



How Real Estate Brokers Win At Social Media: Luis Iglesias

The principal broker and founder of Iglesias Realty Group Luis Iglesias shares how he utilizes social media to create greater brand awareness.

Colleen Quaid
01/18/2018

Is there a certain visual aesthetic your aim to portray across all of your social channels?

Being a real estate broker in Miami, and one that specializes in the luxury market, my focus is to showcase properties which exude opulence, grandeur, and magnificence. With so many beautiful homes in Miami to choose from, I have many wonderful options at my disposal.

How do you choose which homes to feature on your social channels? Is there a particular type of home / landscaping that gets more engagement?

There is no one specific design element that I focus on when choosing which homes to feature via my social media channels. Ultimately, I feature properties that I feel are indicative and representative of the ultra-luxurious Miami lifestyle.

How has social media helped you with business development?

There is no question that if utilized properly, social media can be an invaluable tool for a real estate agent. I myself have been fortunate enough to forge relationships through social media with clients that I otherwise would have never had the opportunity to represent.

Do you use social media more for brand exposure or for industry networking purposes?

I have used them for both, however, the main focus is undoubtedly to create greater brand awareness. One of my goals via my social media channels is to showcase the luxury real estate market in Miami while letting my audience know that Iglesias Realty Group is an industry leader in that market, that is just as vibrant and full of energy as the City of Miami itself.

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

This is a great question and the answer is one I feel very strongly about. I have been utilizing the likes of [Facebook](#), [Twitter](#), [LinkedIn](#) and [Instagram](#) for years now in order to create a greater brand awareness for myself and my brokerage, [Iglesias Realty Group](#). Through trial and error, and extensive back and forth with my audience, I came to realize that the audience truly wanted to see material that strictly focused on real estate. What I mean is, whenever I would post something more personal, or even material that was not of a property itself, the engagement was a fraction of what it would be otherwise. So, what I did at one point was create business accounts for my brokerage and myself where I strictly post images of luxury homes in South Florida, and nothing else. I have my personal accounts that are non-business related.

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

Not a month in advance, but a week in advance. If not, it can become too time-consuming and take away time that you need to conduct your day-to-day business operations.

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

My first piece of advice would be to separate business from personal. Your audience is more interested in seeing images and descriptions of properties on your real estate page, rather than a snapshot of what you had for lunch. But I want to stress for any agent just getting started on social media, please be patient and stay consistent. Post material daily, stay engaged and remember that it's not a sprint, but a marathon. If you stick with it, understand what you are doing, you will have the opportunity to create a loyal following.

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

Without question it is Instagram. And my suggestion to any and all real estate agents looking to get started on social media, the first platform they should utilize and focus on is Instagram. When it comes to real estate, especially luxury real estate, the audience loves seeing images of mega-mansions and getting an inside peek to the lifestyle of high-net-worth individuals, celebrities, athletes, and entertainers.