10 hidden Facebook features all real estate agents should know

We’ve scoured the social media guides, tracked down the experts and sifted through the flashy add-ons to bring you the top 10 hidden Facebook features, tips and tricks every real estate agent should know going into 2018. Without further ado, we’ll get right into it -- because let’s face it (no pun intended), we’re all a little short on time. 1. Schedule future Facebook messages Speaking of time, in real estate, timing is everything, and it can be the difference between landing a client or losing one. Stay in touch with your sphere, and reach out to clients with Sendible. This clever tool allows you to schedule Facebook messages to your friends ahead of time; think birthdays, anniversaries, quarterly follow-ups, etc. If you’re looking for a simple way to ramp up your social media game, this is the tool. 2. Check your 'Message Requests' inbox Aside from making sure you don't miss leads by setting up a chatbot and pixel and using Messenger to communicate with "f...

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