



## The Best Brokers At Social Media: Lindsey Richardson

*Lindsey Richardson uses social media to maintain and develop client base*

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01/08/2018

Finding success as a real estate agent or broker relies heavily upon making regular connections and maintaining relationships. We sat down with [Dream Town Realty Residential Consultant Lindsey Richardson](#), who uses social media outlets such as Facebook and Instagram as a tool to grow her client base.

ESTATENVY: How do you engage with your customers most frequently?

Lindsey Richardson: I engage with my customers on Instagram and Facebook, most frequently when posting new listings and closing listings for clients. I post a variety of material here whether it be coming soon photos, 3-D Matterport tour, a video walk through, or unique listing

details to the subject property.

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

**Lindsey Richardson:** I work hard to ensure all properties receive equal exposure on my social media channels as I want each one of my clients to feel like the most important client in the world and they've hired me knowing the exposure they'll receive. I find that luxury homes with breathtaking views tend to receive more active engagement and shares as my followers dream of their future homes.

**ESTATENVY:** How has social media helped you with business development?

**Lindsey Richardson:** Social media has helped me stay in front of past clients and keep my business in the forefront of friends and family's minds. My referral business has picked up drastically since I've started sharing my business on social media and my followers often reach out for industry referrals or questions which I'm always happy to assist with. In addition, many of my follower's love seeing the "coming soon" properties I have exclusive off market access to as I'm their sole resource for something new and fresh; that "unicorn" we haven't yet found in the marketplace.

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

**Lindsey Richardson:** Early on I decided to connect with my past clients and network on my personal platforms which opened up my private life. It was a bit scary and overwhelming at first to show that human side of me; however, it's been a great way to forge stronger bonds with clients as I see their families grow. The past clients that I've connected with on social media have become an extension of my friends and family and have treated me as such by being an advocate to their networks of my small business which I am forever grateful for.

**ESTATENVY:** How important is it to you that your business's culture is reflected on your social channels and how to achieve this?

**Lindsey Richardson:** My culture is the backbone of my business so it's very important that it's reflected on my social media channels. My followers know I have an absolute passion for Chicago real estate and integrity is number one for me. They know what they're going to get when they hire me based upon case studies they've seen posted over my social media channels.

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

**Lindsey Richardson:** I wish I could say there was some strategy to this.... Even as a top producer, I still post all of my own content as properties list and sell while I'm on the go. Delegating this is my goal for 2018! I try not to post more than 1-2 business related posts each

day while staying in balance with lifestyle posts to keep my followers intrigued and show them the marketplace but not flooded with real estate information overload. It can be challenging during busy times when I'm ecstatic about a few new listings that hit the market at the same time, and I want to pepper my network with stunning new home opportunities.

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

Lindsey Richardson: Don't be afraid to put yourself out there in a humble way but decide how you'd like to portray your business first. If you're funny, be funny. If you're sentimental, be sentimental. In general, I follow the rule of thumb that if I'd be ashamed at my father reading it, it doesn't belong on the internet and especially next to my brand. I tend to shy away from political and religious posts as I've never want a client to feel they aren't accepted and respected if we have different points of view. Quite frankly we see enough on the daily that I want to be an uplifting and cheerful presence online and not someone that half of the population is going to roll their eyes at or unfollow.

ESTATENVY: Do you have a branded hashtag? If so, what is it and how did you choose it?

Lindsey Richardson: #LindseyKnowsChicago is my branding hashtag and website. I selected 'Lindsey Knows Chicago' as opposed to 'Lindsey Sells Chicago' as I wanted my knowledge and expertise of the entire Chicago area to shine so my clients know that I'm here to help them with any aspect of real estate, citywide, whether it's buying, selling, or renting.