point...so much to keep track of...

[2:11:21 PM] <Fran and Rowena> Ricardo - saw your Twitter feed w/Dustin - thinking meetup next week?

[2:12:00 PM] <Mike Mueller> Why not do a subdomain or redirect to your FB Page?

[2:12:08 PM] <Ricardo Bueno> I would argue that one of the best ways to market your facebook page is by directing a unique url to it!

[2:12:20 PM] <IrinaNetchaev> How do you differentiate between what you add FB page vs. your blog.

[2:12:35 PM] <mattwilkins> I have a company page but still trying to tweak it to create the most buzz: <http://companies.to/compassrealestateconsulting/>

[2:12:40 PM] <Ricardo Bueno> For example, Dustin's page is: <http://www.dustinluther.com>

[2:12:41 PM] <Fran and Rowena> Irina - the lines are blurred for me ... as it is with a lot of the media

[2:12:46 PM] <Guest 5> subdomain with redirect is cheaper than unique url

[2:12:48 PM] <Ricardo Bueno> whereas mine is: <http://www.facebook.com/pages/Ricardo-Bueno/105219763792> (clearly not as sexy)

[2:12:53 PM] <LindaAbbit> Ricardo — can you show us how to do that? FB seems to have a way to make a "pretty URL" but is that what you're talking about?

[2:12:56 PM] <pambuda> Am I missing some visuals?

[2:13:00 PM] <Guest 5> just use facebook.(url name).com

[2:13:18 PM] <IrinaNetchaev> Exactly Fran... trying to see how to focus more on differentiation.

[2:13:22 PM] <Fran and Rowena> Guest5 - I've seen that done. Thinking unique URL might have SEO benefits?

[2:13:27 PM] <Mike Mueller> Guest5 - exactly!

[2:13:56 PM] <Fran and Rowena> Irina - not sure have to differentiate totally. OK to blur. Reaching

different people.

[2:14:11 PM] <Guest 5> could have SEO benefit, not sure how to SEO a redirect

[2:14:14 PM] <morganb> facebook fan pages are powerful social proof

[2:14:20 PM] <SusieBlackmon> I love Twitter!

[2:14:23 PM] <mattwilkins> I have to agree with Brad that if your in busienss make the fan apge about your business and not you

[2:14:25 PM] <morganb> that's a real benefit above twitter

[2:14:49 PM] <IrinaNetchaev> Fran, it just takes so much time... need to be more efficient and not duplicate too much content.

[2:14:51 PM] <rudyb> Trulia's fan page works for us!

[2:15:09 PM] <Mike Mueller> F & R - I say don't over think the URL SEO - concentrate on content and engagement

[2:15:13 PM] <Fran and Rowena> It is my opinion that most people do NOT understand the difference between a Facebook "profile" and a Facebook "page"

[2:15:25 PM] <Guest 35> Redirect to a unique URL? What does that mean??

[2:15:30 PM] <LindaAbbit> How do we do a redirect?

[2:15:33 PM] <Fran and Rowena> The general public does not understand why two pages and what's the difference

[2:15:37 PM] <mattwilkins> here's an example of a free shortned URL for FB fan pages:

<http://companies.to/compassrealestateconsulting/>

[2:15:48 PM] <Fran and Rowena> Guest35 - unique URL is one you own — www.mydomain.com

[2:15:49 PM] <mattwilkins> or <http://profile.to/mattwilkins>

[2:16:20 PM] <Guest 35> Thanks! What is "re-direct" and how do you do it?

[2:16:21 PM] <pambuda> Can't we show some examples?

[2:16:22 PM] <Ricardo Bueno> @Fran&Rowena: yup. Next week I'm definitely send you an invite!

[2:16:24 PM] <Fran and Rowena> Guest35 - you "point" URL to wherever you want, in this case, to the FB bus page

[2:16:30 PM] <Guest 52> a redirect allows you to measure trafficto your facebook by each media buy...you should have a unique redirect for all marketing vehicles

[2:16:41 PM] <morganb> i ask customers to write reviews and share their experience (not my personal fan page, but for my biz)

[2:16:51 PM] <Guest 35> Huh?

[2:16:52 PM] <pambuda> So subdomain using your unique blog url beneath facebook?

[2:17:00 PM] <HomeStagingPro> <Ricardo Bueno> me too?

[2:17:04 PM] <Guest 30> how do I subdomain/

[2:17:05 PM] *RailLife is on the call*

[2:17:28 PM] <Fran and Rowena> Guest35 - take a look at where you buy your domain from. They should allow you to "point" or "redirect" to somewhere. Ask your web designer

[2:17:41 PM] <Fran and Rowena> Ricardo and his women! LOL

[2:17:47 PM] <StacieWells> Here's the link to my page:

<http://www.facebook.com/home.php#/pages/Augusta-GA/Stacie-Wells-The-Wells-Team-Augusta-GA-Realtor/60357330847?ref=ts>

[2:17:56 PM] <Guest 5> subdomain e.g., if your domain is <http://www.myblog.com/>, a subdomain is <http://facebook.myblog.com/>

[2:18:08 PM] <Fran and Rowena> Our Bus page: <http://www.facebook.com/pages/La-Canada-Flintridge-CA/Fran-and-Rowena-Real-Estate-Agents-La-Canada/51211838632>

[2:18:21 PM] <Guest 8> This was my problem at REBarCamp, lots of "geek speak" that I am not fluent in.

[2:18:24 PM] <Fran and Rowena> Hi Jim!

[2:18:34 PM] <memorris> This is where I struggle - what to blog about or what to post.

[2:18:35 PM] <Guest 56> Hey Mike (It's K8)

[2:18:38 PM] <Catgirlva> I started marketing me instead of just a "real estate agent"...not 100% sure this is how I should go...but then I feel I need a "business profile"

[2:18:42 PM] <Guest 53> video are best. In particular community videos

[2:18:45 PM] <Fran and Rowena> Guest8 - we've all be there ...

[2:18:48 PM] <jimmarks> I cant BELIEVE you started without me... (lol)

[2:18:53 PM] <MauryLoomis> I think FB replaces Agent Websites....put under notes all seller & buyer reports...this is a powerhouse website.

[2:19:08 PM] <HomeStagingPro> <guest8> hang in there. The more you hear it the more you will absorb. You'll be a geek in no time:o))

[2:19:12 PM] <mattwilkins> Maury you can also have you blog feed into your FB fang page as notes

[2:19:16 PM] <Catgirlva> I've been playing with the flip video and have had great response, so want to use that w/ re biz...

[2:19:31 PM] <morganb> what is the best first page for fan pages? the wall, info, reviews, etc.? what do you guys think?

[2:19:34 PM] <MauryLoomis> Interact with prospects, discussions...drive all traffic to FB page..way more powerful than current agent websites.

[2:19:38 PM] <Guest 52> facebook shouldn't replace agent sites. agent sites should be an extension of the broker site and funnel to the broker CRM system

[2:19:47 PM] <psexton> What type of stuff would you share on your FB page that wouldn't be on your blog or twitter?

[2:19:51 PM] <MauryLoomis> I work for an independent.

[2:19:55 PM] <rudyb> I have one Fan on Facebook! So cool - <http://www.facebook.com/pages/Fort-Collins-CO/Rudy-Bachraty/73448741358?ref=mf>

[2:20:03 PM] <RealSouthernHomes> Stacie, lets set up a time when you can show me how to set up a page.

[2:20:11 PM] <Guest 52> you can get tons of infrastructure as an independant

[2:20:12 PM] <SusieBlackmon> How do you search on FB? How do you find the darn page if you are on a profile page. Hiss hiss!

[2:20:15 PM] <MauryLoomis> I dont want my leads going to my company, I'm an independet contractor/broker!

[2:20:15 PM] <pambuda> Rudy you have lots of fans!

[2:20:20 PM] <Catgirlva> i see some agents w multiple, multiple sites with all this content...I find it can get too "noisy"

[2:20:21 PM] <Mike Mueller> Rudy - what are you doing in Fort Collins?

[2:20:24 PM] <HomeStagingPro> Do links to or back-links from FB to blog or web site help drive SEO?

[2:20:30 PM] *California has hung up*

[2:20:36 PM] *Guest 58 is logged into the chat*

[2:20:43 PM] <Guest 52> leads wonts go to the broker if you build it right

[2:20:45 PM] <MauryLoomis> Catrilva - Yes, you got it

[2:20:46 PM] <Fran and Rowena> Michelle - no SEO from profile, but I think there is from page

[2:20:57 PM] <rudyb> Thanks Pam.....I have a new fan page for myself and I have 1 thus far

[2:21:06 PM] <Mike Mueller> There is SEO in Pages

[2:21:10 PM] <pambuda> Now you have two!

[2:21:13 PM] <MauryLoomis> I cant maintain FB and all...I already have my search in the FB page

[2:21:19 PM] <Guest 53> Facebook needs to improve its analytics. Insights is useless

[2:21:21 PM] <Guest 59> Oi Firefox died on me!

[2:21:25 PM] <mattwilkins> Yes profiles do have SEO unless you turn the feature off

[2:21:25 PM] <MauryLoomis> I will have home valuations soon... and more.

[2:21:30 PM] <rudyb> Profiles on major sites are great for SEO

[2:21:30 PM] <Guest 28> Rudy, you have 3 fans now!

[2:21:43 PM] <Fran and Rowena> Matt - I thought profiles don't, pages do??

[2:21:49 PM] <pambuda> You mean like Trulia?

[2:21:54 PM] <rudyb> Thanks Wayne and Pam!

[2:21:59 PM] <IrinaNetchaev> static what?

[2:22:01 PM] <SusieBlackmon> How can I post on FB with all the plants I have to plant to shut everyone up?

[2:22:08 PM] <Mike Mueller> StaticFBML

[2:22:12 PM] <Fran and Rowena> static FBML - facebook markup language

[2:22:13 PM] <mattwilkins> profiles do I'm not sure about pages my ActiveRain profile for my brokerage has the most SEO right now

[2:22:18 PM] <IrinaNetchaev> Thanks Mike!

[2:22:26 PM] <Guest 35> Way over my head!! Apps, tabs, jeez! I am a real estate agent, Jim, not a doctor!

[2:22:30 PM] <Fran and Rowena> Matt - we're talking about Facebook profile, specifically

[2:22:33 PM] <Guest 8> LOL

[2:22:33 PM] <rudyb> Facebook, LinkedIn, Twitter, Trulia etc...

[2:22:37 PM] <Guest 53> Chockfull of useful video content:

<http://www.facebook.com/home.php?#/pages/West-Roxbury-MA/Century-21-Carole-White-Associates/13809807869>

[2:22:41 PM] <IrinaNetchaev> Fran, you sound very geeky... YIKES! We'll need to set up lessons.

[2:22:41 PM] <mattixc> How easy is it to use StaticFBML for someone who doesn't know HTML?

[2:22:43 PM] <Catgirlva> with just what i've started, I can't believe my seo improvement...it blows me away, so I know this is what we are supposed to be doing, but I want a

[2:22:47 PM] <SusieBlackmon> Mike M it's great to 'see you.'

[2:22:55 PM] <Mike Mueller> Hi Susie!

[2:23:01 PM] <jimmarks> All profile pages have SEO, some pages do, depending on the site

[2:23:03 PM] <mattixc> Please share the Home Search code

[2:23:06 PM] <Catgirlva> "united" personal...or message I'm putting out there...

[2:23:07 PM] <memorris> This sounds like programming to me. I'm lost!!!

[2:23:12 PM] <Fran and Rowena> Irina - minored in Computer Science in college many, many years ago

[2:23:15 PM] <Guest 35> Can someone smart call me: Keith Woolgar, Century 21 Award, San Diego (619)

[2:23:23 PM] <Guest 31> what's the name of teh "Home Search" app?

[2:23:29 PM] <Guest 52> you've been able to frame search for years

[2:23:31 PM] <pambuda> Let's show some examples!

[2:23:35 PM] <IrinaNetchaev> Is it on mine Loren?

[2:23:40 PM] <Fran and Rowena> Jim - but do Facebook profile pages have SEO??

[2:23:42 PM] <Guest 35> (619)590-3049

[2:23:54 PM] <memorris> Home Search - is this something you need to be a programmer to do??

[2:23:58 PM] <Guest 52> facebook profiles have excellent SEO

[2:23:59 PM] <rudyb> Thanks Stacie!

[2:24:02 PM] <Fran and Rowena> Guest31 - call LOREN re: home search app.

[2:24:12 PM] <bnix> My company page: <http://www.facebook.com/home.php#/pages/Woodstock-GA/Maxsell-Real-Estate/94129375662?ref=ts> I currently believe...

[2:24:16 PM] <pambuda> or more links

[2:24:16 PM] <Guest 57> anyone have a sample of idx on a page? i have an iframe to link. i'm so doing that! (Lisa Sanderson)

[2:24:18 PM] <Guest 31> Is it called "Home Search"?

[2:24:22 PM] <StacieWells> Rudy - You bet!

[2:24:28 PM] <Guest 52> google a friends name. chances are their facebook profile is top of the list

[2:24:35 PM] <rudyb> Yup

[2:24:36 PM] <Fran and Rowena> Check out of FB page for home search that Loren did (and please become a FAN) - <http://www.facebook.com/pages/La-Canada-Flintridge-CA/Fran-and-Rowena->

[2:24:36 PM] <bnix> ...personal 'pages' are confusing to FB members

[2:24:37 PM] <Catgirlva> yet, facebook has seo....already found google links up I just put up

yesterday!

[2:24:43 PM] <LindaAbbit> Can we see sample of Recommend this Page tab?

[2:24:44 PM] <rudyb> I google myself all the time

[2:24:48 PM] <Mike Mueller> Lisa - FBML is tough to iFrame - you'll need some help

[2:24:53 PM] <Ricardo Bueno> @memorris: get in touch with Loren Nason:

<http://www.facebook.com/pages/Yorba-Linda-CA/Loren-Nason-Business-Technology-Coach/70683325851?sid=2bec6d833>

[2:25:12 PM] <Guest 52> that logrythm of crosslinks isn't heavily weighed anymore

[2:25:12 PM] <Guest 57> Mike: do you recommend anyone?

[2:25:29 PM] <Fran and Rowena> FBML cannot be used with <iframe> and cannot be used with <fb:iframe>

[2:25:35 PM] <Mike Mueller> Guest 57 - LOL :)

[2:25:37 PM] <Fran and Rowena> It's a static application, not a "live" one

[2:25:44 PM] <mattwilkins> Facebook has a memorable web address app wher you can shorten the URL for you profile,pages, and groups

[2:25:45 PM] <rudyb> landing page

[2:26:11 PM] <Fran and Rowena> Matt - I've read online that there are some downsides to that app. Maybe I'm remembering wrong, but it's why I didn't do it

[2:26:45 PM] <Guest 57> Fran & Rowena's link didn't work...

[2:26:47 PM] <IrinaNetchaev> Fran, the link is broken

[2:26:51 PM] <Ricardo Bueno> Here's the link to Reggie's webinar on the Cyberhomes blog:

<http://www.cyberhomesblog.com/cyberhomes/facebook-webinar-recap-12-facebook-strategies/>

[2:26:51 PM] <Fran and Rowena> <http://www.facebook.com/pages/La-Canada-Flintridge-CA/Fran-and-Rowena-Real-Estate-Agents-La-Canada/51211838632>

[2:27:01 PM] <mattixc> One of you need to create a video how how to put these cool apps on your page

[2:27:05 PM] <Fran and Rowena> OR — shortened url: <http://tinyurl.com/Fran-and-Rowena-Facebook>

[2:27:32 PM] <Guest 52> bottom line. I've never met an agent that closed more than 3 deals they can say Facebook generated the lead without a doubt

[2:27:32 PM] <Fran and Rowena> Irina - is that link OK?

[2:28:04 PM] <Guest 35> Just got a great seller lead today from FB!

[2:28:18 PM] <SusieBlackmon> But when you are in Facebook who in the heck do I get there??

[2:28:18 PM] <Fran and Rowena> Guest35 - congratulations

[2:28:29 PM] <walterjones> YAY Dustin tell us about that!

[2:28:29 PM] <Guest 35> That's why I am on the call...I want more!

[2:28:30 PM] <walterjones> There isnt an obvious way!

[2:28:42 PM] <Catgirlva> well to respond to guest 52...only been up 2 1/2 3 weeks and I'm getting emails with re questions and I'm not pushing me totally as a re agent...i'm

[2:28:56 PM] <pambuda> Same here-never warmed up to Facebook before

[2:28:57 PM] <IrinaNetchaev> Yep the link is fine now Rowena... I am now your biggest FAN!

[2:29:01 PM] <Guest 52> facebook is little more than pinning business cards to coffee shop bulletin boards

[2:29:06 PM] <IrinaNetchaev> Did I just say Rowena?

[2:29:08 PM] <memorris> I just googled Mike Mueller and did not get a facebook page on the first google page.

[2:29:09 PM] <Catgirlva> i'm focusing on building relationships which is so imp't in this changed re market...

[2:29:17 PM] <Fran and Rowena> Catgirlva - agreed!

[2:29:27 PM] <IrinaNetchaev> You need to bring Rowena to the next tweet up Fran.

[2:29:33 PM] <Fran and Rowena> Irina - no problem - we're "double trouble"!

[2:29:43 PM] <Fran and Rowena> Irina - she's searching for the computer's "on" button

[2:29:56 PM] <mattwilkins> <Catgirlva> building relationships is important i'm just ifnidng facebook a great vehicle to manage those contacts efficiently

[2:30:02 PM] <MauryLoomis> Catgirlva...what is your page link?

[2:30:03 PM] <SusieBlackmon> FB doesn't compare though to Twitter's search. Makes me crazy!

[2:30:09 PM] <IrinaNetchaev> I promise not to test her on her pc skills. just would be nice to meet her.

[2:30:27 PM] <Fran and Rowena> Irina - I'll try!

[2:30:59 PM] <@MarkEckenrode> what's the incentive for a prospect to become an agent's "fan" on facebook?

[2:31:00 PM] <Catgirlva> yes mattwilkins, utilizing creating lists now that have 110 friends...know not alot but just started and what to be able to manage w/o being seen as

[2:31:10 PM] <Catgirlva> the obnoxious re agent...

[2:31:48 PM] <Guest 52> as a CRM tool, facebook is minor, its a cheap way to keep connected for the long sale and referral biz

[2:32:02 PM] <mattwilkins> I have to agree with Brad

[2:32:10 PM] <Guest 52> its worth about 10hrs/week

[2:32:12 PM] <Mike Mueller> 8th one down: http://www.google.com/search?hl=en&client=firefox-a&rlz=1R1GGGL_en_US317&hs=jBe&ei=txj6Sci4IITktQOj8qz2AQ&sa=X&oi=spell&resnum=0&ct=r

[2:32:30 PM] <Catgirlva> oh lord...what is that link lolol
think...<http://www.facebook.com/home.php#/profile.php?id=1686280911&ref=name> cathy mayo kahn

[2:32:49 PM] <Ricardo Bueno> @MarkEckenrode: now THAT's a great question to think about!

[2:32:55 PM] <@MarkEckenrode> @bnix: agreed, i see where it makes sense for a broker/company but not so much for the individual agent

[2:32:58 PM] <mattixc> Having both allows you to keep your personal friends and family from seeing all your business news

[2:33:08 PM] <Guest 57> your page let's people opt-in to your business stuff and you don't have to clutter your personal w/all that stuff

[2:33:19 PM] <MauryLoomis> You convert from Fan to FRIEND!

[2:33:53 PM] <Ricardo Bueno> But if you become a fan of my page I'm thinking of raffling off some goodies to new followers: <http://tinyurl.com/cjva92>

[2:33:56 PM] <MauryLoomis> If you do a Business Marketing....drive to BIZ Page...then they can add you as a friend out of curiosity...then the relationship builds

[2:34:00 PM] <mattixc> Yes, exactly Guest 57

[2:34:13 PM] <@MarkEckenrode> @ribeezie: LOL

[2:34:19 PM] <Fran and Rowena> Ricardo - I'm going to un-fan so I can re-fan and get in the raffle

[2:34:21 PM] <Guest 52> its passive selling. And its worth doing, but it shouldn't be a primary marketing strategy

[2:34:23 PM] <Guest 59> K it's been fun... thanks for the notification about this Mike... time for me to get back to research for my semester project

[2:34:38 PM] <Ricardo Bueno> @Fran&Rowena: hehe..

[2:34:51 PM] <mattixc> They'll see them if they started as a friend and then become a fan

[2:34:57 PM] <@MarkEckenrode> so why drive traffic to a fan page over a landing page on your own site?

[2:34:59 PM] <Guest 57> ricardo, what if we're already a fan no fair

[2:35:13 PM] <mattwilkins> the rules of transparency will always be a part of FaceBook

[2:35:23 PM] <Guest 52> the fan page makes it easier to maintain the relationship

[2:35:30 PM] <Guest 52> over the long haul

[2:35:51 PM] <Catgirlva> shi

[2:35:58 PM] <TrojanmanUSC> I think people are influenced by what they are fans of by the very definition of the word!

[2:36:25 PM] <MauryLoomis> The only thing is that people do business with people they like...and you have to engage on all levels...hard to separate

[2:36:38 PM] <IrinaNetchaev> Who is TrjanmanUSC? Id self... curious.

[2:36:41 PM] <mattwilkins> has anyone on here had luck with creating FB groups for common interests

[2:36:47 PM] <Catgirlva> i have been careful about what i post because i don't have a page...but like the idea that people get to know me...really think biz is going that way.

[2:36:48 PM] <Fran and Rowena> I repeat ... the general public does NOT understand "friend" or "fan", "profile" or "page"

[2:37:05 PM] <mattixc> If I post on my Page Wall will it show up on my friends News Feed?

[2:37:10 PM] <SusieBlackmon> No no no!

[2:37:10 PM] <Catgirlva> why has all this web 2.0 gotten so pop...people what to know who they are doing biz with...

[2:37:13 PM] <Mike Mueller> Matt Wilkkins - I have. But groups created a walled in community

[2:37:24 PM] <pambuda> My friends would appreciate opting in and out of my business stuff, for sure

[2:37:25 PM] <Guest 61> Couldn;t agree more Catgirlva - we're selling our service and that's a personal thing

[2:37:30 PM] <MauryLoomis> Fran...right...that's the issue, you cannot separate...just have to not be pushy when posting biz info.

[2:37:33 PM] <TrojanmanUSC> They may not understand the difference in the utility of the page, but I think the fact that they "Become a Fan" suggests a certain relationship...

[2:37:35 PM] <Mike Mueller> Mattixc Yup!

[2:37:44 PM] <Guest 52> again, facebook is a minor CRM strategy that might account for 2 or 3 more deals a year. Its not a silver bullet

[2:38:01 PM] <MattWilkins> everyone one needs to remember too that creating a profile for a business is against Facebook terms of service

[2:38:12 PM] <SamBasel> I agree with Guest 52

[2:38:14 PM] <Fran and Rowena> TrojanmanUSC - MauryLoomis - thanks for thoughts ..

[2:38:18 PM] <MauryLoomis> Guest 52...You can make it into a silver bullet...that's the point here...

[2:38:26 PM] <@MarkEckenrode> agreeing with guest52... there seems to be far more effective and efficient tools/methods for the individual agent

[2:38:28 PM] <IrinaNetchaev> Thanks Fran!

[2:38:28 PM] <TrojanmanUSC> Absolutely!

[2:38:35 PM] <Guest 5> I agree with Guest52, all these web 2.0 tools are not silver bullets, they are part of an overall marketing strategy

[2:38:41 PM] <pambuda> I think you need multiple bullets and this is just one

[2:38:51 PM] <MauryLoomis> Guest5...rethink that.

[2:39:00 PM] <TrojanmanUSC> It's not a Silver Bullet yet... Create a competency in it, and it CERTAINLY can be.

[2:39:26 PM] <MauryLoomis> Trojan....yes! It's up to the Agent to engage using their FB page...

[2:39:51 PM] <Fran and Rowena> We're all learning ... and helping each other. Thank you!

[2:39:51 PM] <SamBasel> I see the Biz Page as an additional way to reach out to potential clients and generate leads and then point them to my other offerings

[2:39:57 PM] <Catgirlva> yes...learned about lists on cyberhomes your webinar:) awesome tools since i just got started!

[2:40:05 PM] <RealSouthernHomes> I totally agree with TrojanmanUSC. I think some are underestimating what FB is capable of accomplishing.

[2:40:10 PM] <Guest 52> Office Communicator is going to change all this anyway

[2:40:20 PM] <Guest 8> But HOW do you separate friends/family and potential client connections?

[2:40:26 PM] <TrojanmanUSC> FB pages are about communicating, not advertising.

[2:40:33 PM] <Catgirlva> so when will fb talk with top producer? lolol

[2:40:37 PM] <Guest 61> maybe your FB page is the place to show the less serious side of yourself and/or business?

[2:40:40 PM] *Guest 12 has left the chat*

[2:40:45 PM] <MauryLoomis> Real....YES!!! This is actually huge...If your FB isn't on your marketing materials...put there now!

[2:40:50 PM] <Mike Mueller> Guest 8 - Send everyone from your marketing to FB Pages, your friends will find you!

[2:41:01 PM] <Scour> THANKS dustin!

[2:41:12 PM] <TrojanmanUSC> Thanks D

[2:41:22 PM] <bnix> If you wouldn't say it to your mom, then don't post it to Facebook.

[2:41:26 PM] <sherrybakerbrio> Great info and thoughts, everyone!

[2:41:29 PM] <HomeStagingPro> Krikey Firefox crashed but I'm back.

[2:41:33 PM] <memorris> THAHK YOU DUSTIN!!!

[2:41:34 PM] <Catgirlva> nervous about keeping track of leads, etc...having nightmares!

[2:41:42 PM] <Guest 57> yes firefox kicked me out too

[2:41:46 PM] <RealSouthernHomes> Wonderful idea to add it to marketing material!

[2:41:48 PM] <jimmarks> Thanks DUSTIN!! You da BOMB!!

[2:41:56 PM] <HomeStagingPro> Thanks Dustin, Ricardo, everyone else.

[2:41:58 PM] <Mike Mueller> Hay Jim Marks!

[2:42:00 PM] <Guest 61> great topic guys - well run

[2:42:03 PM] <SusieBlackmon> Thanks Dustin, etc. Appreciate your thoughts.

[2:42:06 PM] <IrinaNetchaev> Dustin and Ricardo ROCK!!! THANKS!

[2:42:08 PM] <Guest 52> again. who here as an agent sees real business from facebook?

[2:42:09 PM] <Ricardo Bueno> @HomeStagingPro you're welcome!

[2:42:15 PM] <sherrybakerbrio> yay

[2:42:16 PM] <Guest 5> thanks all - dustin, reggie, ricardo, mike, loren, stacie and brad!!!

[2:42:19 PM] <Ricardo Bueno> Pasadenaviews in da house!

[2:42:20 PM] <walterjones> Sounds good Dustin! Already a fan

[2:42:22 PM] <SusieBlackmon> That's 'cause we are your FANS Dustin.

[2:42:24 PM] <Guest 19> Thanks Great Info from all

[2:42:31 PM] <Fran and Rowena> Thanks to all ... and all on chat too. Great thoughts!

[2:42:49 PM] <Catgirlva> awesome info...thanks again!

[2:42:57 PM] <pambuda> Thanks Dustin-good job as always and I have some suggestions for the future

[2:42:58 PM] <StacieWells> Guest 52 - I find that I get leads to communicate with me much easier through FB than traditional email, etc.

[2:43:05 PM] <MauryLoomis> I like FRAN's page how she posts listings, video, community photos,

events....

[2:43:05 PM] <Guest 10> thank you so much for doing th

[2:43:09 PM] <RealSouthernHomes> Thanks, Dustin. Look forward to more info.

[2:43:11 PM] <MauryLoomis> Thanks All

[2:43:12 PM] <Fran and Rowena> thanks Maury!

[2:43:12 PM] <Ricardo Bueno> Here's the event page:

<http://www.facebook.com/event.php?eid=72583912843&ref=nf>