Why Facebook groups are the worst place for agents to get advice

“Does anyone have success with open houses? What should I do to increase attendance?” “I’m just getting my real estate license and wondering which brokerage firm is best?” “My buyer didn’t get his mortgage because he lost his job and he didn’t tell anyone. How do I get his deposit back?” These are the kinds of questions you’ll find every day posted on Facebook pages and in groups. There are hundreds of real estate-related groups for networking, tech advice, mastermind discussions and just for fun or venting. Wherever real estate professionals gather -- online or in person -- you’re sure to hear similar requests for help. “Crowdsourcing” the answer to questions is not new. Long before the internet, agents gathered around the water cooler or for adult be...

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