



How Real Estate Brokers Win At Social Media: Lee Kiser

Lee Kiser, Managing Broker at Kiser Group, shares insights on how real estate brokers can use social media to enhance their businesses.

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Successful real estate brokers do more than act as intermediaries between people looking to buy property and individuals seeking to sell. They also work to establish credibility and to build relationships with clients. In the past, brokers engaged with clients in person, over the phone, and through direct mail, but now they have a new tool at their fingertips: social media.

ESTATENVY caught up with Lee Kiser, Managing Broker at [Kiser Group](#), to learn more about how brokers can utilize social media to connect with existing clients, potential clients and peers in order to enhance their business.

How has social media helped you with business development?

I'm not sure if social media has directly correlated to winning a listing, but it is an invaluable tool to share thought leadership and build our company's brand image, which is very useful for business development.

Do you strategically plan out content for the month in advance or do you post more as-you-go?

We post about press mentions, closings, team outings and events. That said, we're constantly seeking content that accurately portrays who we are so that our story can be told through social media.

Is there a particular type of post that gets more engagement?

We are a multifamily brokerage firm, so we sell apartment buildings in the Chicagoland area. Posts that perform well for us include articles I have written for *Forbes*, brokers closing big deals and photos from staff outings.

How do you find a balance between posts that are strictly business and those that are more humanizing or culture-based?

Our marketing team has created a voice for each channel. [Instagram](#) is where all of the fun [Kiser Group](#) culture posts happen. If you look at our [Instagram](#), we post all about the Kiser Group team. When we go to real estate events, when we have monthly team outings, when a team member celebrates a birthday or a big announcement, it's posted on Instagram. [LinkedIn](#) and [Twitter](#) are all about business. This is where we highlight elements that build the Kiser Group brand image such as closing announcements, new blog posts, press mentions, staff anniversaries and event participation.

What is the most successful social platform for your brand and why do you think that it appeals to your audience the most?

Personally, [LinkedIn](#) is my favorite. I have over 5,000 connections, and I have utilized it to hire new employees, meet new vendors and engage with potential clients. My personal LinkedIn posts and the company's posts drive the most industry conversation.

What is the greatest challenge in reaching and engaging with your audience on social media?

When you post something, it isn't a one-way street. There have been posts where heated conversations ensue. We also received a negative online review after a post where we made a statement about our beliefs as a company. You have to be open to the dialogue that can happen online and know that not everyone is going to have the same point of view as you and the company.

Do you promote your social channels anywhere other than your website?

We promote our social channels on email signatures, mailers, handouts, advertisements and even through conversations we have.

What is your best advice for a new real estate broker looking to build a presence on social media?

Consistency. It's important to post regularly about the brand and thought leadership for which you want to be known. Secondly, don't try to sell anything. Social media is about explaining who you are and your core values, not what you're trying to get someone to buy.