

Check Your Curb Appeal Checklist

1. First, write a compelling bio that speaks to the type of customer you want to do business with. If writing isn't your strong suit, hire a copywriter. *Yes, it's that important.*
2. Get a digital picture of yourself where you look professional and friendly.
3. Have a professional photo you can use as your cover page on all platforms. If you don't have a photo of your city or a nice home with your for sale sign out front, you can buy a great photo on shutterstock.com or istockphotography.com or grab a free one from pixabay.com or pexels.com.
4. Last, if you don't have a top-notch website to link to, decide where you want to lead people to and how you want them to contact you.

LINKEDIN

- You can use the bio in #1 above in its entirety here
- Have your cover photo cropped to 1584 px x 396 px
- Have your profile photo ready to upload at 200 px x 200 px

FACEBOOK

- You can use the bio in #1 above in the about section
- Have your cover photo cropped to 828 px x 315 px
- Have your profile photo ready to upload at 180 px x 180 px
- Share a piece of information that a potential buyer or seller



- Share a piece of information that a potential buyer or seller would find helpful at least once a week

would find helpful at least three times a week

INSTAGRAM

TWITTER

- Modify the bio in #1 above to 150 characters. Feel free to use some emojis here
- Have your profile photo ready to upload at 180 px x 180 px
- Have your posts ready to upload at 1080 px x 1080 px. Other sizes work but may end up looking unprofessional so take care
- Post at least three times per week

- Modify the bio in #1 above to 160 characters. Feel free to not use hashtags unless it's a hashtag your known for
- Have your profile photo ready to upload at 400 px x 400 px
- Have your cover photo cropped to 1500 px x 500 px
- Any image size will work for a tweet, but 800 px x 400 px still work best IMO
- Post at least three times per day



On each social media platform, do you have:

1. Your full name
2. Your contact information
3. The name of the area you serve (specifically, not just "South Bay" but "San Francisco South Bay")
4. The type of real estate you specialize in?
 - a. Residential
 - b. Commercial
 - c. Land

Numbers 1 through 4 above should be information anyone could find just by glancing at your page. Don't make potential customers search for it!

Did you find this information useful? Please tweet me at @AskForLiz and let me know!

