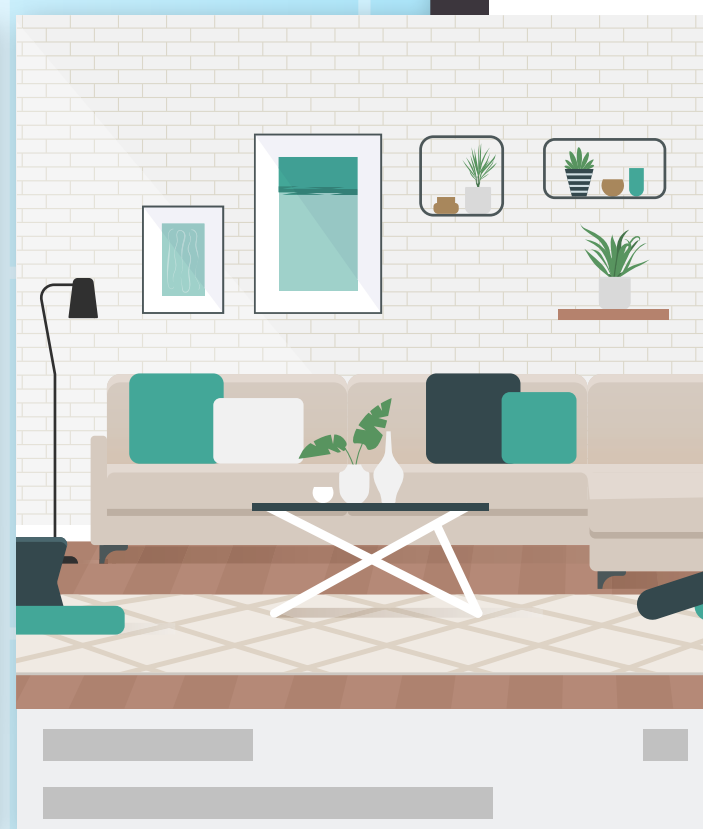


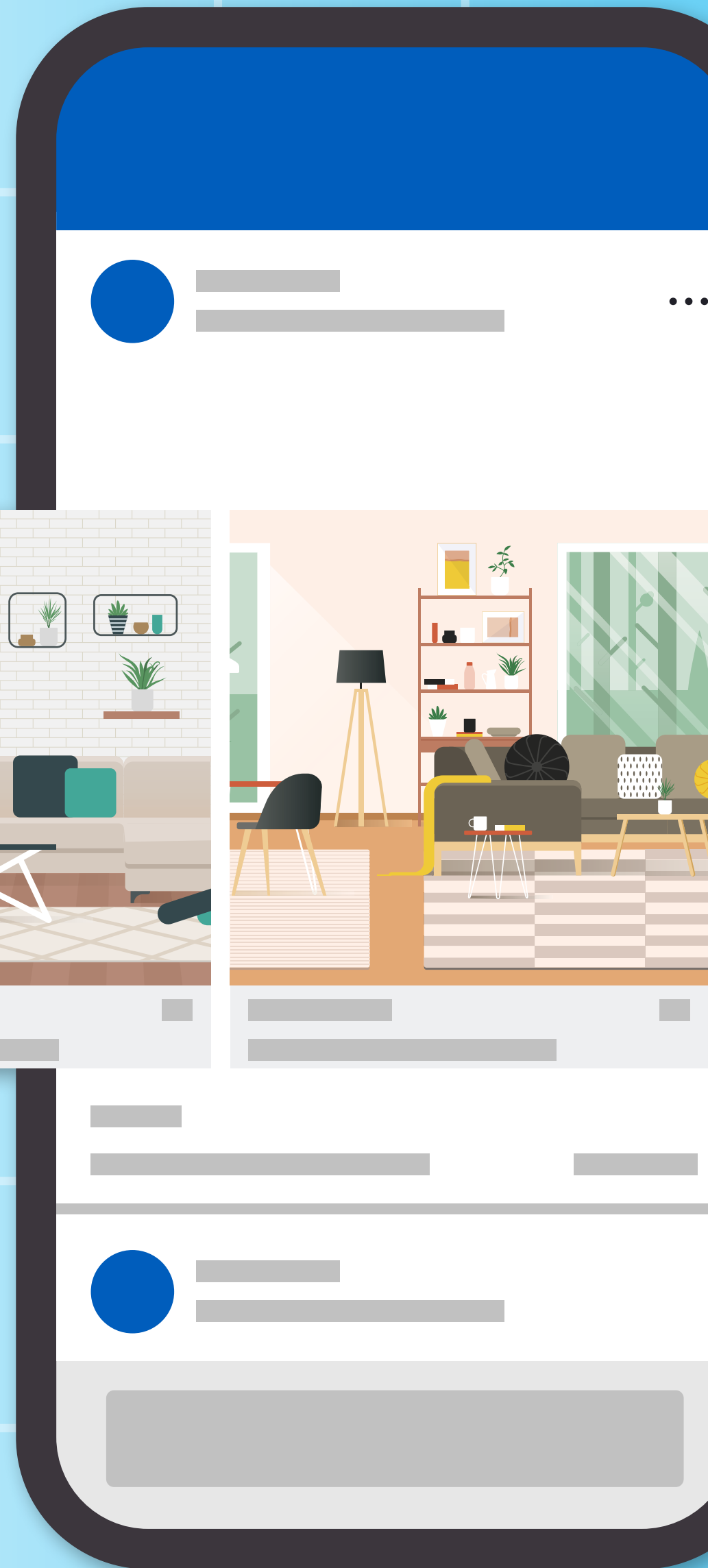
FEATURE PROPERTIES ON FACEBOOK WITH

iGUIDE[®]



Build your social network and attract new clients by promoting your listing using our engaging iGUIDE technology.

Create meaningful content that will build engagement and market your listings. Drive engaged contacts to your website.



LET'S GET STARTED

PREP YOUR POST

1 Choose your iGUIDE

- Choose your iGUIDE
- Create a post for each iGUIDE to start building a social network

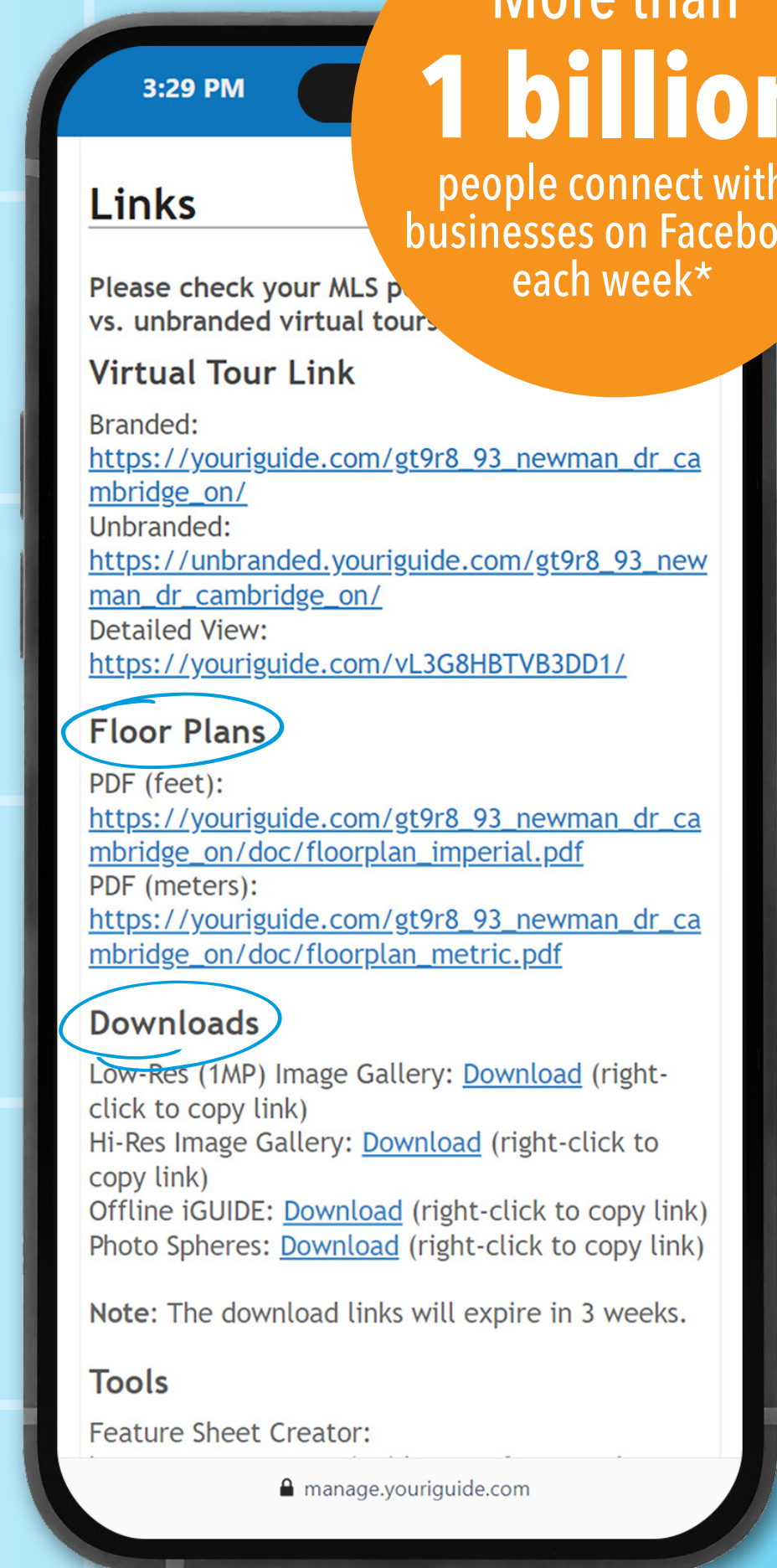
2 Download your images

- Open your iGUIDE Report Download your photos:
 - 8 home images
 - 2 floor plan images
- Send those images to your phone (ex. email) and save in your camera photo library

3 Launch Facebook

- Open Facebook on your mobile device
- Click on the Create button on your business page to create a post

More than
1 billion
people connect with
businesses on Facebook
each week*



Create several posts for a property to turn a single post into a complete social media marketing campaign.

LET'S GO LIVE

PROPOSED TIMELINE

4 Create your post

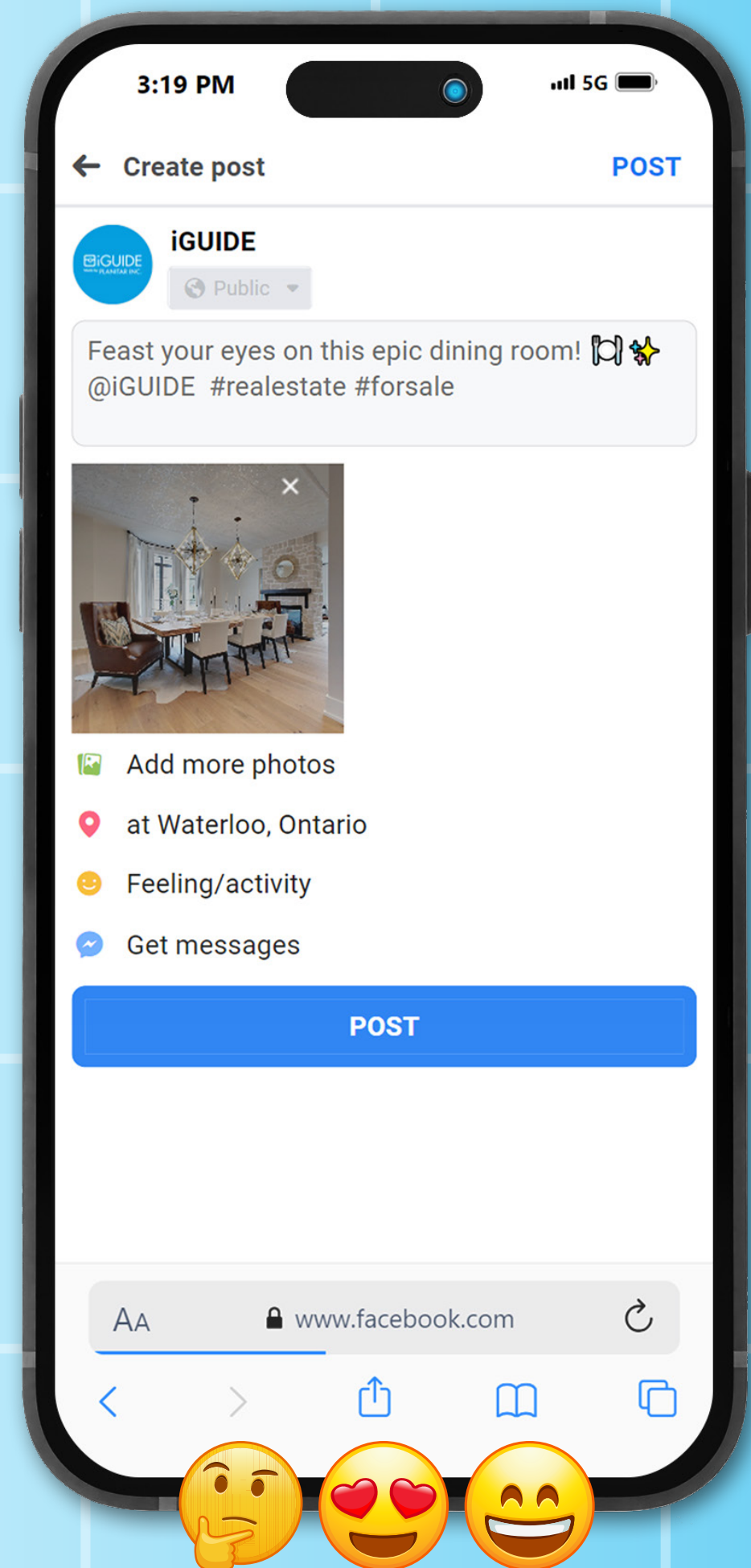
- Add the photos from your camera photo library

5 Create a caption

- **Call to action:** Add a catchy one liner to attract attention
- **Property highlight:** Pull a highlight from the listing description to focus on one feature
- **Recognize your client:**
@client @company @go_iGUIDE
- **Include hashtags:**
#industryname #city #project type

6 Post

- Add location
- Share post
- Respond to comments!



Using emojis: Match Emojis to your brand and use them in your posts and comments. Don't use too many and don't use them to replace words.