

Realty Tech Talk Series

Growing Your Sphere of Influence With LinkedIn

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LinkedIn has steadily grown to be a powerful professional social network over the last few years. I hear a lot more about Facebook from agents, which of course has its benefits, (which we will cover in a future article) but many are missing out on how to leverage LinkedIn to grow their sphere of influence. According to Hubspot, LinkedIn is 277% more effective than Facebook and Twitter for lead generation. Now that's an eye catching number!

Begin on LinkedIn with a rich profile page that showcases all the expertise you have and work towards 100% completion of your profile. Remember, this is your professional online resume, so put your best foot forward. Once you have a profile that you are happy with, here are two tools that I use regularly to help you stay connected with your LinkedIn network:

- **Advanced Search Feature** - is a tool primarily used by job-hunters and companies but it has other uses that can help in your real estate lead generation, specifically the ability to identify potential new clients and discover background information on your current connections.
- **Connected App** - a new app from LinkedIn that will help you stay up to date with wishing contacts on their birthday or work anniversary and to easily connect with people. Although Facebook keeps you updated on birthdays, **Connected** helps you stay on top of job changes, work anniversaries and more. After all, if someone has a new job, that may be a social signal for a possible real estate transaction.

Make LinkedIn a part of your routine and stay on top of your sphere!