

Pinterest for Real Estate Professionals

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Think you don't have time to master *another* social networking website? Well, before you turn your back on the world's fastest growing social media platform, consider this:

- Pinterest reached 100 million users in 2015. In other words, if Pinterest were a country, it would have just surpassed Vietnam to become the 14th most populous nation on earth.*
- This photo-sharing platform is a perfect way for real estate professionals to build brand awareness and reach potential buyers and sellers. After all, Pinterest (much like real estate itself) is largely about the visuals.
- Some of your colleagues have "pinned" their way to thousands of followers, putting their names in front of countless prospects and paving the way for many new referrals.

So... how do you get started?

If you know your way around Facebook, you're halfway there. Pinners, as they're called, share photographs (their own and others') along with articles, videos, memes, recipes, etc. They also include brief descriptions of their subject matter, but Pinterest's main focus is visual. In fact, if pinners aren't drawn to the image, they probably won't even read your description. And while regular users have mutual friends on Facebook (since Facebook is primarily designed to connect you with people you already know), Pinners (like Tweeters) have followers (instead of friends). In other words, you can follow someone you don't know, and you can see everything on their page unless it's marked private. Likewise, strangers can follow you—whether or not you've made a mutual connection—which is great for exposing your page to as many followers as possible.

Once you've signed up for a free account, you can browse topics that interest you. For example, a Pinterest search for "luxury homes" will reveal stunning home pics from around the world, posted by real estate firms, agents, brokers, architectural firms, design magazines, and regular folks. Anyone and everyone is competing for your attention on Pinterest, and the more clicks, comments, and "pins" a post receives, the more likely it is to show up in a Pinterest search. By the way, a "pin" is just like a "share" on Facebook. When you click the "Pin it" button, the post will appear at the top of your Pinterest page.

What should you post? Let's turn to Pinterest's most popular real estate agent for the answer. Irene Turner, from Sonoma County in California, has won the hearts and pins of nearly 4.3 million followers. Incidentally, that's the population of New Zealand... so she must be doing something right!

You'll need to sign up to explore her posts in detail, but [click here](#) for now to catch a glimpse of Irene's page. You'll notice she hasn't limited her pins to her real estate listings. Instead, she has a vibrant page that features everything from colorful Orchids to images of her local community. All her pictures are grouped into different folders, which are called "Boards" in Pinterest speak. You can choose to follow

individual boards (click the “follow” button under that board), or you can follow all of her boards with a single click (click the “follow” button in the upper right-hand corner of her page).

If you’re brand new to Pinterest, you may be wondering, “What’s the point?” When it comes to social media marketing, it’s all about quality traffic and brand exposure, which should ultimately bring you more leads. Will a large number of Irene’s followers end up purchasing a home in Sonoma County based on her Pinterest page? Of course not! However, if one-tenth of one percent of her followers know someone who is thinking about buying a home in California’s wine country, that’s 4,300 potential leads!

Naturally, you can’t expect to get 4 million followers overnight. In fact, the second most popular real estate professional on Pinterest, according to RealtyBizNews.com, has around 28,000 followers... but that’s nothing to scoff at! Can you think of many free advertising channels that expose you to thousands of actively engaged consumers? Remember, the idea of marketing on Facebook sounded ridiculous in 2008, but today Facebook has over 1.5 billion users (yes, that’s bigger than China)!

In short, it pays to be a (relatively) early adopter of these up-and-coming platforms. Pinterest’s total number of active users nearly doubled last year, and the sooner you hop on this train, the more likely you are to benefit from its astronomical growth.

Once you’ve created an account, followed a few boards, and pinned a few images, take a look at NAR’s [Field Guide to Pinterest for REALTORS®](#). This helpful page links to a wide collection of articles, books, and videos that show you how to harness the marketing power of Pinterest. You may also want to take a look at NAR’s [Field Guide to Social Networking for REALTORS®](#), which features comprehensive guides to Facebook, LinkedIn, and other social media giants.

**Social Media data based on research conducted by Global WebIndex and published on SmartInsights.com. World population data based on research from the United Nation’s Population Division.*