

# HOW TO GET **HIGH QUALITY** BUYERS & SELLERS USING FACEBOOK

Even If You've Never Ran  
A Facebook Lead Ad Before

**GREG LUTHER**

## Let's Start Off With Some Facts. (The Truth Hurts)

The name of this book is ***"HOW TO GET High Quality Buyer & Sellers Using Facebook Even If You've Never Ran A Facebook Lead Ad Before."***

And before we go any further, please let me make it very clear that the results you'll hear about are not typical.

Frankly, there's a huge percentage of agents in America that don't do very well at all and they continuously try all kinds of things that continue failing.

You already know that.

Many of them waste their time on "social media" which will NEVER generate real business for you.

Yeah, I said it. Social Media is a JOKE!

I know that sounds weird, saying social media doesn't work when you are reading a book about Facebook marketing.

But the truth is, nothing we do on Facebook is social and most of our agents don't even have a page with their name on it. You don't need any of that stuff, nor do you need friends or fans or whatever these kids are doing these days.

We only want good quality, highly motivated buyers and sellers.

That's what you'll learn about in this book. More on that later.

While the agents referenced here have all made tons of money and now have a tremendous lead generation system with consistent closings, the truth is that most agents won't do squat.

They like learning but refuse to DO anything profitable.

Hopefully, you are the exception and your real reason for investing your time and money in this book is to actually make improvements to your current real estate business.

Chances are we have not met each other yet...

So I am not making any claims or implications that you will duplicate my results or any of the results of the thousands of agents I work with around the country.

For that matter, I don't know if you'll even read this entire book, let alone take action for yourself.

Consider that a friendly challenge. 😊

I'm going to show you what worked well for me and for other agents.

And to be honest, my personal experience with over 30,000 agents has shown me that what you are about to learn is by far the FASTEST, EASIEST and MOST COST-EFFECTIVE approach you can use to get closings, even if you've never done anything like this before.

It's my hope that you'll be able to utilize some of the information that I share with you to get the results that you are personally after.

You'll see some case study examples and various marketing tools that can help you to attract quality buyers and sellers using Facebook Marketing strategies quickly, but again, you MUST be willing to take action.

So if you are looking for one of those "get rich quick as an agent" deals, this isn't it.

You'll find hundreds of those scams in your email box.

BUT – if you're a "real person" who's got some basic computer skills as an agent and the ability to help people with their buying and selling needs, and the willingness to work for what you want, this is for you.

This book will show you the path.

And though you won't "get rich quick", you'll certainly be able to generate consistent closings, month after month.

I'd love for you to make a bunch of money from the knowledge and action plans you'll get here.

In the past 12 months I've generated over 5,300 Facebook leads for a small group of agents who personally work with me.

I've also taught over 30,000 agents nationwide this same marketing approach, where they too are now generating hundreds of leads for themselves each and every month of the year.

These leads have accounted for hundreds of thousands of dollars in commissions for the agents that are properly converting them, therefore creating SIGNIFICANT gains within their real estate business.

I'd love to get your success story if you take action too.

*...leads have accounted  
for hundreds of  
thousands of dollars in  
commissions...*

Most importantly, I've proven to all of these agents that social media marketing is garbage which generates no REAL business, but advertising using the Lead Ads platform actually allows you to target exactly who you are looking to attract.

These agents have attracted quality buyers and sellers from within their marketplace, they've stopped paying outside companies hundreds (or thousands) of dollars to generate leads for them and they don't have to battle the shark fest those companies create when they send 1 lead to 10 agents who purchased zip code rights.

They've taken control of their business by having their own lead generation system in place.

The leads are not shared with any other agent in their area and with the proper follow up, they are turning into deals.

With very little dollars needed to get this going, the return on investment is HUGE when the commission checks start rolling in.

In this book, I'll tell you how I do it, how they do it and give you a plan that you can personally use too.

If you are truly serious about attracting quality buyers and sellers utilizing the Facebook Marketing approach, we have a great online training video that accompanies this book which you can access at no additional charge at:

[www.EasyAgentLeads.com](http://www.EasyAgentLeads.com)

## Why You Should Pay Attention

Most of the agents I speak with will always tell me that *“most of their business comes from referrals”*.

That immediately tells me that they do not have a system for attracting and converting clients.

If your only source for new clients is referrals, you are starting at the END of the system and not at the beginning.

While referrals can be a decent source of business, they certainly can't be your only source.

Unfortunately, it makes agents feel better to say; *“most of my business comes from referrals”* which is really code for *“I don't really have a system for predictable income so I just work with people when they call me. In turn, I'll never make enough money to retire.”*

The truth hurts doesn't it?

If you have a duplicatable system that feeds you new clients on a daily basis, you never feel the anxiety of wondering where your next client will come from.

This is what a truly successful business feels like. And it's the ONE stress that a predictable system will allow you to get rid of.

Sounds good right?

Having a combination of both offline and online lead generation strategies is key. The most profitable tool we've found right now for online lead generation is Facebook Lead Ads.

But let me set the record straight before we go too far here.

I don't care if you have a Facebook business page right now, they are easy to make; if you do have one I don't care how many “Likes” you have and I

certainly don't care what your cat or dog looks like so stop posting pictures of them.

You never need any likes or fans or social posts or messaging friends or anything.

We do not use Facebook for any sort of social behaviors. We use it to make money!

Until Facebook started offering a marketing platform that I saw was effectively producing money for our agents, I never even gave it a second glance.

I've seen agents waste countless hours and thousands of dollars trying to do social media marketing and they ALL failed, even with so called professionals helping them.

It is a time sink that sucks you in so you can stalk friends, family and others around you.

Worse, it creates an illusion of movement within your business.

If I haven't seen a friend since I was 10 years old, I don't care to see them now.

BUT I'm always happy to explore the profitable aspects Facebook has opened for my business. We teach this strategy regularly to agents nationwide and use it in our own business daily.

Hell, you probably saw my own Facebook ad and got this book.

The exact ad strategy that got you reading this book is what I will be teaching you here today so you can duplicate it in your business and turn it into profit too.

You'll learn to target YOUR best prospects with offers that attract them to you!

I'm sure you know that my ad wasn't shown to the general public. It was only shown to real estate agents.

Oh, and you've never been on my Facebook page or "liked" anything I post because I don't have a page and I don't have any posts to like!

You can use this exact same approach to attract highly targeted buyers and sellers in your market.

Describe who your PERFECT client is and you can market only to them, for less than \$3 per day!

Advertise only to homeowners, or only people with an income of over \$100,000 in a specific zip code or only people that live on a golf course, etc.

I'll show you some examples of this happening for agents all over the country, even though they'd never worked within the Facebook Marketing platform before or posted an ad.

## FACEBOOK MARKETING CAN BE A CASH COW

Today, I can confidently say that utilizing the Facebook Marketing platform has truly become a cash cow for agents. While I don't know how long it will last, I do know that it should be capitalized on right now while it's HOT!

Agents are generating hundreds of quality buyer and seller leads each month. They are capturing accurate information over 90% of the time...no more of those Mickey Mouse email addresses...and the leads solely belong to them.

Not only are they getting good information, they are getting a hold of these leads. AND the leads are not hanging up on them, are not yelling at them and are not pissed that the agent actually did their job and called!

How's that for a change compared to these sites that swipe people's contact info, sell it to you and call it a "lead" but the person doesn't want you to call them and has no idea why you are calling them or how you got their info.

**SIDE NOTE:** Those aren't leads.

That's just contact info the website has swiped and sold to you.

The prospect is often upset you've called and they want nothing to do with you. That all stops today.

Today, you'll learn how you can attract motivated prospects, that have the exact qualifications you are looking for and most importantly, they ASK YOU to contact them!

With some proper conversion practices in place, our agents are setting up appointments, meeting with motivated prospects and getting deals done.

JACKPOT!

Some of our agents have actually generated seller leads on Facebook, listed the homes and then searched for the buyers using Facebook too!

Many actually found their own buyer using Facebook ads and then of course double ended those deals.

How cool is that?

Could you imagine utilizing Facebook Marketing to find homes to sell and then the buyers to buy them, thus double ending transactions over and over...never mind all the residual deals that can snowball from there from the additional leads?

This has proven to happen time and time again when agents get these Facebook ads up and running properly and start to convert them.

It has been HUGE for agents and I'm always excited to see when they actually step up and take action putting what they've learned to work.

As I said at the beginning of this book, so many agents will not actually do the work but will be happy to complain when their business is not growing.

With just a small amount of effort put in, you can become a success story too. Other agents around you will be scratching their heads wondering how you're generating your own organic leads and converting them into regular deals.

While Facebook Marketing has been around for quite some time, there are very few that actually use it properly in the real estate industry.

Only a small percentage of agents will put this to work successfully in their business and with just a small amount of training you can be one of them.





I'll be completely honest with you...

Facebook Marketing changes frequently and sometimes you'll want to pull your hair out trying to keep up with it.

Just when you have an ad up and running, generating tons of leads...they can make a small switch and you'll have to adjust your ad here and there.

## **IT'S WELL WORTH IT BECAUSE IT CREATES SO MANY CLIENTS FOR YOU EVERY MONTH!**

Facebook has a built-in consumer database that is broken down into hundreds of categories made up of all different types of demographic data and interest lists they've collected on their users.

Heck, I could market to people in my zip code that own a home over 2,200 square feet and they are married with 3 kids and a dog and they are fans of the TV show Seinfeld if I wanted to.

*(Not sure what you'd do with that list of people but the list is readily available and for about \$3.00 I could market to all of them!)*

You name it...they can get you a list of them.

We market to seniors and new construction buyers and first time buyers and people that want to sell their home to move up to a larger home and homes that are on acreage and waterfront homes and homes on a golf course and much more!

It's truly unlimited on exactly how targeted you can get with your marketing.

Facebook watches and tracks every click behavior people take while logged into their platform. Whether you're on your smart phone, tablet or computer, they're watching and building a profile about you as well as all of the prospects out there!

If you click an ad about fishing poles, your account will be tagged as one that is interested in fishing. If you click something about home loans, then Facebook marks you as a candidate interested in obtaining a loan.

Catch my drift here?

They are constantly building and modifying your personal profile within their database.

They do the same thing for EVERYONE within your town too.

You may have Facebook opened in one window but are browsing the general web in another window checking things out. They still use that data for marketing that will match exactly what your true needs are.

Let's say you're searching google for a dentist in your area, I'm sure you'll notice dentistry ads popping up on your Facebook page shortly after.

This is not a coincidence.

Not only will you be given dental ads, but you'll notice the office locations are conveniently located near your home. Facebook knows what you're doing and all types of businesses are capitalizing on it.

You see this all the time. **So why aren't you using it yourself?**

Facebook has become completely intertwined in all of the online world with their tracking ability and has dominated the online interfaces with their database creation, data mining, interest list creation and target marketing platform.

While this sounds like a "big brother is watching" scenario, which is absolutely true, it offers agents just like yourself access to TONS of data points that can be used in target marketing.

This is how agents are reaching the most opportune prospects that are looking to buy and sell homes.

They are generating leads left and right and converting them into deals and big money commission checks!

This is why you should be capitalizing on this too.

## LET ME EXPLAIN TARGET MARKETING BEFORE WE GET FURTHER INTO THIS BOOK

**Target Marketing** starts by identifying the unique characteristics of your ideal prospects that are most likely to want what you're offering.

Once this group is determined to be the most suitable group of people to market to, you send ads and offers to that exact audience, hence, targeting them specifically.

By knowing the precise characteristics you want or need in your sellers and buyers, you can use the Facebook platform to directly target market these prospects.

You are able to catch the exact fish you you're seeking because you're using the best bait.

Throw in an awesome offer, unique selling proposition or maybe a performance guarantee and you'll nail it predictably over and over again.

That's what we teach to agents all over the country.

Okay...let me do a quick review and then I'll pull this all together for you.

Those "big brother moments" of Facebook tracking their users is what builds that consumer database I mentioned earlier. It's actually a very good thing because then they only get "commercials" in front of them for things that they are interested in.

After all, when was the last time you saw an ad for Huggies diapers? You aren't seeing them because they only market online to those with babies.

Fortunately, since everything is tracked now, we only get offers and discounts for things that we are actually interested in.

Make sense?

So as an agent, you can search through that database Facebook has in their Lead Ads platform for the characteristics you need, create and run your ads and BOOM...the ads are put in front of the best audience possible!

You can attract sellers in the home value ranges you want to sell and buyers for the houses you are listing.

You are able to control the ads you put out, the audience that sees them and set your business up to run as a well-oiled machine.

Again, I don't know how long it will last and still remain the TOP online lead generation method, but I do know that you need to capitalize on it now, learn it quickly and put it to work in your business.

We've trained thousands of agents on this and even an 83 year old agent that's never used Facebook before is getting leads emailed to her every single day. Pretty cool right?

On the next page is just a glimpse of what Facebook's database has to offer.

I literally would need hundreds of pages in this book to show you all the options they have, category after category.

These are the ones I know will interest you the most right away and open your eyes to the possibilities.

They are the ones that our top producing agents are using all over the country. Best of all, some of them start with just a \$20 per month budget and they are still getting leads!

You read that correctly...

Twenty dollars per month!

You'll notice that these menu options can be expanded even further and this is where you'll begin to pick your ideal prospects.

What I mean by that is for each of these that you click on, it will open 3 or 4 other options to really narrow down exactly who you are looking for.

I'm telling you, as detailed as you want to be, you can run an ad ONLY in front of those prospects and there is NOTHING published publicly on the internet or on Facebook to be found by random people.

It's placed ONLY in front of your most desired prospect.

<p>▼ Home value</p> <p>\$1,000,000 - \$1,999,999</p> <p>\$100,000 - \$199,999</p> <p>\$200,000 - \$299,999</p> <p>\$300,000 - \$499,999</p> <p>\$50,000 - \$99,999</p> <p>\$500,000 - \$699,999</p> <p>\$700,000 - \$999,999</p>	<p>▼ Demographics</p> <p>▶ Education</p> <p>▶ Financial</p> <p>▶ Generation</p> <p>▶ Home</p> <p>▶ Life Events</p> <p>▶ Parents</p> <p>▶ Politics (US)</p>	<p>▶ Fitness and wellness</p> <p>▶ Food and drink</p> <p>▶ Hobbies and activities</p> <p>▶ Shopping and fashion</p> <p>▶ Sports and outdoors</p> <p>▶ Technology</p> <p>▶ Behaviors</p> <p>▶ More Categories</p>
<p>▼ Income</p> <p>0. \$30,000 - \$39,999</p> <p>1. \$40,000 - \$49,999</p> <p>2. \$50,000 - \$74,999</p> <p>3. \$75,000 - \$99,999</p> <p>4. \$100,000 - \$124,999</p> <p>5. \$125,000 - \$149,999</p> <p>6. \$150,000 - \$249,999</p> <p>7. \$250,000 - \$349,999</p> <p>8. \$350,000 - \$500,000</p> <p>9. Over \$500,000</p>	<p>▼ Home Ownership</p> <p>First time homebuyer</p> <p>Homeowners</p> <p>Renters</p> <p>▶ Home Type</p> <p>▶ Household Composition</p> <p>▶ Life Events</p> <p>▶ Parents</p>	

I mentioned this earlier, but let me remind you.

We have a quick online training video that goes deeper into this book's strategy and is totally free of charge.

Watch it now at: [www.EasyAgentLeads.com](http://www.EasyAgentLeads.com)

If you're truly serious about attracting quality buyers and sellers utilizing the Facebook Marketing approach, then you'll want to watch this.

I can only go into so much detail here, but in the online training I can show you the behind the scenes and tell you how you can do this yourself.

Be sure you watch it right now. Finish the book after the video.

## CHOOSING YOUR TARGET AUDIENCES

What I'll share with you here in this next section are the absolute basics that can be done by any real estate agent with minimal effort.

Of course, the more you do and the deeper you go, the greater the results you can have.

You'll probably want to get really creative with your lists and will also be shocked by the amount of options there are to choose from.

It is actually better to keep it simple.

While the options will seem endless, there are a few key targets you'll use depending on the types of leads you want to generate.

Now let me be clear, while you can target these audiences using the few key selects I'll point out to you, that doesn't mean the work stops there.

You will need good ad copy, pictures and calls to action to pull this all together.

I'll cover some of that later on in this book.

For the purposes of what you're looking to accomplish, you'll need to keep a few parameters in mind.

Think about exactly what you want in your buyers and sellers, then go find them.

Think of the niche you want to work. Is it higher prices? Lower prices? Are you trying to attract buyers or sellers?

All of this comes into play when thinking about your targeted selects.

I'll show you what I mean here...



## THE KEY TARGET SELECTS YOU'LL USE

**When generating SELLER LEADS you should consider the following audience targets:**

- Radius around the city you primarily work (typically 20 miles is a good starting point but you can toggle this)
- Age range of 30-65 (any younger and they've most likely not been in their home long enough where they'd want to sell)
- Homeowners Only (weed out those that rent)
- Approximate Home Value (hand select the value ranges you want to sell. This way you don't get leads on cheap homes.)

**When generating BUYER LEADS you would consider these audience targets:**

- Radius around the city of the home that buyers come from. Sometimes you can even go out of state to find them...this is a really cool approach!
- Age range of potential buyer best suited for the home.
- Income range that fits the home's price. (We have an excellent formula to determine this)
- If the home has other large additional features like a horse barn, tennis courts, gourmet kitchen, etc...then you may want to consider adding additional the Facebook database offers. For example if the home is on a golf course, you can identify the fact that they have an interest in golf, subscribe to a golf magazine and maybe that they own golf clubs.

The targeted selects are endless and it's a lot of fun to get in there and know that the ONLY people your ad will go in front of are highly qualified prospects.

## TAKE A LOOK AT SOME FACEBOOK CASE STUDIES

Here's a picture of an ad that one of my agents ran which sold this home using the Facebook Marketing strategy.

This isn't just theory. This home actually SOLD because of this ad which got him a double-sided transaction. And this happens every single month, all over the United States.

Now here's the quick backstory...

This home initially came from one of the ads the same agent ran on Facebook offering a *Free Home Value*.

The ad was targeting high end homes in the agent's area with values ranging from \$750K-\$2M.

One of those seller leads turned into this listing. So the agent got this listing specifically from a lead he generated on Facebook.

The agent then ran this ad and found his own buyer using Facebook Marketing.

In order to get this ad in front of the most opportune audience the agent actually ran two ads.





While he wanted to target potential buyers in the surrounding area of the home, he also knew that many buyers for the area came from out of the state.

This same ad was sent to two different audiences.

**Audience #1: In-State surrounding the home**

- Ages 35-65
- Income of \$350K+ (you can select the various ranges above the base income needed)
- 25 mile radius around 10 key cities near this Florida home.

**Audience #2: Out of State to another ideal city**

- Ages 35-65
- Income of \$350K+
- 25 mile radius around Oakbrook, IL. (Many of his buyers came to Florida from Illinois and Oakbrook specifically is a golf town)
- Interests in Fishing, Kayaking, Boating, Golf Course, Golf, Yachting, Canoeing, Hiking and Florida

Be sure you got that. He advertised in Oakbrook, IL to people that showed an interest in golfing in Florida!

After about two weeks of running each ad for only \$5/day (that's \$140 total cost) he'd generated a decent pool of buyer prospects. One of those buyers fell in love with the home and bought it.

The agent double ended this deal and let me also point out that this was a \$1.4M home!!

Not too shabby of a commission for running a couple \$5 ads each day.

Not only did he sell this home, but he also generated high end buyers that he continued working with to find a home. It is a snowball effect!

Just a small amount of effort earned this agent a HUGE return to the tune of tens of thousands of dollars!

He regularly uses Facebook Marketing within his business model.

It isn't the only strategy but it is a main one right now, especially while it is HOT!

*A Double Ended  
\$1.4M Deal...  
Thanks Facebook!*

## USING FACEBOOK AS A LEAD MACHINE

I mentioned earlier that I've personally generated over 5,000 leads within the last 12 months for a group of agents that work extremely close with me.

These agents are involved in my high level coaching program and they pay me referral fees on each of the closed deals they get specifically from those leads.

This accounts for tens of thousands of dollars per month for me. And I only have to invest a few hundred bucks to make that kind of money!

Imagine you were doing that for yourself and you get to keep ALL the money instead of just a little referral fee like I get!

These leads are made up of a combination of sellers and buyers.

Just like the case study on the previous pages, buyers are being generated easily when putting an available home in front of the exact audience most likely to respond.

Sellers are being generated by catching them before they may have even thought about selling.

Running a high quality targeted Facebook ad is like dangling a carrot in front of a hungry horse.

So no matter what type of client you are looking for, you can attract them here!

We give just enough of information to the target audience about the house to get them walking towards us.

After they've provided their contact details, we give them the rest.


These leads are being generated and converted over and over for a consistent revenue model.

Best of all, it's CRAZY easy to do, even if you've never logged onto Facebook before! As you know, there's nothing worse than dealing with technology but with Lead Ads, it's just point and click!

Here is a screenshot of one of my agent member's email inbox for leads that come in from Facebook (client name is covered for privacy). She has both buyer and seller ads running, and with her follow up system in place, is generating a TON of business.

As you can see, she generated 6 seller leads and 7 buyer leads between 1:15pm and 11:04pm. Not bad for less than 12 hours huh???

This all happened in an automated fashion and she spent less than \$10 for 13 good quality leads with REAL contact information, asking to be contacted!



Home Value Lead - [REDACTED]	Wed, 11:04 am
Home Value Lead - [REDACTED]	Tue, 11:04 pm
Home Value Lead - [REDACTED]	Tue, 9:24 pm
Home Value Lead - [REDACTED]	Tue, 3:10 pm
Buyer Lead - [REDACTED]	Tue, 12:45 pm
Buyer Lead - [REDACTED]	Mon, 9:30 pm
Buyer Lead - [REDACTED]	Mon, 6:41 pm
Buyer Lead - [REDACTED]	Mon, 1:30 pm
Home Value Lead - [REDACTED]	Mon, 12:15 pm
Home Value Lead - [REDACTED]	Mon, 10:33 am
Buyer Lead - [REDACTED]	Sun, 9:57 pm
Buyer Lead - [REDACTED]	Sun, 9:17 pm
Buyer Lead - [REDACTED]	Sat, 5:48 pm
Home Value Lead - [REDACTED]	Sat, 1:15 pm

**Leads are trickling in consistently every day! I bet you'd be pretty darn excited if this was your inbox...am I right?**

## YOUR AD'S OFFER

The writing of the ad copy and what you offer them is the next crucial key to having success with Facebook Marketing.

You cannot just pick your ideal audience but throw a poor offer out there and expect to get amazing results.

There needs to be purpose with what you offer and say.

Strong calls to action are necessary to get them following the directions you're putting out there. You must lead them to take action.

If you say "no down payment" or "credit issues not a problem" don't be surprised when you have unqualified buyers rolling in who can barely afford a shack!

Advertise only for the PERFECT type of client that you are looking for!

You'd be shocked by some of the offers I've seen agents put out there.

Then they're left scratching their heads wondering why deals aren't closing with the leads they've generated or trying to figure out why all of their leads are of such poor quality.

It's the offer silly! And let me tell you, if you are advertising to people that make over \$90,000 per year in household income, they won't be looking for cheap houses or be stuck with no down payment.

Common sense right?

When you have access to a profitable system like Facebook Lead Ads you need to have proper strategies and offers in place.

Agents involved with me have learned to structure these ads with wording that makes prospects wanting more.

Here are just a few examples that pair with some of my strategies, but there are **many** more:

*“Gain Access to a Secret List of Homes...Properties Not Found Online”*

*“Home Values Are Changing...Get Your Home’s NEW Value Today!”*

*“Learn How You Can Beat Out Other Home Buyers Now!”*

**The Key Is Knowing How To Use These Correctly!**

## **SETTING UP THE AD LAYOUT**

You also need to know the best layout for the ad and exactly what to say in each section.

In Facebook’s ad creator, there are blank boxes where you’ll place your text.

It is not until you start inputting your text that the ad will start to take shape.

With every sentence you type, the ad creator will refresh and update the preview image of your ad.

Unfortunately, they don’t tell you when you’re typing where the text will be placed. It is after some trial and error that you’ll be able to nail it down.

Again, another hair pulling moment but it will totally be worth it in the end.

Heck, we’ve found that after you run two or three simple ads, it only takes about 10 minutes to throw one of these things together and leads can start coming in IMMEDIATELY!

Let me give you some inside tips so you know exactly what to look for.

You’ll find this to be extremely useful instead of wasting time trying to figure it out later as the screen refreshes with each sentence you type.

I’ll break down the layout of the same ad example I showed you before, the \$1.4M home that was double ended.

The bold titles I've noted below show you how Facebook designates each text area.

**TEXT:** This is what shows above the picture.

**HEADLINE:** The larger text right below the picture

**NEWS FEED LINK DESCRIPTION:** The smaller text below the headline

**DISPLAY URL:** We leave this area blank for best results, that's the white space in the lower left of the ad. Some will put a link to their website, but that takes away from the audience clicking the ad and opting in.



When you're in the Facebook ad creator, things can sometimes look a bit weird.

They don't give you much space to work and you have to be cautious on how long your sentences are.

Depending on where the ad is shown to your audience, it can look like it is missing words or elements.

For instance on a desktop, in most cases, the complete ad can be seen. It is a full computer screen so there is a lot of space.

On the other hand, a mobile phone has a much smaller screen so the ad may look like it is incomplete and will not fit the text properly. Sentences may abruptly end or cut off, leaving the reader confused.

### **A confused audience takes no action!**

You only create the ad in one spot BUT it has to fit both views.

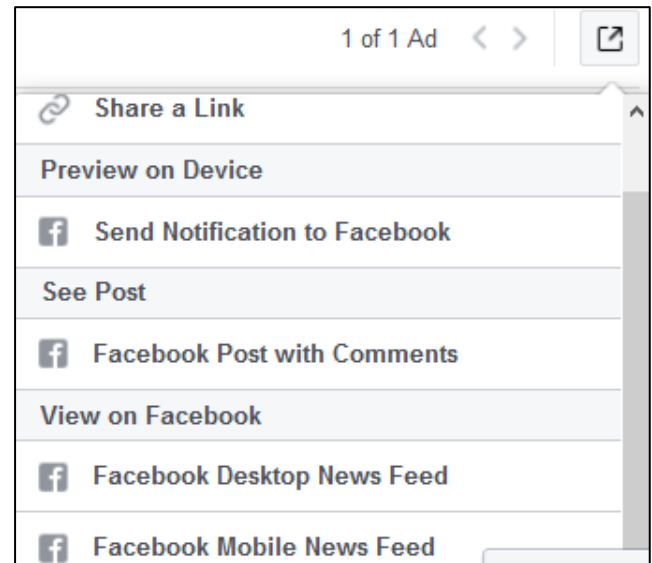
Luckily, if you know where to preview your ad ahead of time, you can see what both of these views look like.

Facebook provides a preview tool. ➡

You'll preview the ad in each view type to make sure it's good to go before publishing it which makes the ad go live to your audience.

**I realize this is a lot of information and that's exactly why I encourage you to watch my additional online training video. It is totally free and I'll show you these fine details and the behind the scenes of Facebook.**

Watch it here: [www.EasyAgentLeads.com](http://www.EasyAgentLeads.com)



## QUICK RECAP

As you can see there is a TON of information and we are just making a dent in it all...hence my video training that goes further into it.

We even have a complete training that is literally click by click which is available strictly to members within our Greg Luther Inner Circle Coaching.

### **Before I continue, let me recap what I've covered already:**

- The inside scoop on using Facebook Marketing for buyer and seller lead generation.
- Target Marketing within the Facebook database and why they're dominating the approach.
- Results agents are getting with Facebook.
- The tremendous amount of leads being generated all around the country.
- The key selects for creating your audiences to target both buyers and sellers.
- Tips on the offers you should be making.
- The strategies for your ad layout and knowing how to set it up.

## QUALITY LEADS WITH FACEBOOK MARKETING

When Facebook first launched their marketing platform, everyone would use a standard “Dark Post” format. This simply means that the ad will only be shown to the target audience...so it won’t clog your business page with a bunch of ads. It is “Dark” because it is hidden from your page.

The ad would be shown to the target audience and interested parties would click it and be sent to another site.

For instance, if it was an ad offering a *Free Home Value* to generate sellers, prospects would click it and be sent to the agent’s website. A special page and form would have to be set up to capture the lead’s information.

This shift in pages off of Facebook caused abandonment. Prospects would either start clicking around the new site further forgetting about the form, be uncomfortable to give information to an untrusted page or they would type their information in, often giving bad info in hopes of getting an automated value that would automatically pop up on the page...like Zillow.

Mickey Mouse at 123 Disney Way with a 555 phone number was far too common...along with foul language filled email addresses.

BUT...as Facebook has developed their platform further over the years, they rolled out Lead Ads.

This is actually the BEST thing that’s ever happened to us as agents because now it’s easier to use, it’s extremely cheap and we get REAL info for each of the leads that are generated.

**If you’re not familiar with Lead Ads, you’re about to get very excited!**

There are HUGE benefits when setting Lead Ads up correctly. You’ll find:

- You’re capturing real information.
- You’re getting MORE quality leads than EVER before.
- You’re cost per lead is extremely low.
- They’re easier to set up than the original ad style required.



The big difference is that the form to capture prospect's info is built right inside of Facebook. You don't send them to another site.

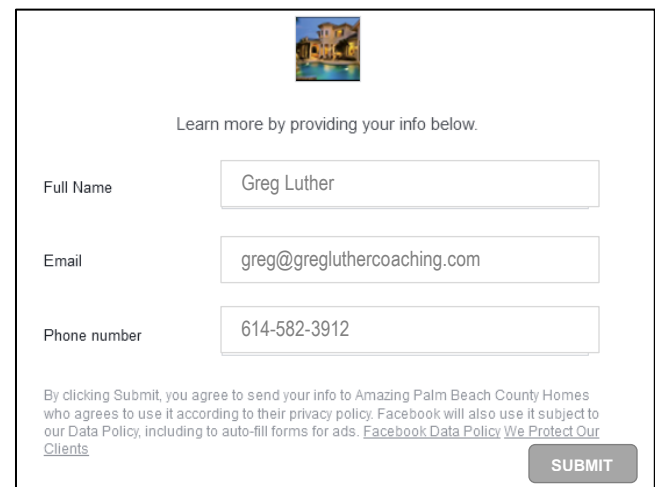
**AND...here is the HUGE GAME CHANGER...the form automatically fills in the prospects information from their Facebook account!**

Every Facebook users has to set up their account with their real name, email address, phone number and most include their address too.

The Lead Ad form auto-fills the user's account information into the form. I'm sure you've seen forms on sites that pre-fill your info, that's what Lead Ads does.

Read that again. Their REAL info is automatically filled into the boxes by Facebook!

The user would have to take the time to delete the info and re-type fake info...and let's face it we are a lazy ass society, so most don't take that time.

A screenshot of a Facebook Lead Ad form. At the top is a small profile picture of a house. Below it, the text "Learn more by providing your info below." is centered. The form has three input fields: "Full Name" with the value "Greg Luther", "Email" with the value "greg@gregluthercoaching.com", and "Phone number" with the value "614-582-3912". Below the fields is a line of small text: "By clicking Submit, you agree to send your info to Amazing Palm Beach County Homes who agrees to use it according to their privacy policy. Facebook will also use it subject to our Data Policy, including to auto-fill forms for ads. [Facebook Data Policy](#) [We Protect Our Clients](#)". At the bottom right is a grey "SUBMIT" button. A red arrow points from the text "that's what Lead Ads does." to the form.

The path of least resistance is for the user to easily submit the pre-filled info.

Just like that, the lead quality changed forever. **GAME ON!!**

I'll tell you, this is truly one of the best things that's ever happened to us.

But that's true only if you use it and use it correctly!

To not do so is simply ripping tens of thousands of dollars from your family's bank account.

### Take A Look At These Numbers:

- Old Style sending prospects to another site: 4-6 leads per Week
- New Style using Lead Ads staying within Facebook: 3-4 leads per **DAY**

**In 30 Days....1 agent generated over 273 Buyer Leads!**

Think I'm kidding?

Look at this snapshot from inside the agent's Facebook account.

He's one of our Inner Circle members so we are constantly helping him to test and change his ads for maximum monthly income.

28 ↓ Leads (Form)	\$1.43 Per Lead (Form)	178	6.745%
23 ↓ Leads (Form)	\$1.75 Per Lead (Form)	198	7.557%
84 ↓ Leads (Form)	\$1.81 Per Lead (Form)	676	7.530%
68 ↓ Leads (Form)	\$2.23 Per Lead (Form)	572	6.000%
70 ↓ Leads (Form)	\$2.18 Per Lead (Form)	685	6.588%

He ran 5 Listing Ads to attract buyers and if you add up those numbers in the Leads Form column, you get 273 Leads!

**Let me remind you of the Lead Ad benefits again now that you understand the process a bit more:**

- You're capturing real information...LEAD ADS PRE-FILLS THE FORMS!
- You're getting more quality leads than ever before...MORE USERS SUBMIT THEIR INFORMATION BECAUSE IT IS EASY!
- You're cost per lead is extremely low...look at the dollars per lead column in the ad above. \$2 ON AVERAGE PER LEAD! We are seeing this consistently around the country with \$2-3/lead.
- They're easier to set up than the original ad style required...NO ADDITIONAL WEBSITES NEEDED TO SEND THE PROSPECTS TO!

Targeting Facebook users using Lead Ads is a HUGE breakthrough for attracting your ideal clients!

## LISTING PRESENTATION BREAKTHROUGH

Imagine yourself giving a listing presentation, where you tell the seller you can target the ideal candidate for their house utilizing Facebook ads.

If you were to give them just an ounce of information regarding this process, I can assure you they will be blown away.

You are instantly putting yourself into a category of ONE! Other agents around you are not target marketing....let's be honest, they're probably hardly marketing at all.

If you meet with an expired listing homeowner and put some incredible marketing strategy in front of them, you're sure to get the deal. I can confidently say that the guy or gal before you didn't properly market the house and probably overpriced it.

When meeting with FSBOs this will help them realize the value in having an agent. They certainly can't run Facebook ads on their own, never mind all the other stuff you do.

You now have an added tool for your "bag of tricks" to use during all kinds of listing presentations.

## PUTTING IT ALL TOGETHER

I'm sure you're already wondering what steps to take next, how can you get these set up and where should you start.

Don't worry, we've got you covered right here!

Hopefully by now you've watched the supportive videos to help you too.

To begin running ads on Facebook you'll need:

- ▶ A Facebook Business Page

- Credit card information linked to your Facebook account to pay for the ad budget (again agents are spending \$3-5/day. Some do it a few days per week and others let it run every day untouched.)

Right now, in my opinion, there's no better way I can think of to generate buyers and sellers online.

All of the companies that sell you leads, provide the same leads to other agents who've paid for your market area too. It becomes a shark feeding frenzy!

Why fight for a lead with other agents when you can have your own profitable system in place? Especially since those "leads" didn't really anticipate anyone calling them.

You need to become dependent on yourself and your own systems that you can control. Like I said earlier, I don't know how long this Facebook "HOTNESS" will last, but I do know that you should be making money with it right now!

We coach thousands of agents every year on how to massively increase their real estate business and start making more money than they ever have before.

Each year we have outstanding training conferences where our members can get together, share their war stories, their successes and their failures.



We always go into detail on the best Facebook ads and campaigns that are working well at that very moment.

I always give examples of other agents that were once struggling, but are now closing more deals than ever once they get this one system going in their business.

Of course Facebook should never be the only system...you should never have just one, but it is the **BIG ONE** right now.

You already know that there is a lot more to learn with the Facebook Marketing platform and Lead Ads, but the good news is, any agent can do it!

We've taught thousands of agents within our Inner Circle Coaching Program.

This is the fastest and easiest way to get to your TARGETED prospects with very little effort and very little expense.

The agents that are a member with us in some of our various coaching's are consistently seeing examples and tutorials on how to do this including complete case studies on the ads and selects that are getting the highest response rates on Facebook Lead Ads.

Most of these agents are getting high quality leads for less than \$3 each!

But frankly speaking, even if you were paying \$10 each and you could only close one of every twenty leads (that means 19 of 20 don't work with you but one does) you'd still only be investing \$200 per closing!

Or, you could sit there staring at your computer all day, checking your email 7,000 times and simply hold on to your three dollars, hoping maybe a miracle will happen for your business...

Me?.....I'd invest the money. It's a sure shot in my book!

Get trained on this, do a little bit of experimenting and within a few short hours, you'll have this thing humming along, cranking in more and more leads.

Keep in mind though, that without the proper direction you can very easily choose the wrong selects or the wrong ad and end up with little or no results.

That's true with anything though right? If you do it wrong, it fails miserably.

What we all love about these Facebook Lead Ads is that it's incredibly fast and very easy to do with the right training in place.

When I tell you fast, I mean the agents I've helped with this literally have leads before the sun goes down **today** and they are on the phone with them, immediately closing for a face to face appointment.

After all, the only purpose of a lead is to convert them from online to offline as quickly as possible.

You gotta get face-to-face with these people or the lead is worth nothing right?

Imagine for just a moment here that every morning when you wake up, your automated marketing system has generated a small handful of leads.

And I truly mean every morning.

Would you have a much better idea as to what you should be doing each day for profit if you had some prospects that are waiting on you to call them?

I'm sure you'd have a lot more certainty within your business if you had a water faucet of clients you could turn on or turn off as needed.

Heck, it might allow you to stop spending over an hour per day checking email when in reality, you've never made money from that anyway!

This is an extremely easy approach that anyone can do even if you have no previous experience posting Facebook ads or if you are a technology idiot like myself. 😊

You just need to know exactly how to do it and this book is a very good start for understanding the basics, as well as understanding the NEED that your business has for it.

For many of the new members that join our Inner Circle Coaching, my first job is to RAISE THEIR AMBITIONS as a real estate agent.

Too often I see agents that have decided they are okay with a mediocre lifestyle and constantly sacrificing because of a lack of income.

When I fix THAT, their life changes forever.

I hear from my agents all the time about the results they're having after learning this online marketing approach even further.

I get emails from agents thanking me for guiding them on it and have personally seen their business grow tremendously.

From one of my agents who has a 5 person team, they wrote me an extraordinary email about what they've done with their business since learning the proper strategy on using Facebook Marketing. Here is just part of that email...

***“We’ve never ever had such an amazing opportunity to get in front of our perfect audience so quickly and easily as we do with Facebook Lead Ads. With the exact approach you’ve taught us, we are waking up each day with tons of leads to hand out to our team and are converting them into deals! Thank you Greg & Team!”***

Pretty powerful huh?

Now by the way, MOST of the agent members I have within our Inner Circle Coaching are just small, one person operations where they have no team whatsoever.

But this is just another testimonial proving that not only can you get enough business for one agent, but also for a team of five!!!

The guesswork of where to find buyers and sellers has been removed and agents are successfully generating their ideal clients.

They are throwing out bait that attracts prospects to only them and with the proper conversion techniques being practiced, are able to turn them into deals.

Now that you have a BOATLOAD more knowledge than you had before you started this book, I'd like to congratulate you.

You have taken the first step in learning something that may turn your business completely around.

The question becomes, what will you do from here?

Will you be a smarter agent? Or a richer one?

This is your time.

I hope you don't squander your opportunity to learn an easy process that is essentially a lead machine.

Don't ever turn your back on an open door for opportunity.

There is always room to grow yourself and your business. Maybe I'll be fortunate enough to help you along the way.

Again, far too many agents have just decided to "just survive" rather than thrive in a big way as a real estate agent.

There's no middle class agent anymore. You are either making big money or struggling check to check.

Which will it be for you?

My suggestion would be to call my office to see how we can help you with getting immediate and consistent closings on a monthly basis.

Let's get you making some REAL money. Retirement is real and you need to have at least two million dollars in the bank or you will still be selling real estate 10 and 20 years from now!

I'd love to help you.

**If you haven't checked out my FREE video training that pairs with this book, you'll want to do so immediately.**

**I'm able to show you the details on this whole process and talk you through the most important pieces you should be aware of.**

**Watch it right now at: [www.EasyAgentLeads.com](http://www.EasyAgentLeads.com)**

**Additionally, if you'd like to speak with my team, you can reach our office Monday through Friday at 614-582-3912.**