

YPN



Tech Tools
to enhance your
business in 2025



WATCH VIDEO



lake shore

REALTORS® ASSOCIATION

What tech tools can you use in your business in 2025?

Social Media- Facebook, Instagram, LinkedIn

Canva

Google Business

CRM

Email Marketing

Task Management Apps

CapCut to make videos

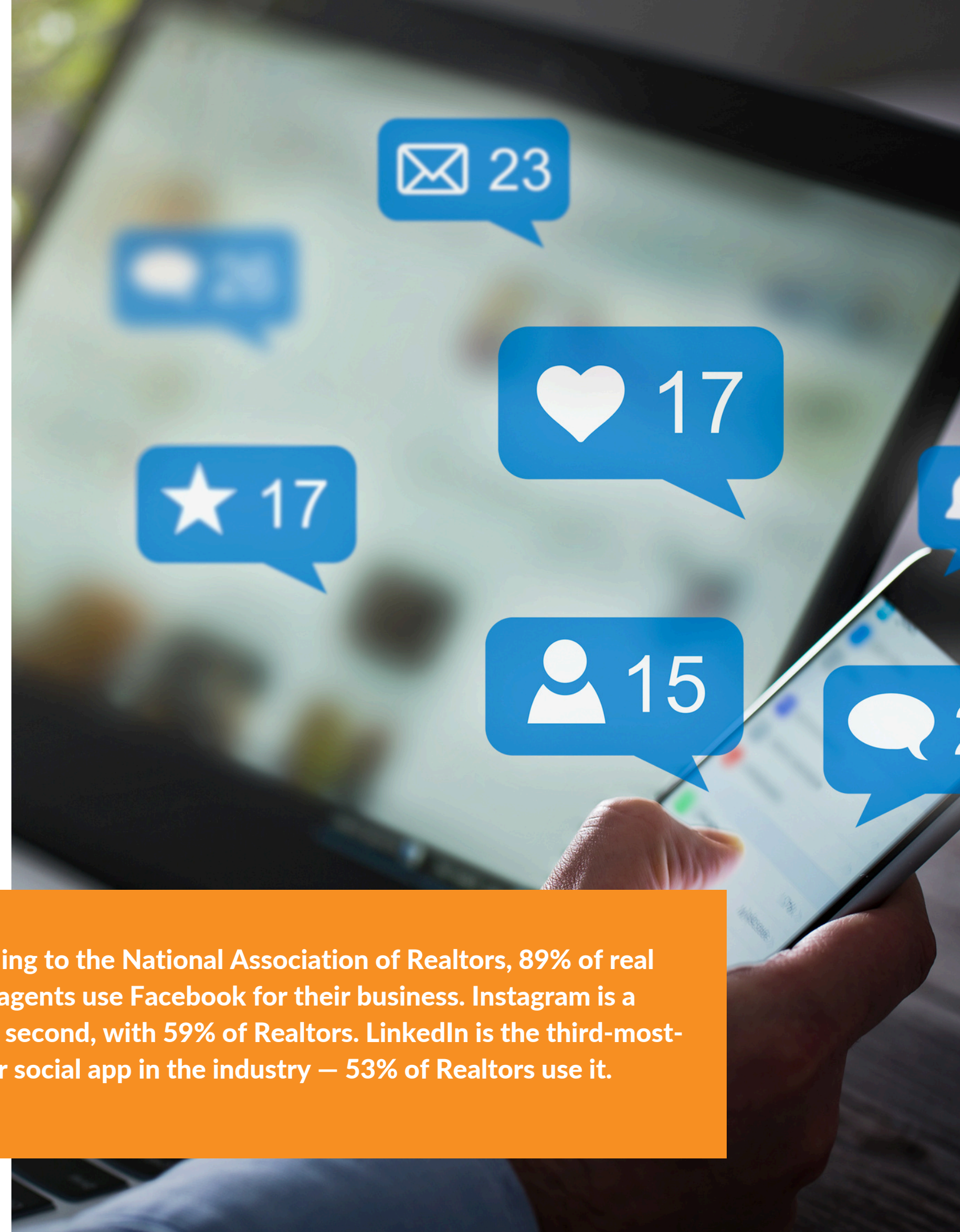
GIS MAP/Assessor Data

LRA Homebase

Chat GTP



According to the National Association of Realtors, 89% of real estate agents use Facebook for their business. Instagram is a distant second, with 59% of Realtors. LinkedIn is the third-most-popular social app in the industry – 53% of Realtors use it.



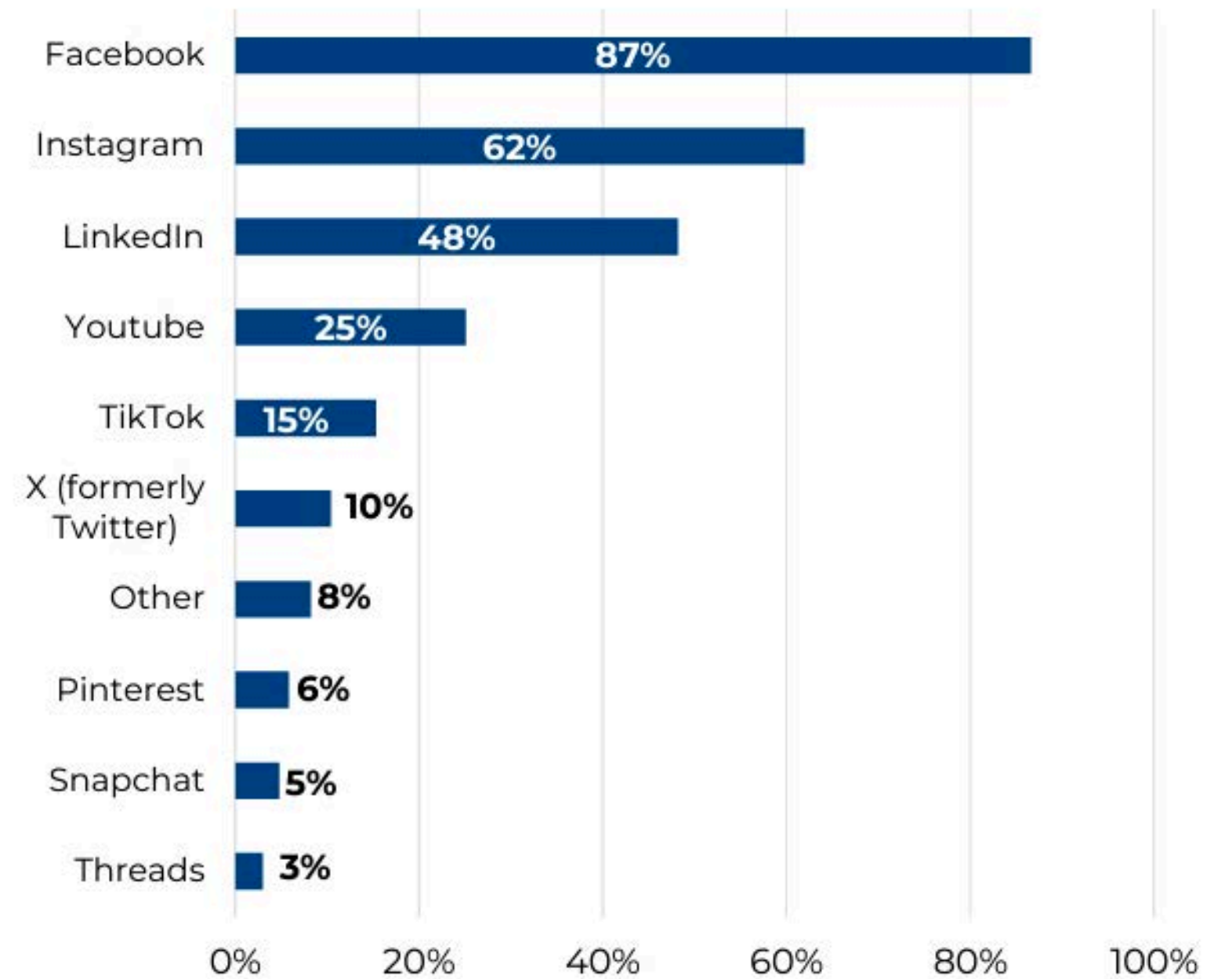
Tech Tools That Have Given the Highest Number of Quality Leads



2024 Technology Survey



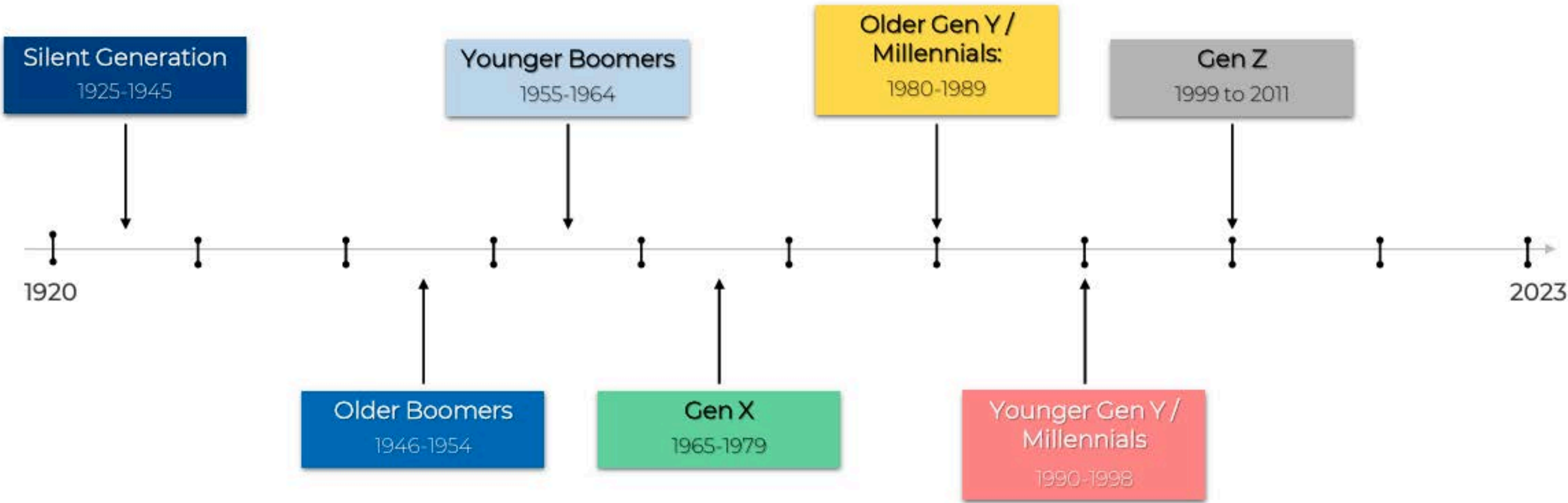
Social Media Networks Used in Real Estate Business



2024 Technology Survey



AGE OF HOME BUYERS & SELLERS



Social Media

What social media platforms are great for attracting your next client?

Facebook

Instagram

LinkedIn

YouTube

Do you need to use all social media platforms?

NO!



What are the benefits of having a social media business page?

1. Increased Visibility

Social media platforms expose your business to a wider audience, including potential buyers, sellers, and investors. Consistent activity on your business page helps build brand awareness and keeps you top of mind for clients.

2. Showcase Expertise

A business page allows you to establish credibility by sharing market insights, showcasing your listings, and providing helpful tips. You can position yourself as a knowledgeable and reliable real estate expert.

3. Lead Generation

Social media pages can help attract and engage potential clients through targeted advertising, engaging posts, and direct messaging features.

4. Cost-Effective Marketing

Compared to traditional advertising methods, maintaining a business page is cost-effective. Paid ads on platforms like Facebook and Instagram allow for specific audience targeting, maximizing your marketing budget. If you don't pay for ads, THAT'S OK TOO! SOCIAL MEDIA IS FREE

5. Engaging Content Opportunities

Real estate agents can use their business pages to share virtual tours, staging ideas, client testimonials, and success stories, creating visually appealing and engaging content.



What to do
and what
NOT to do!

**HOW TO OUTSMART THE ALGORITHM
+ GROW YOUR BUSINESS PAGE**

It's Small Business Saturday 🍪 AND the Grafton Christmas Parade! 🎄👦 [Grafton Area Chamber of Commerce](#) Stop at a few shops and restaurants afterwards.
[Downtown Port](#) has their fun Shop Hop Event you don't want to miss!
Downtown Cedarburg has many cute shops like [Ashley's Confectionery](#) [Amy's Candy Kitchen](#) & [Gourmet Caramel Candy Apples Cedarburg Threads](#)
Th... See more



See insights and ads [Boost post](#)

9 2 comments 2 shares

Like Comment Send Share

Downtown Port
Thanks for being a great local supporter, **Stephanie Morano-Long RE/MAX United!!**
4w Love Reply Hide

Celebrating 10 years of homeownership! 🏡👪
We've worked hard putting in sweat equity and there's something so rewarding about that! There's still a lot to do! 😊
Check out what some of the old photos look like from when we bought this house.
Y... See more



See insights and ads [Boost post](#)

67 3 comments 1 share

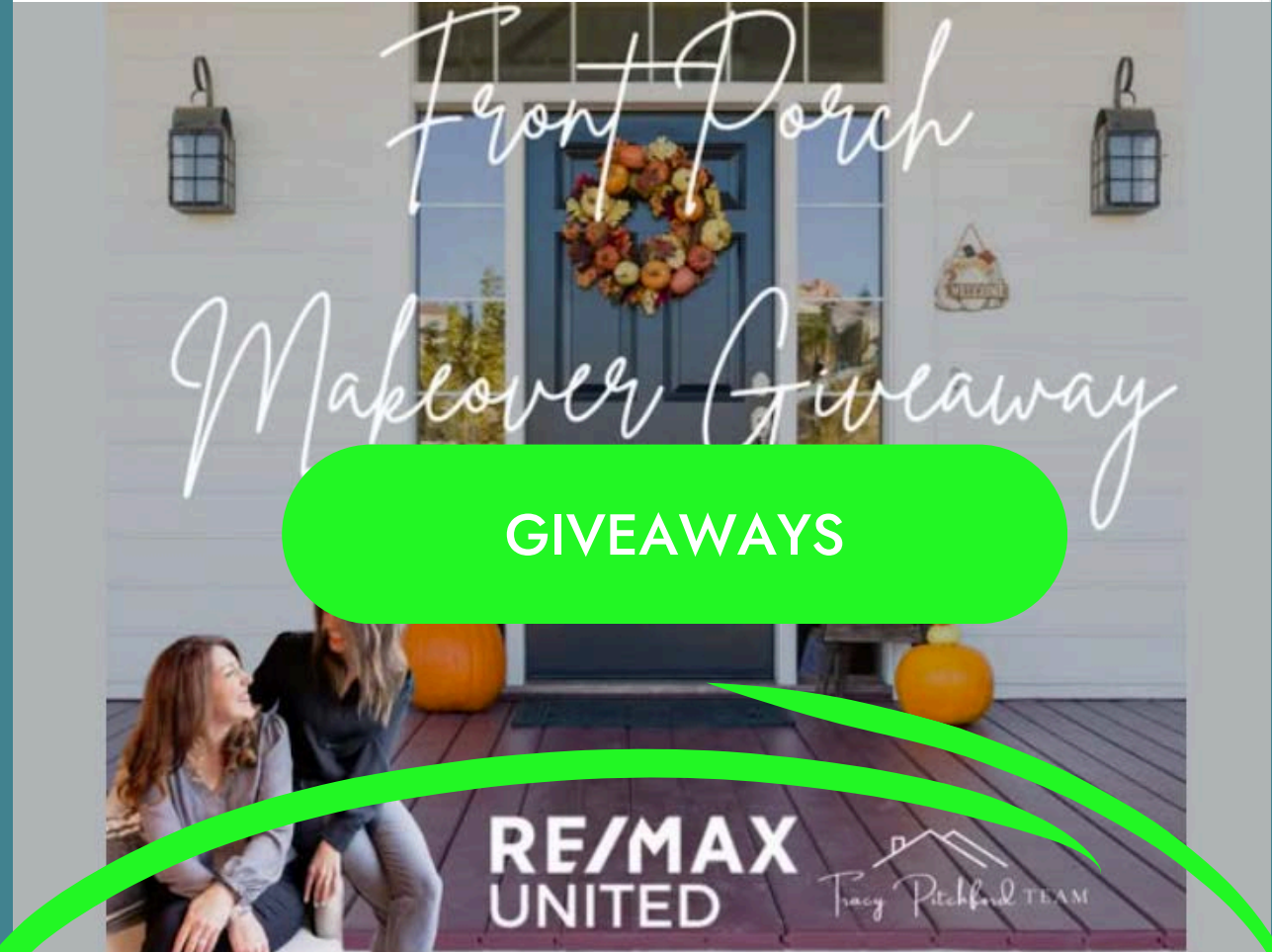
Like Comment Send Share

Sandy Haeuser
Sure looks great!! 🥰
14w Like Reply Hide

Stephanie Morano-Long RE/MAX United
Sandy Haeuser thanks Sandy! We love it here!
14w Like Reply

View more replies

🍁 It's that time of year 🍂
Tracy and I are doing our FALL FRONT PORCH MAKEOVER GIVEAWAY 🍂❤️
We had so much fun decorating the winners porch last fall!
Her... See more



See insights and ads [Boost post](#)

41 28 comments 15 shares

Like Comment Send Share

TIP: When you create a post that garners significant engagement—such as likes, comments, or shares—consider making your next post business-related. The individuals who interacted with your content will be more likely to see your follow-up. This is an excellent strategy to remain at the forefront of their minds.

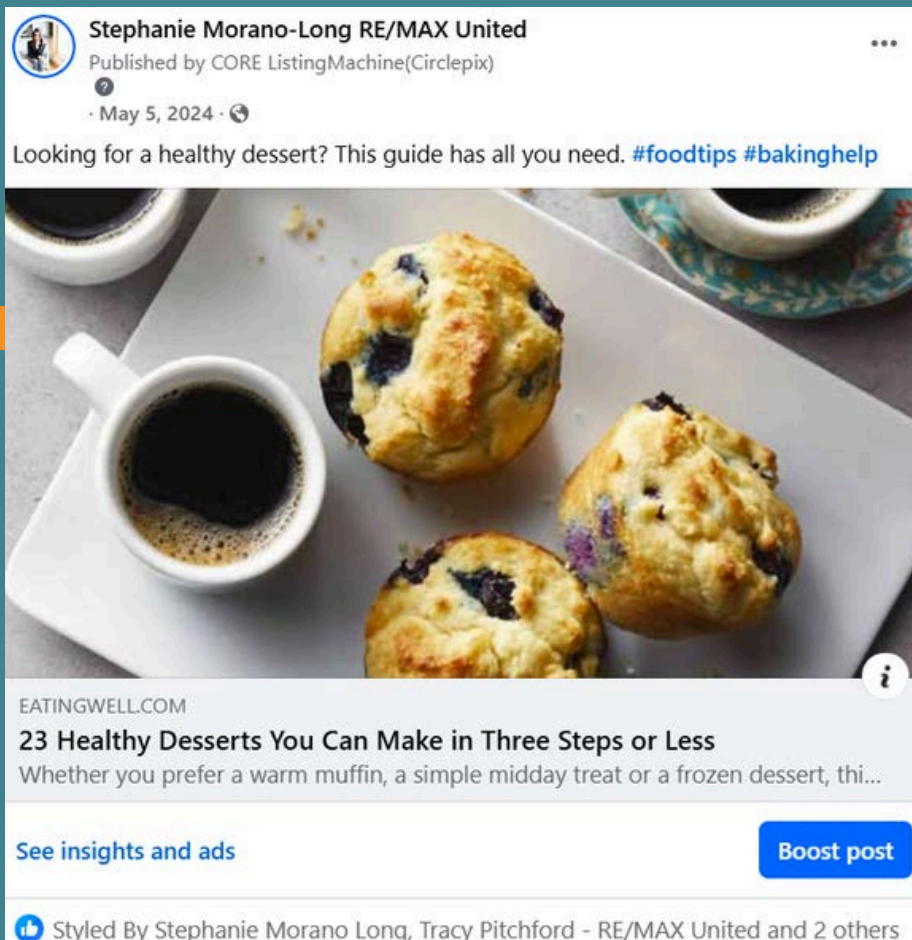


What to Share/Post:

Holiday Graphics: Include photos of you and your family or something related.

- **Your Favorite Businesses:** Tag their social media pages.
- **Testimonials:** Share positive feedback from clients.
- **New Listings:** Showcase your latest offerings.
- **Sold Stories:** Share the journey, including the highs and lows (while maintaining confidentiality).
- **Videos:** Create reels featuring you at your favorite store, park, or coffee shop.
USE TRENDY AUDIO
- **Real-Life Moments:** If you're comfortable, share authentic experiences.

Your community and consumers want to connect with you; remember, you're human just like them. Avoid being overly robotic!




What NOT to Share and Post OR what to avoid too much of:

- Graphics featuring only recently sold or newly listed items.
- Links! The algorithm prefers that you keep users on Facebook. If you need to share a link, consider using the link button in your story. For example, if you have a new listing and want people to visit your website, share the link in your stories, but create the new listing post without including the link.

How To share your story on social media

with Dana Keegan

 **Dana Keegan Homes of Realty Executives Integrity**
December 3 at 5:49 AM · 🌐

Each closing has a story and this one warms my heart. It all started several months ago with a call and a dream. Navigating timing, a retirement, seasonal shifts and a move across the country...we did it! Thank you to [Lavender & Birch Home Staging & Design](#) for making the space feel like home. A big thanks to [Mike Yang- Realtor, Homestead Realty](#) for bringing the buyers, I'm so excited for them and you were awesome to work with. And to my title extraordinaire, Joe Alvarez with Executive Title for rounding out the dream team and closing this for everyone...THANK YOU!
#danakeeganhomes #WeMoveWI #mequon #closingday #sold #ozaukeeconomy #happySeller



Just Sold!

10054 N. Grasslyn Dr. Mequon

Dana Keegan
(414) 469-0624 | dana@danakeegan.com
REALTY EXECUTIVES INTEGRITY
Where Home and Happy Meet!



Dana Keegan Homes of Realty Executives Integrity
Real Estate Agent [Call now](#)

  You, Glenn Strozewski, Kayla Dock and 35 others 26 comments

 Love  Comment  Share



Dana Keegan Homes of Realty Executives Integrity

December 20 at 6:55 PM · 🌐



Congratulations to my Seller and she is off to new beginnings. I am so grateful for the trust and friendship built. What an absolute joy to have played a part in getting you to the next chapter. It was a bittersweet and emotional closing table, but we did it. Thank you to Emma Vodenlich of EXP for bringing the buyers, you were so delightful to work with. And that's a wrap for 2024! [#danakeeganhomes](#) [#wedidit](#) [#happySeller](#) [#delafield](#) [#lakecountrywi](#)



58W33950 Waterville Lake Dr, Delafield



Dana Keegan
(414) 469-0624 | dana@danakeegan.com
REALTY EXECUTIVES INTEGRITY
Where Home and Happy Meet!



👍❤️ 27

17 comments 1 share



Dana Keegan Homes of Realty Executives Integrity

December 16 at 8:09 AM · 🌐



🌟 Curious about who's behind the "Sold" signs in your neighborhood? Let's get personal! I'm Dana Keegan, your go-to guide for all things real estate. When I'm not helping clients achieve their real estate goals, you can find me spending time with my family, rescuing/rehabilitating animals, going to concerts, and volunteering. ❤️🐕🐱

From finding your dream home to navigating the market, I'm here to turn your property dreams into reality. 🌟🏡👁️ [#DanaKeeganHomes](#) [#RealEstateGoals](#) [#RealEstateExpert](#)

GET TO KNOW ME



WIFE | MOTHER | ANIMAL LOVER | HOUSE MATCHMAKER

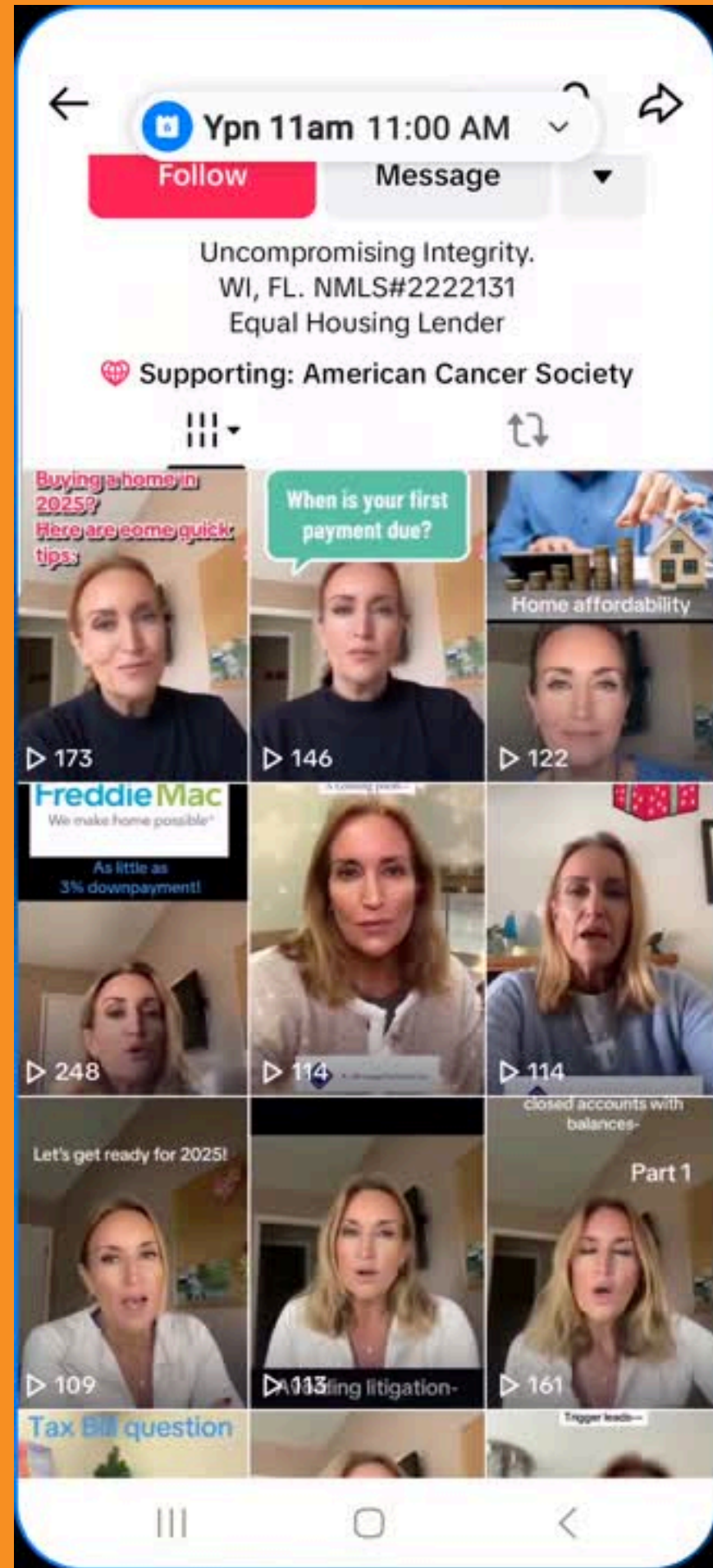
👍❤️ 22

👍 Like

💬 Comment

➦ Share

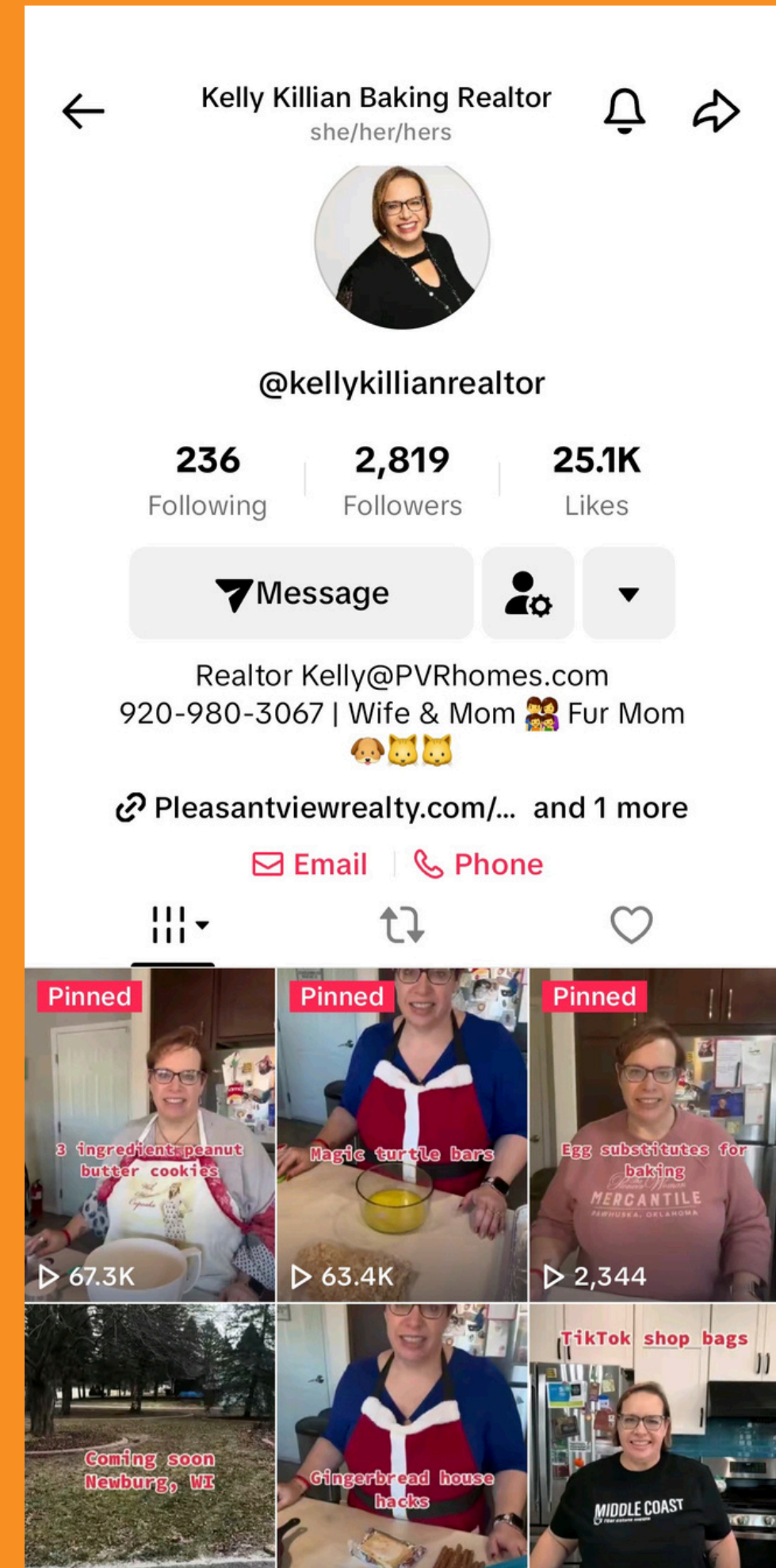
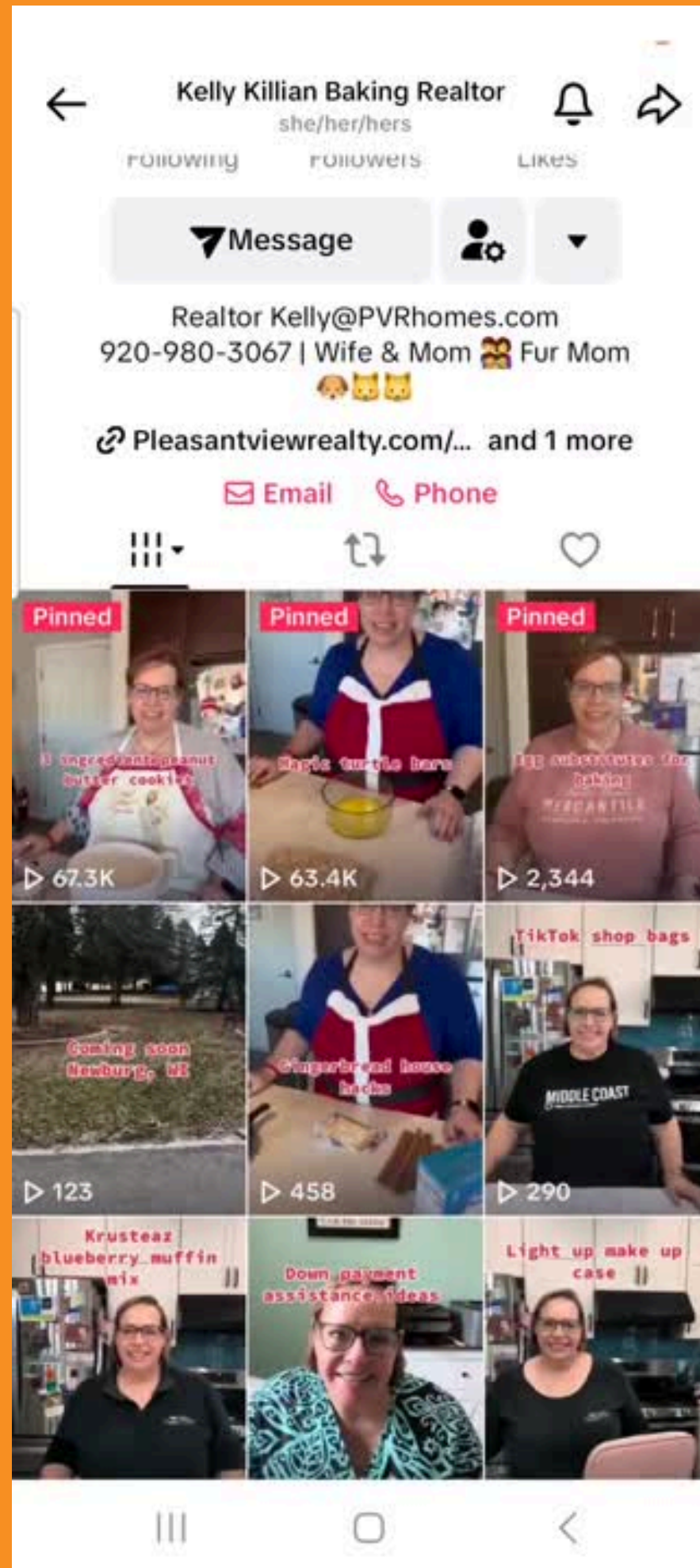
Mel's Mortgage Minute



Shares a variety of things like family life, videos and reviews from clients.



Integrate activities you enjoy into your life. Cultivate a community and foster meaningful connections!



GREAT MARKETING IDEAS



1,418 Posts
178K Follow...
1,558 Followi...

Amanda Albrecht Illinois Realtor + Content Creator

@sellingthesuburbs

Video creator

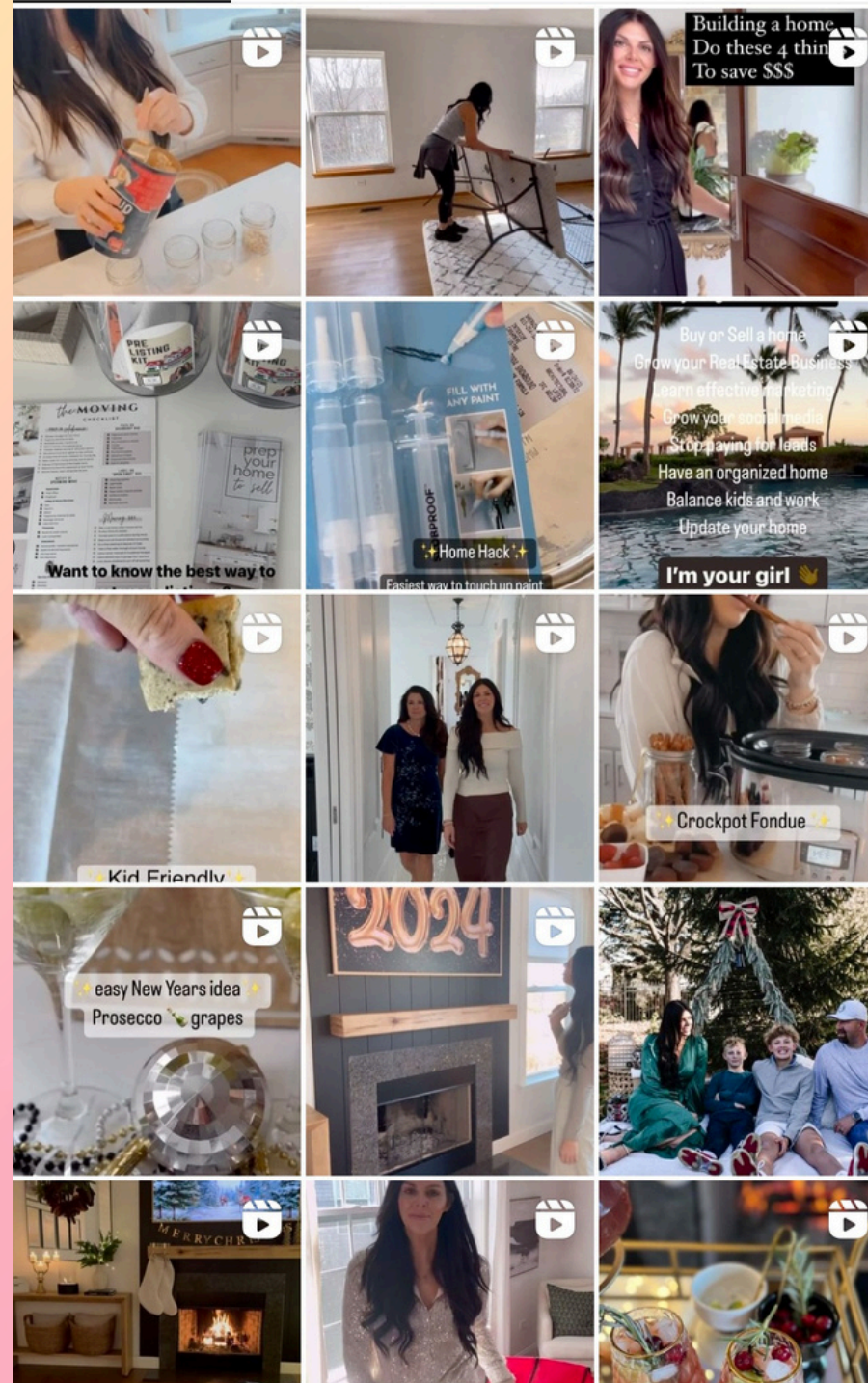
• Illinois Realtor @ Michele Morris Realty

• creative marketing strategies for Real...
more

stan.store/sellingthesuburbs



Followed by kcdock13, dahliaandcorealtygroup and 59 others





Canva

New Lisiting, Open House Graphics + more

Canva is a program where you can create social media graphics, videos, documents, cover letters and more.

Canva is free to everyone, but there is a Pro Account which allows you to do more.

Do you need a Pro Account? NO!
Pro Account \$119 a year or pay monthly \$14.99



Who uses Canva?

Canva has 135 million active monthly users as of Q4 2023

MADE IN
Canva

Free Account
Pro Account
Print: flyers, booklets, postcards...
Create Presentations
Social Media Posts
Canva Magic Write (AI built in)



Be sure to join the LRA Facebook Members Group!





What can I help with?


Message ChatGPT



 Create image

 Help me write

 Summarize text

 Analyze data


More

What can I help with?


What's the 3 best ROI home updates I can make before selling my home?



 Create image

 Help me write

 Summarize text

 Analyze data

More



The three best return-on-investment (ROI) home updates to make before selling your home typically focus on improving curb appeal, updating key spaces, and ensuring everything looks fresh and move-in ready. Here's where to focus your efforts:

1. Enhance Curb Appeal

- **ROI:** 100% or more, depending on the market.
- **Updates:**
 - Freshen up landscaping by trimming bushes, planting seasonal flowers, and adding fresh mulch.
 - Repaint or replace the front door and update hardware for a polished entryway.
 - Clean or replace siding, power-wash walkways, and repair cracks in the driveway.
- **Why It Works:** First impressions matter. Buyers often decide if they're interested before stepping inside.



2. Update the Kitchen

- **ROI:** 60–80%, depending on the scale.
- **Updates:**
 - Repaint cabinets in a neutral, modern color like white or gray and add updated hardware.
 - Replace outdated countertops with cost-effective options like quartz or butcher block.
 - Upgrade lighting fixtures and add energy-efficient appliances if the budget allows.
- **Why It Works:** The kitchen is a home's focal point. A fresh, modern look can make your property more competitive.





3. Refresh Paint and Flooring

- ROI: 50–75% or more, depending on the condition.
- Updates:
 - Apply a fresh coat of neutral-colored paint throughout the house to create a clean, bright canvas.
 - Refinish hardwood floors or replace outdated carpeting with modern alternatives like vinyl plank or laminate.
- **Why It Works:** A fresh, clean aesthetic helps buyers imagine themselves in the space without being distracted by wear and tear.

These updates are budget-friendly compared to major renovations and help make a strong impression on potential buyers. If you'd like tips tailored to the Port Washington or Cedarburg market, I can help you refine these ideas further!

More tools for your business.

Google Business

Set up your Google Business page

Task Management Apps

Google Calendar-Aligned showings links to your Google Calendar automatically

Google Docs



Google
Calendar



Google Calendar



Calendar

Today

Dec 2023 – Jan 2024



Week



Create

December 2023

S	M	T	W	T	F	S
26	27	28	29	30	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31	1	2	3	4	5	6

Search for people

My calendars

- Stephanie Long
- Birthdays
- Tasks

Other calendars

- Holidays in United States

	SUN	MON	TUE	WED	THU	FRI	SAT
	31	1	2	3	4	5	6
GMT-06	New Year's Eve	New Year's Day					
8 AM							
9 AM							
10 AM							
11 AM							
12 PM							
1 PM							
2 PM							
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4 PM							
5 PM							
6 PM							



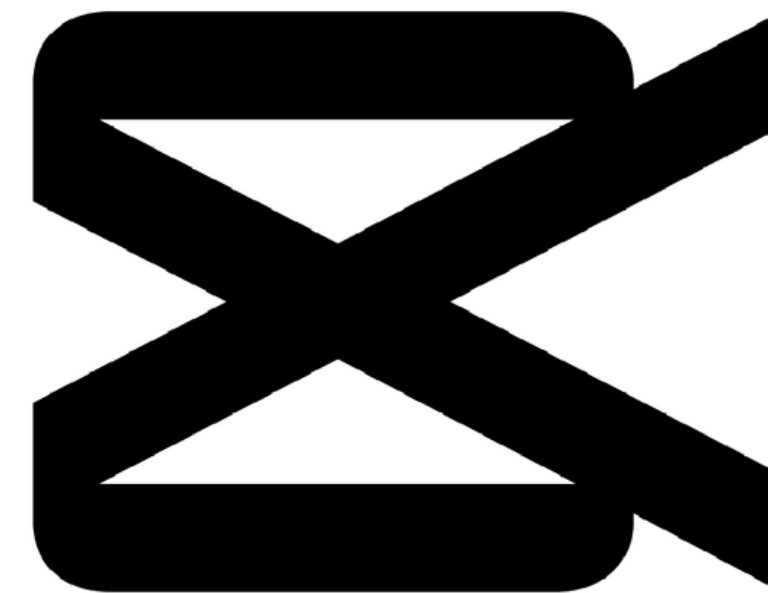
Video Marketing Capcut

Prospective buyers today most often see homes for the first time online, and videos allow for a more detailed view of the home

80% of consumers watch videos online each week



Most Popular Video Platforms for Sharing



Video Marketing

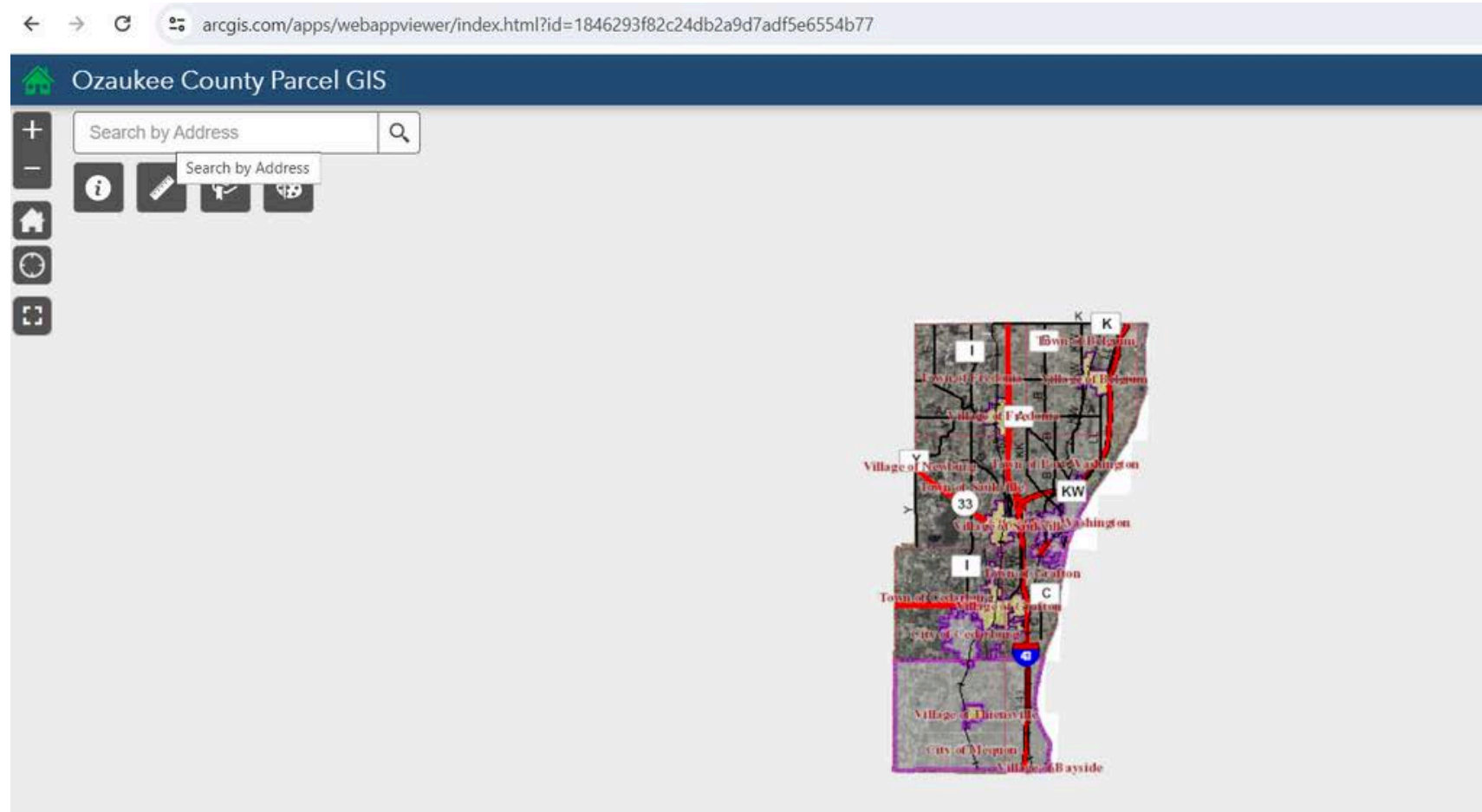
The National Association of REALTORS® reports that Realtors who embedded videos on their websites saw a **157% increase in organic traffic**. Furthermore, these were highly qualified leads, as agents experienced an average of **4X more inquiries**. **73% of sellers will choose a Realtor who uses video over one who doesn't.**

How effective is video marketing to the consumer?

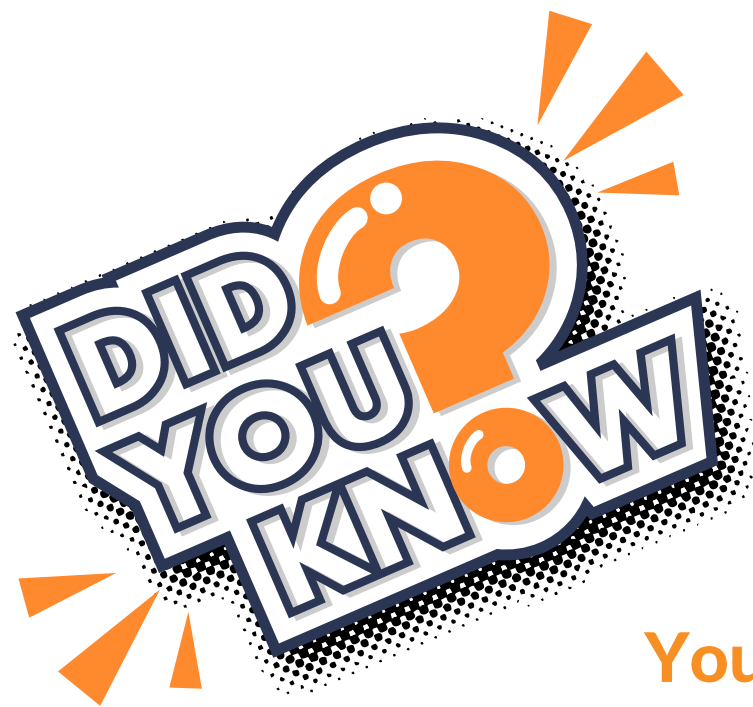
91% of consumers want to see more online video content from brands. 86% of marketing professionals use video as a marketing tool. 66% of consumers find short-form videos to be the most engaging type of content on social media. 92% of video marketers say they've gotten a good ROI from video marketing.



GIS MAP



Assessor Data



You can take a screenshot of your computer by hitting the [prt sc](#) button.

AssessorData



This one-stop property information resource is provided as a public service through the cooperation of municipalities and Real Property Data. Together, we are pleased to make this data easily accessible to you.

[? HELP](#)

Search by **County** and **Property Address** or **Tax Key Number**

Select County

Property Street Address (e.g. 123 N Water St) OR Tax Key Number

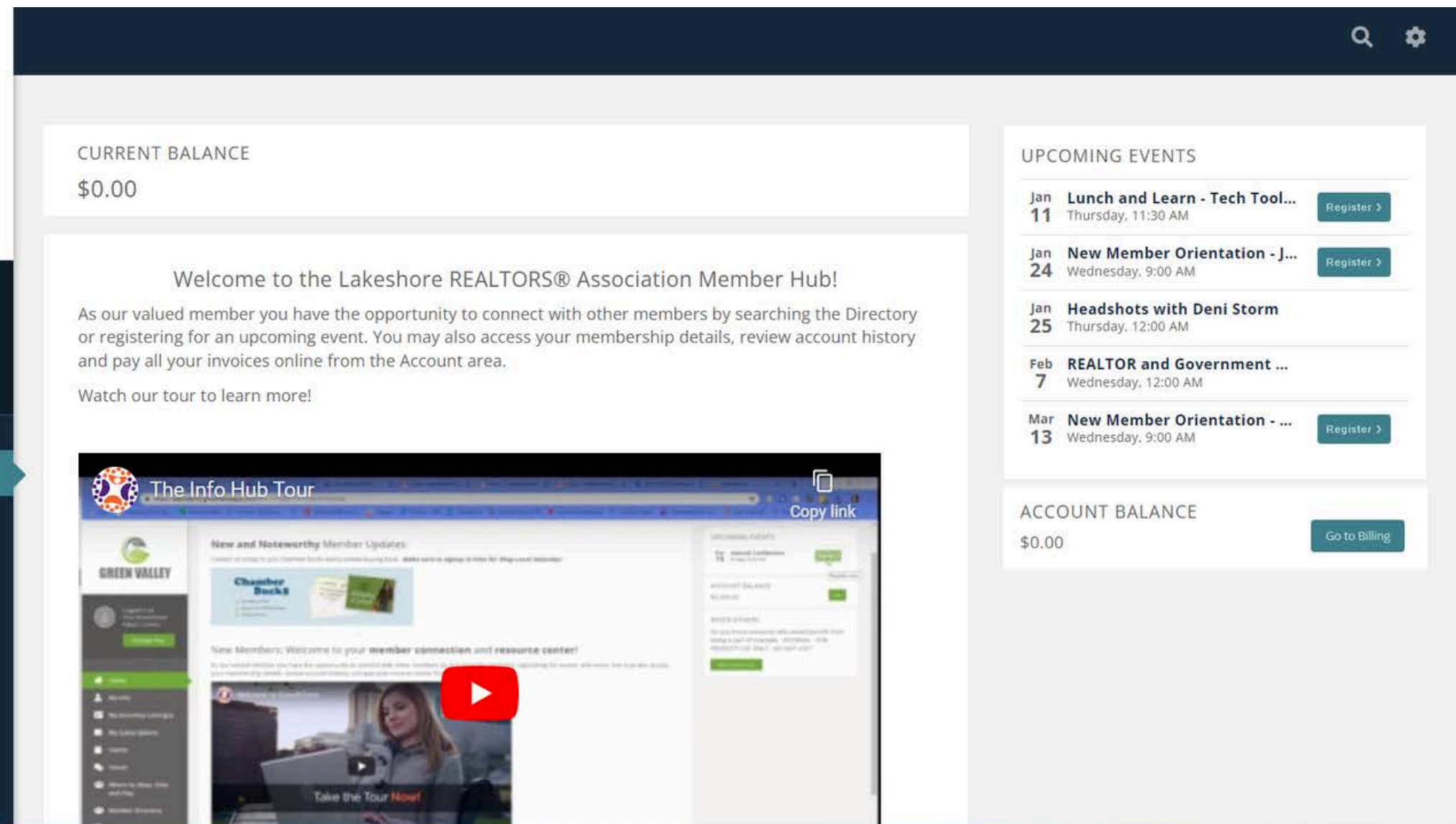
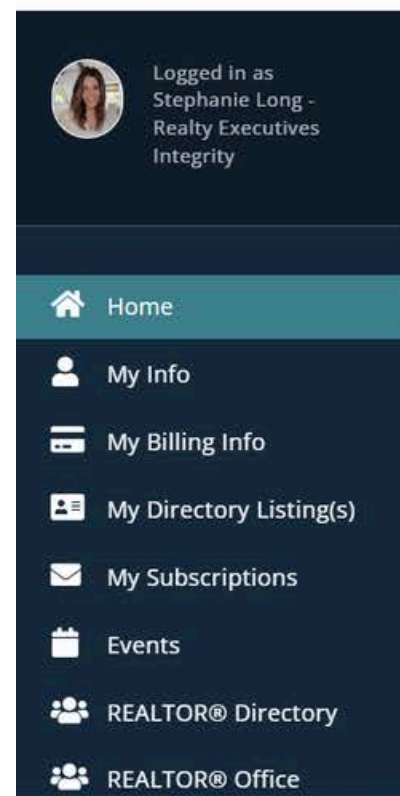
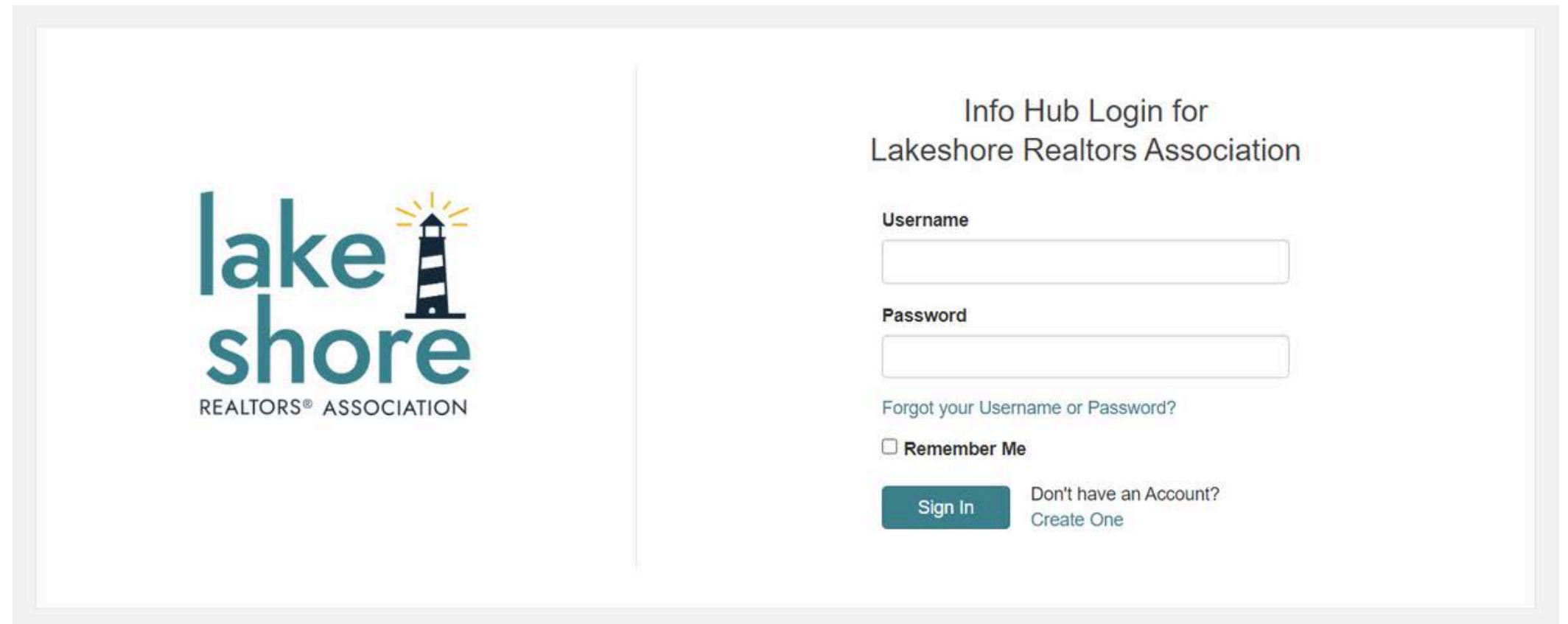
Experiencing problems or errors? Please report any issues [here](#).

LRA Homebase

In the Homebase you can access your history of payments, update your Bio and have access to the member directory.

Has a list of upcoming events.

Watch YouTube video to learn how to use the Homebase



Save The Date

*Thank
you for
joining us
Today!*

UPCOMING EVENTS



YPN - Tech Tools Lunch and Learn
Thursday, January 9, 2025 (11:30 AM - 1 PM)

RPR Realtor Property Resource Breakfast and Learn
Thursday January 23rd, 2025 9am-11am

YPN - Contracts + Coffee with Dana Keegan + Mike Dider
Wednesday February 5, 2025

YPN - Top Agent Panel
Thursday March 5, 2025

Headshots
Thursday March 12, 2025

Realtor + Government Day (Madison)
Thursday April 17, 2025

