



Spring Cleaning: Social Reset for Realtors

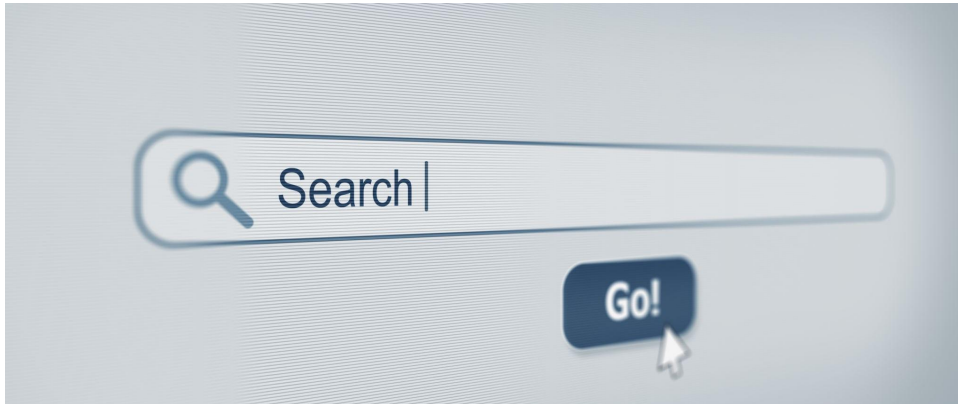
CLASS 1

SWEEP AND CLEAN UP YOUR FIRST DIGITAL IMPRESSION

Why Your First Impression Matters

Your first showing is online — not in person

- Clients Google or online investigate you first
- They scan your profile in seconds
- They decide: trust you or skip you



TODAY'S GOAL

We are cleaning your digital footprint



You will check and clean up:

- RE/MAX profile ([remax.net](https://www.remax.net)–agent/office portal)
- Real estate websites
- Social media platforms

Outcome:

👉 Everything looks consistent, current, and professional

WHERE YOU NEED TO SPRING CLEAN

1. RE/MAX Platform

- MAX Center profile (Log into remax.net then click agent/office portal app)

2. Real Estate Websites

- Zillow
- Realtor.com
- Other brokerage/IDX profiles

3. Social Media

- Facebook
- Instagram
- LinkedIn
- X (Twitter)
- TikTok



RE/MAX PROFILE (PRIMARY FOUNDATION)

Log in: remax.net → MAX Center → Agent Portal

Check and update:

- Profile photo
- Bio / About section
- Contact info
- Website links
- Awards & achievements

👉 This is your “official brand record” and carries throughout agent, office, and all REMAX websites.



REAL ESTATE WEBSITES

Where clients may find you:

- Zillow agent profile
- Realtor.com profile and more
- Local MLS / IDX pages
- Additional personal agent websites

Check:

- Old photos
- Wrong phone numbers
- Missing bio
- Outdated listings, awards, or branding

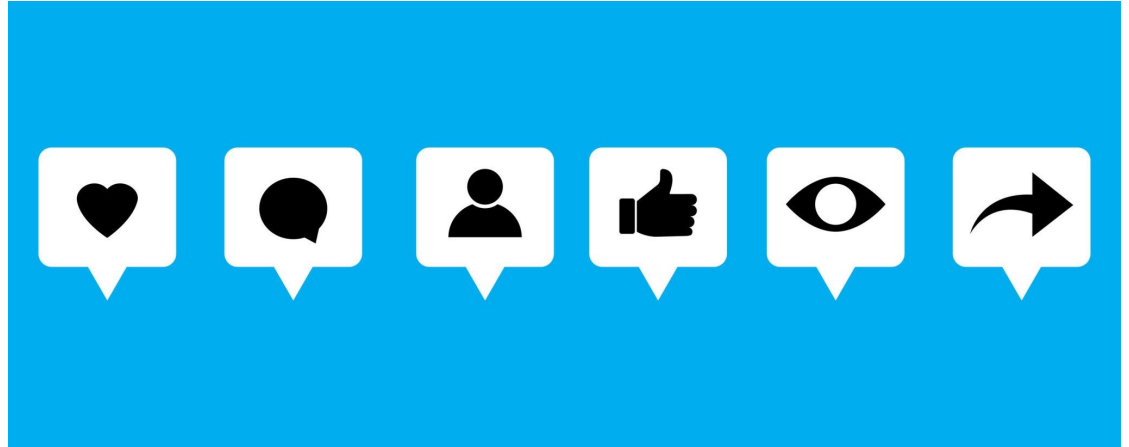


FACEBOOK (MOST VIEWED SOCIAL PROFILE PERSONAL AND BUSINESS)

Ask yourself: “Would I hire me?”

Check:

- Profile photo current
- Cover photo professional
- About section accurate
- Contact button works
- No outdated posts at top



DO I LOOK PROFESSIONAL?

INSTAGRAM (VISUAL BRAND CHECK)

Focus on first impression grid:

- Profile photo matches branding
- Bio clearly says REALTOR® + area
- Link works (website or landing page)
- Recent posts look professional



LINKEDIN (CREDIBILITY PLATFORM)

This is your “professional resume”

Check:

- Headline includes REALTOR®
- About section updated
- Experience current
- REMAX listed correctly
- No outdated job history and award focus
- Current Photo (same as other profile photos)



X / TIKTOK (OPTIONAL BUT POWERFUL)

Even if you post lightly — it must be clean and professional

Check:

- Username matches other platforms
 - Bio is consistent
 - Profile image matches branding
 - No inactive or outdated content pinned
- Even if you post lightly — it must be clean



CONSISTENCY CHECK (CRITICAL TO DO)

Open all platforms side-by-side:

Ask:

- Same photo everywhere?
- Same name format?
- Same phone/email?
- Same tone of branding?



👉 If not consistent make consistent immediately

QUICK SPRING CLEANUP ACTIONS

Do this immediately:

- Update profile photo everywhere
- Fix bio (simple + clear) Use AI if needed
- Correct contact info
- Remove outdated posts or images
- Update REMAX MAXCenter including updated awards

Clean Up!



FINAL QUESTION ???????

If a client found you today...

Would they say:

- “I trust this professional agent”
or
- “Something feels outdated”?

👉 Your digital presence answers that for you



NEXT CLASS: SPRING CLEANING SOCIAL RESET FOR REALTORS

CLASS 2: PLANT, GROW & BUILD A REALTOR'S PRESENCE THAT ATTRACTS CLIENTS

Focus:

- How to stay visible
- Building attraction instead of just presence

