How real estate pros can survive the Facebook news feed change

Facebook founder Mark Zuckerberg announced that the company will overhaul the algorithm for the platform's news feed, gearing toward “meaningful social interaction” and away from what it deems “relevant content.” Why is this important for real estate agents and brokers? Katie Lance published her thoughts on this, and I just wanted to share mine as well. Many of us believe that Facebook is the place to peddle our wares, not just in real estate, but in nearly every industry. We have grown accustomed to posting videos of our latest listings and watching the “likes” roll in. Although that may have worked in the past, this is not what Facebook considers a “meaningful social interaction.” As marketers, real estate agents have to adjust and step up their game if they want continued success with Facebook as a business tool. Build relationships When the shift from a transactional to a relational business strategy happens, it's painful. Why? Because you can...

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