

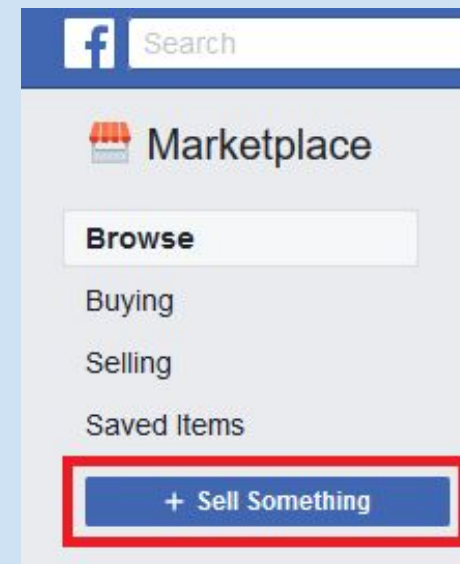
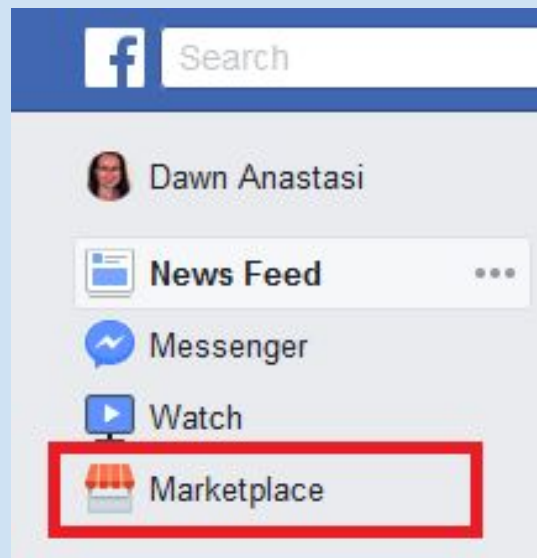
How to Use Facebook to Market Your Rental Property

AASEW

March 19, 2018

Facebook (FB) Marketplace

This is found on the left side of the FB page.
Then click the button [+ Sell Something]



Creating Your Ad

- 1. Click “Item for Sale”**
- 2. Under “Select a Category” choose “Property Rentals”**
- 3. Create an attractive title, enter the monthly rent, location, a nice description of your property and several pictures (the first picture will be the “featured picture” so make sure it’s your rental’s best picture**

Responding to Ads

- **Most people will respond to ads by clicking the “Ask About Availability” button in Facebook.**
- **This sends a generic message to the seller “Is this available?”**
- **Don’t be put off if 95% of responses are just this; however those who are more serious may ask other questions**

Responding to Ads

- You may get a lot of responses; many people may not be serious
- I “copy/paste” a response to most inquiries and answer specific questions
- I use “open house” type showings

Example response to inquiries: Hello! This is a 3bd single family with 1 bath and a 2 car garage. The address is XXXXX. I'm having a showing on Saturday, 3/17 @ 2:30pm and Sunday 3/18 @ 1:30pm. If you have any questions, let me know.