Linked in

Owning the Real Estate conversation on LinkedIn

Contents

Real Estate landscape

LinkedIn

Real Estate is a crowded industry

87K Brokerage Firms exist in the United States with over **300K Agents**

The first step for the homebuyer is an online search

93%+

Look online for properties for sale

11%

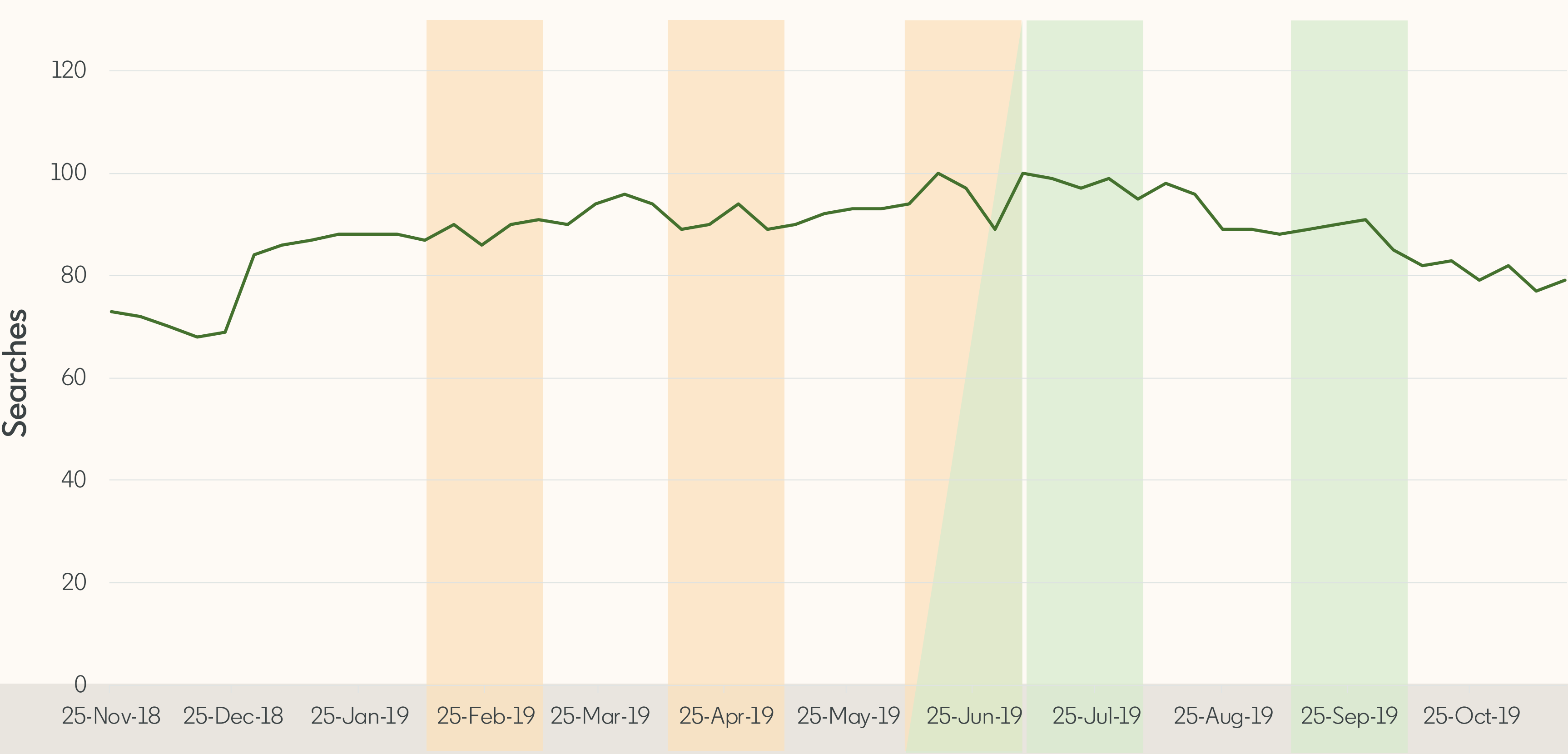Seek information on home buying process

7%

Contact their bank or Mortgage Lender

6%

Talk with Friends or Relatives

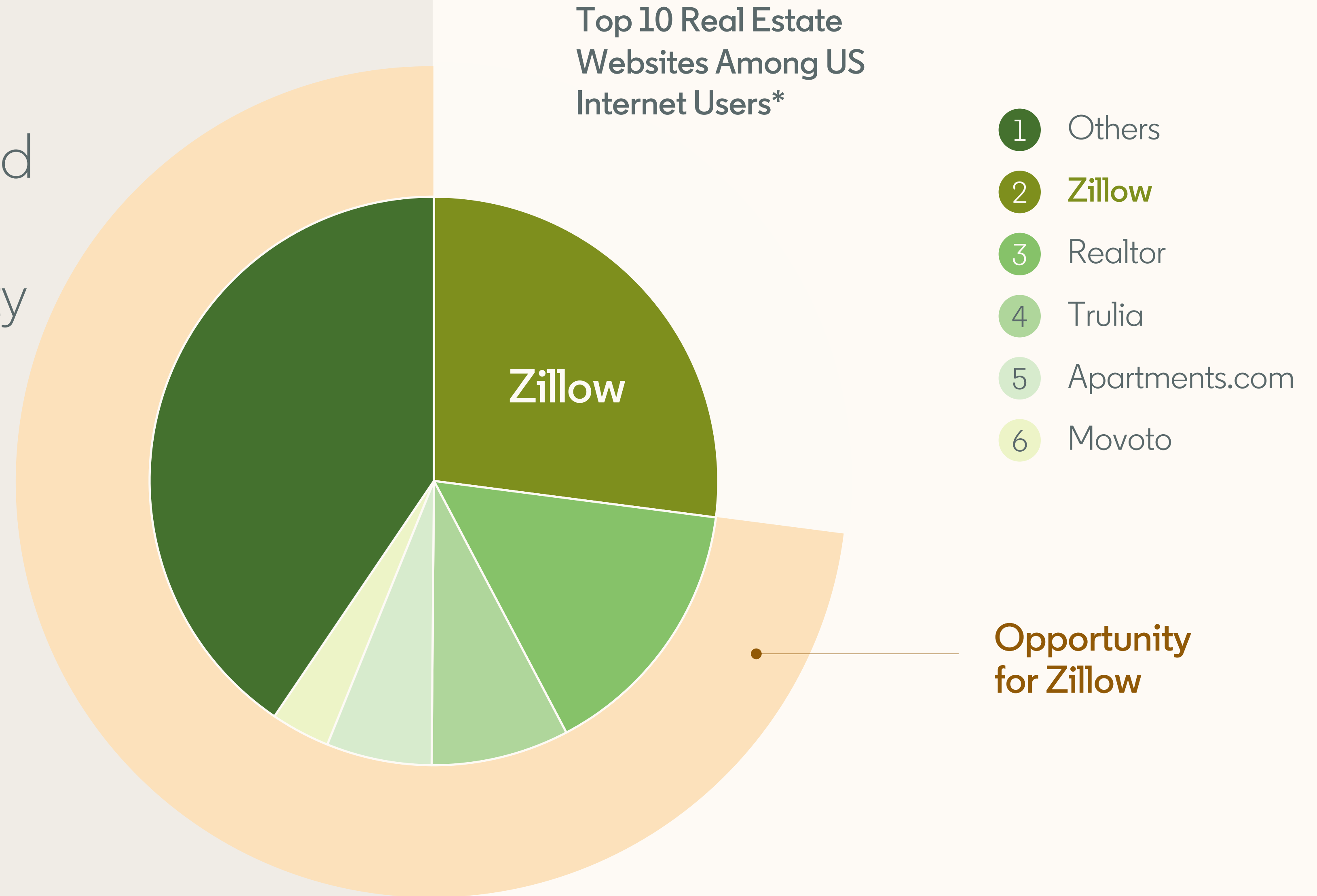# With searches consistent over the year, interest in Real Estate is always on

Top buying times:
February, April, June

Top selling times:
June, July, September

Searches

120
100
80
60
40
20
0

25-Nov-18 25-Dec-18 25-Jan-19 25-Feb-19 25-Mar-19 25-Apr-19 25-May-19 25-Jun-19 25-Jul-19 25-Aug-19 25-Sep-19 25-Oct-19

Google Trends Report

But it's a crowded space – users visit several websites and there's no definitive Real Estate authority

Top 10 Real Estate Websites Among US Internet Users*

Zillow

Opportunity for Zillow

1 Others
2 Zillow
3 Realtor
4 Trulia
5 Apartments.com
6 Movoto

*Ranked by Market Share of Visits
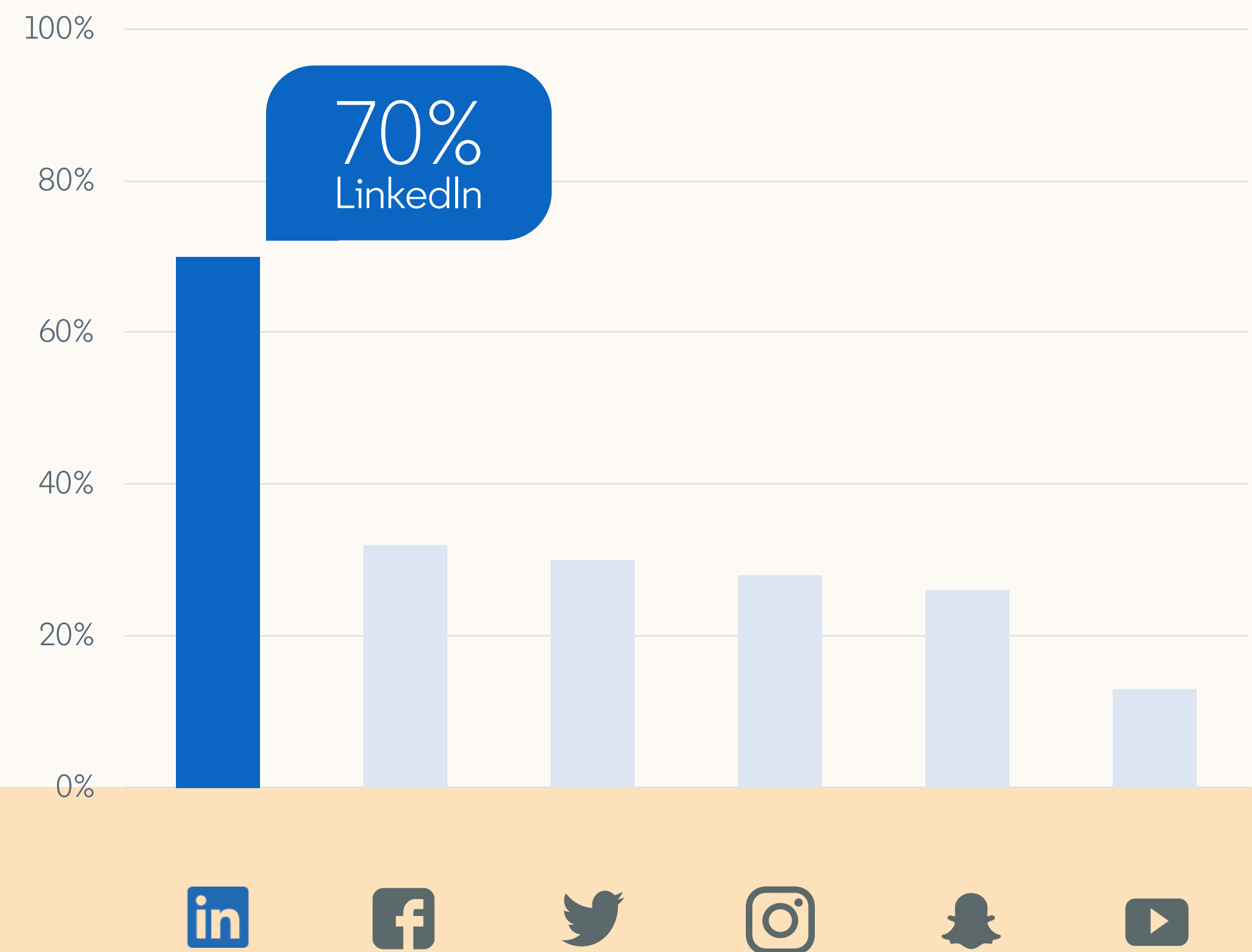Source: Emarketer 2019

The LinkedIn Mindset

Our professional environment unlocks a *unique opportunity* for Real Estate

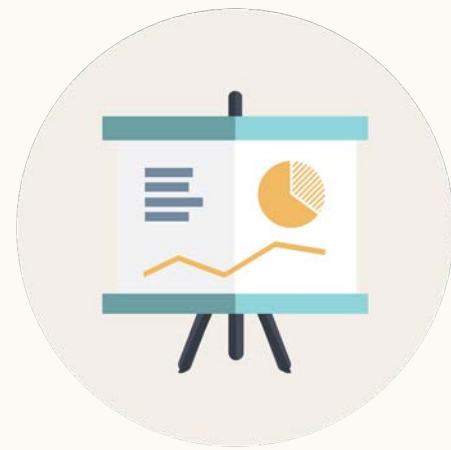"LinkedIn is undisputedly the most trusted platform"

Business Insider

For the third year in a row, LinkedIn was cited as the most trusted social platform across nearly every factor.

70%
LinkedIn

Source: Interpret – Impact of Mindset, 2018

People come to LinkedIn to achieve their life goals through valued knowledge

News:
2M publishers
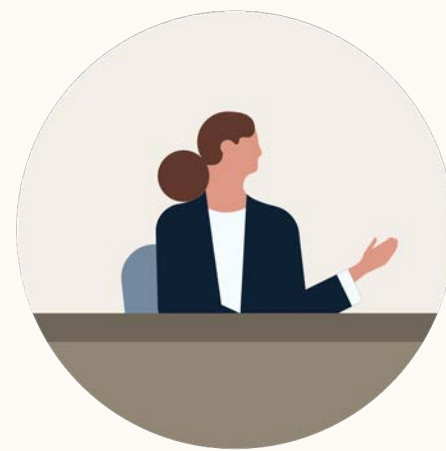
Insights

Learning

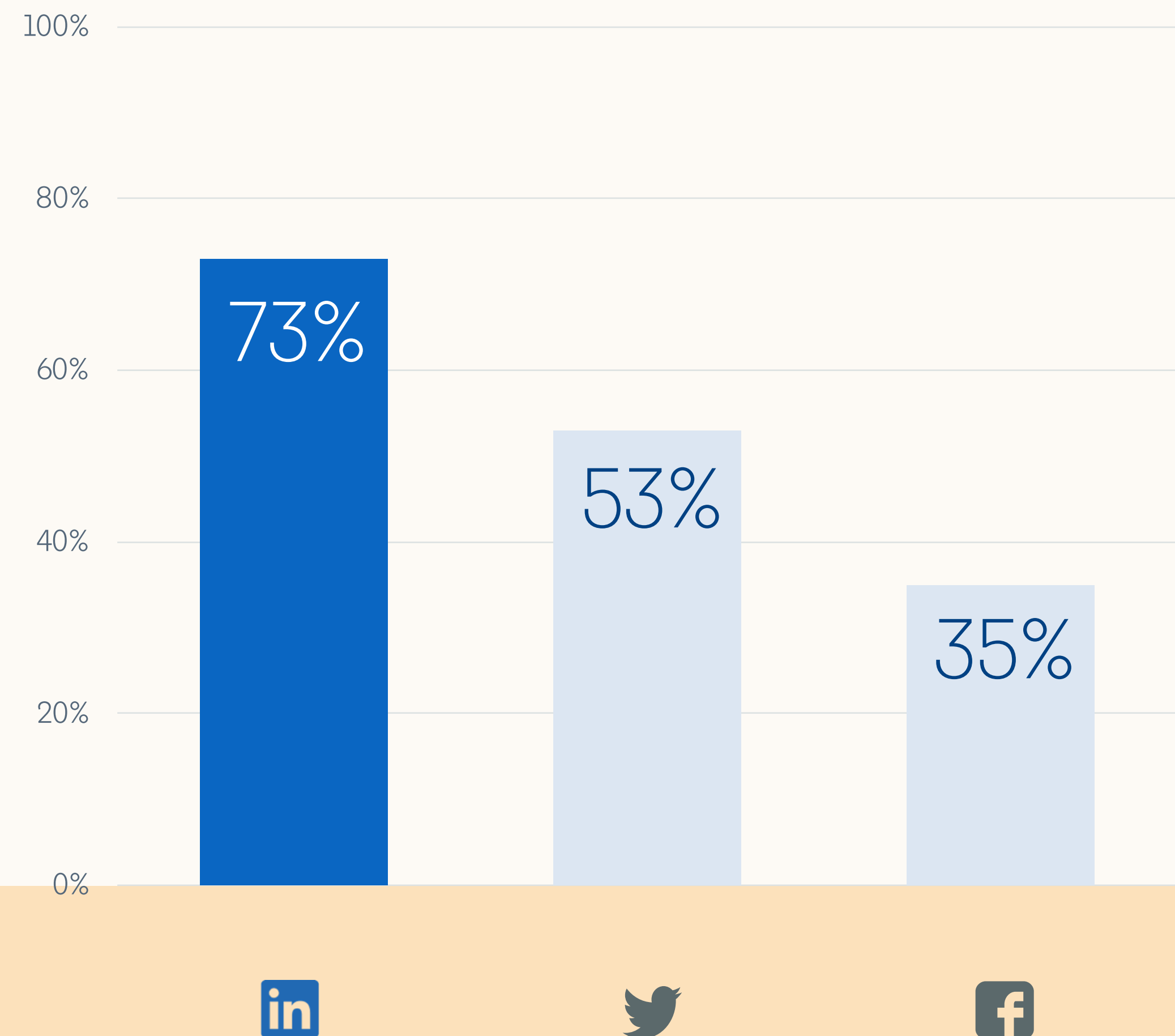**Advice from influencers**

Recommendations

Peer insight

LinkedIn Members are
2x more intent driven

Your brand is adding to their experience vs interrupting it

"When I visit… it's usually to accomplish a specific task rather than to kill time."

73%

53%

35%

100%

80%

60%

40%

20%

0%

An intent mindset
= greater ad receptiveness

1.7X

Audiences seeking to learn and looking for advice are **1.7X more likely to be receptive to advertising**
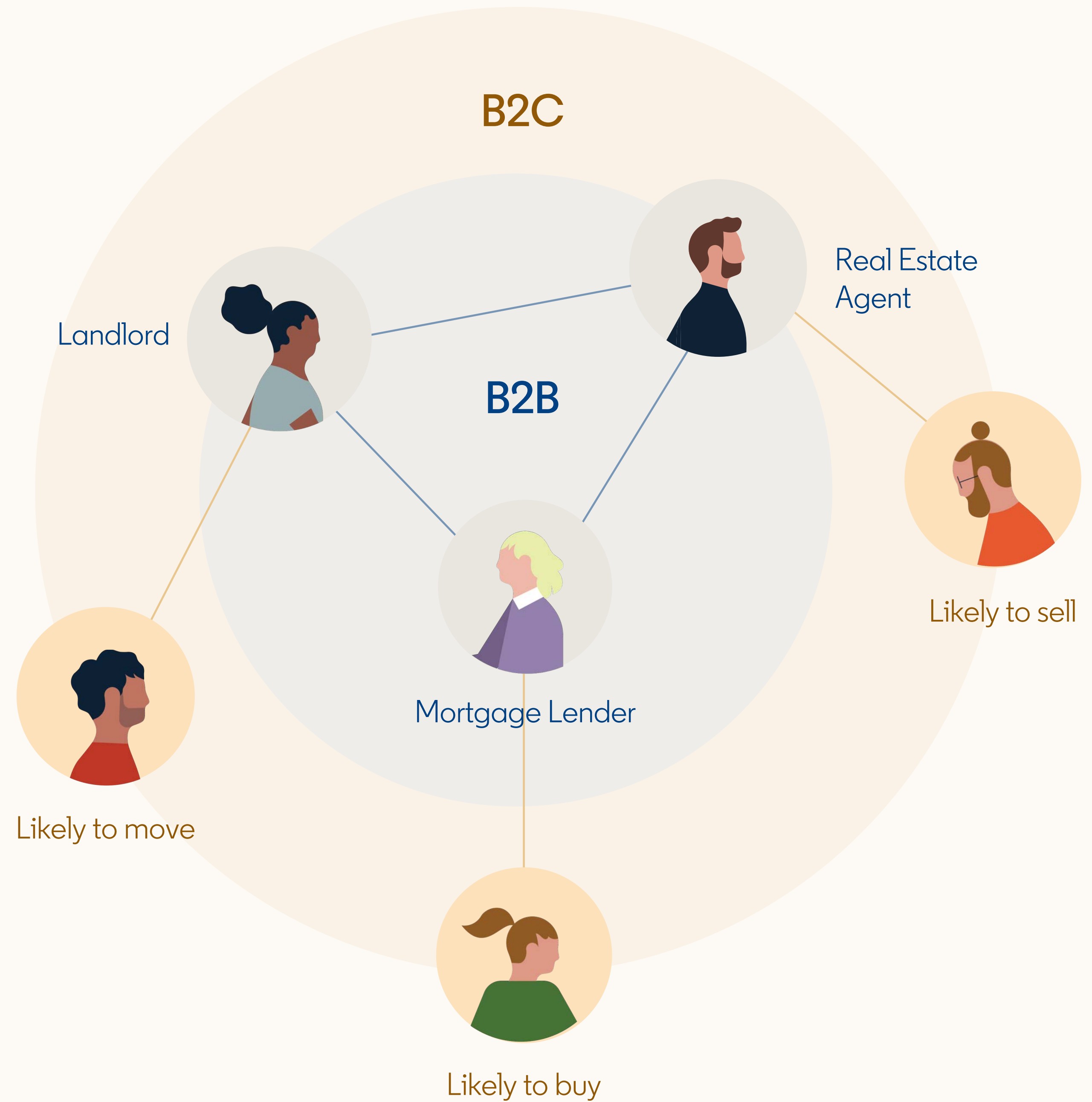
LinkedIn's Real Estate Audience

Linked in

LinkedIn connects
a qualified network
of Real Estate
Decision Makers

B2C

B2B

Landlord

Real Estate
Agent

Mortgage Lender

Likely to sell

Likely to move

Likely to buy

LinkedIn members have money to spend
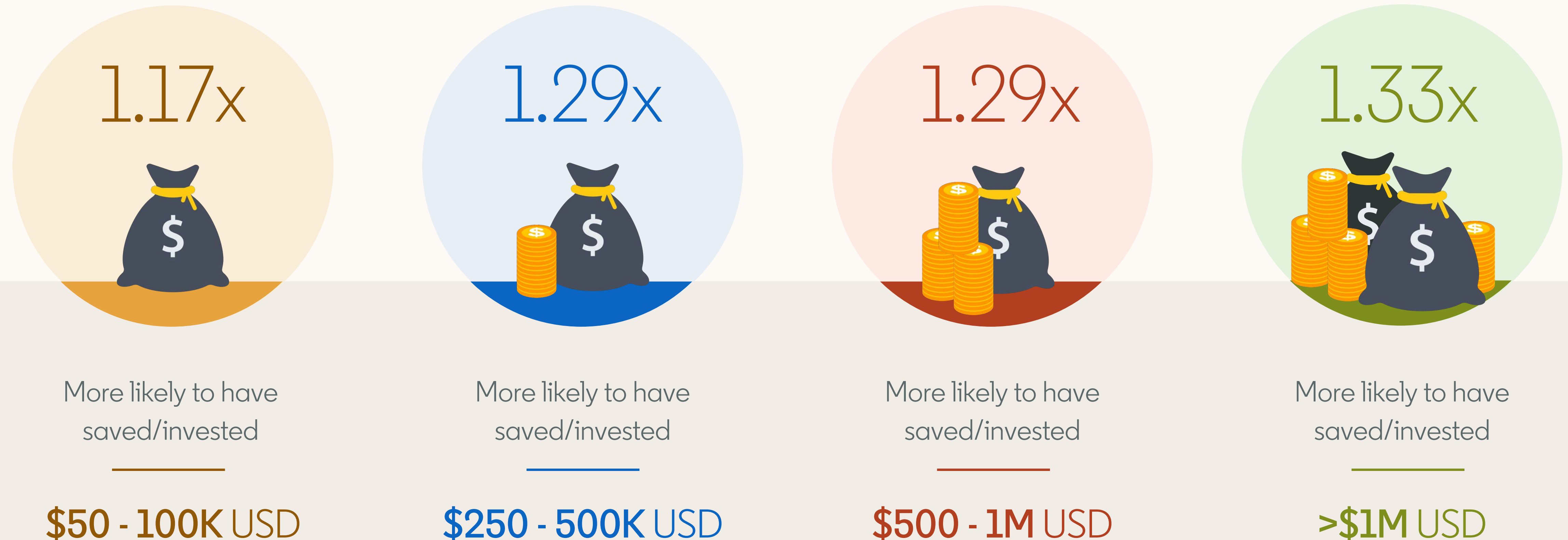
1.17x

More likely to have saved/invested

$50 - 100K USD

1.29x

More likely to have saved/invested

$250 - 500K USD

1.29x

More likely to have saved/invested

$500 - 1M USD

1.33x

More likely to have saved/invested

>$1M USD

They're more established in their lives

Established in their career

45 The average age of the LinkedIn member

Secure with their finances

50% Half of LinkedIn members own their own home

More educated

+10% More likely to have a college degree than Facebook users

Source: comScore + Interpret Mindset Study 2018

And they're in the Market

25% more likely

to buy or sell a home
in the next 6 months
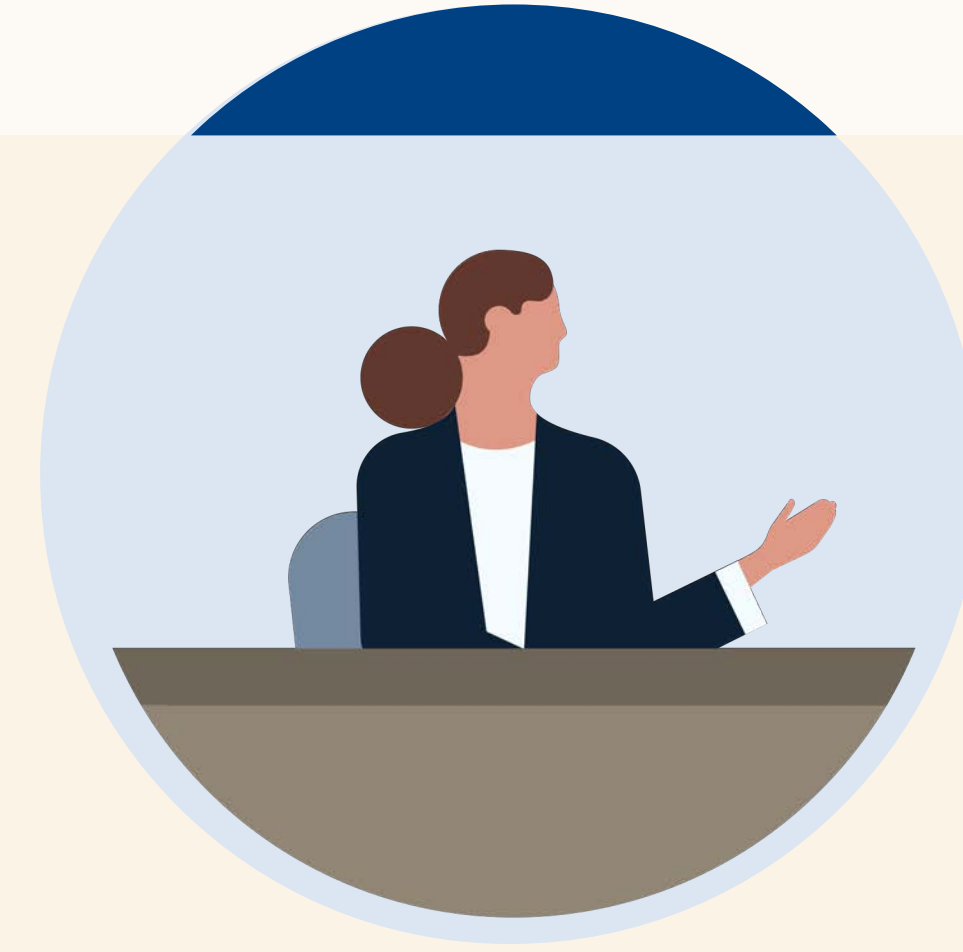
2.3x more likely

to use an agent
when selling

The B2C Audience

B2C

Landlord

Real Estate Agent

B2B

Mortgage Lender

Likely to sell
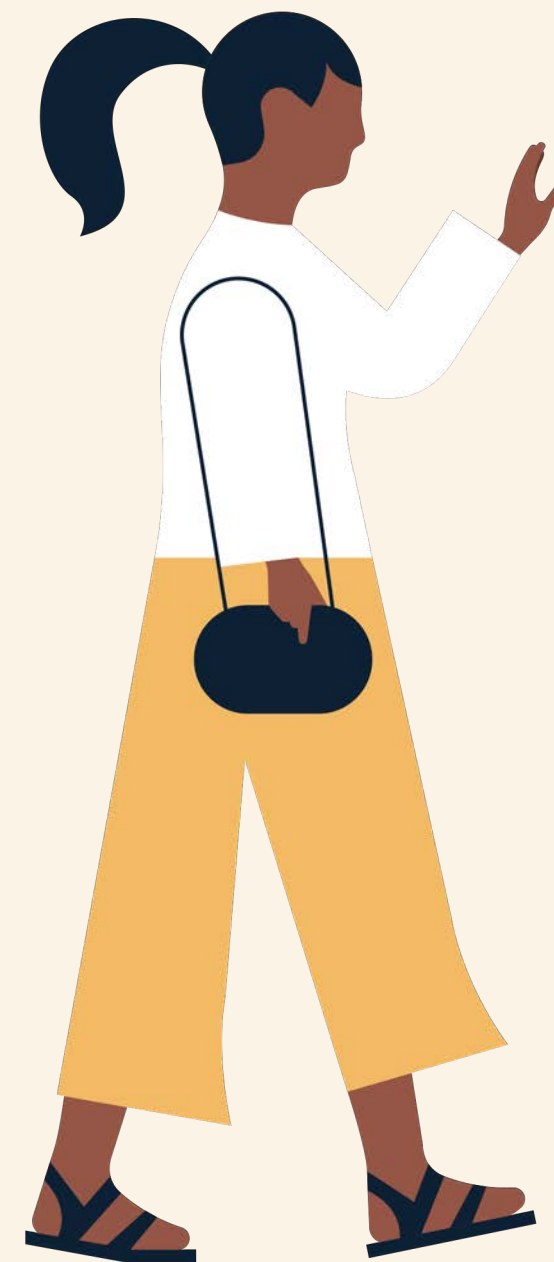
Likely to move

Likely to buy
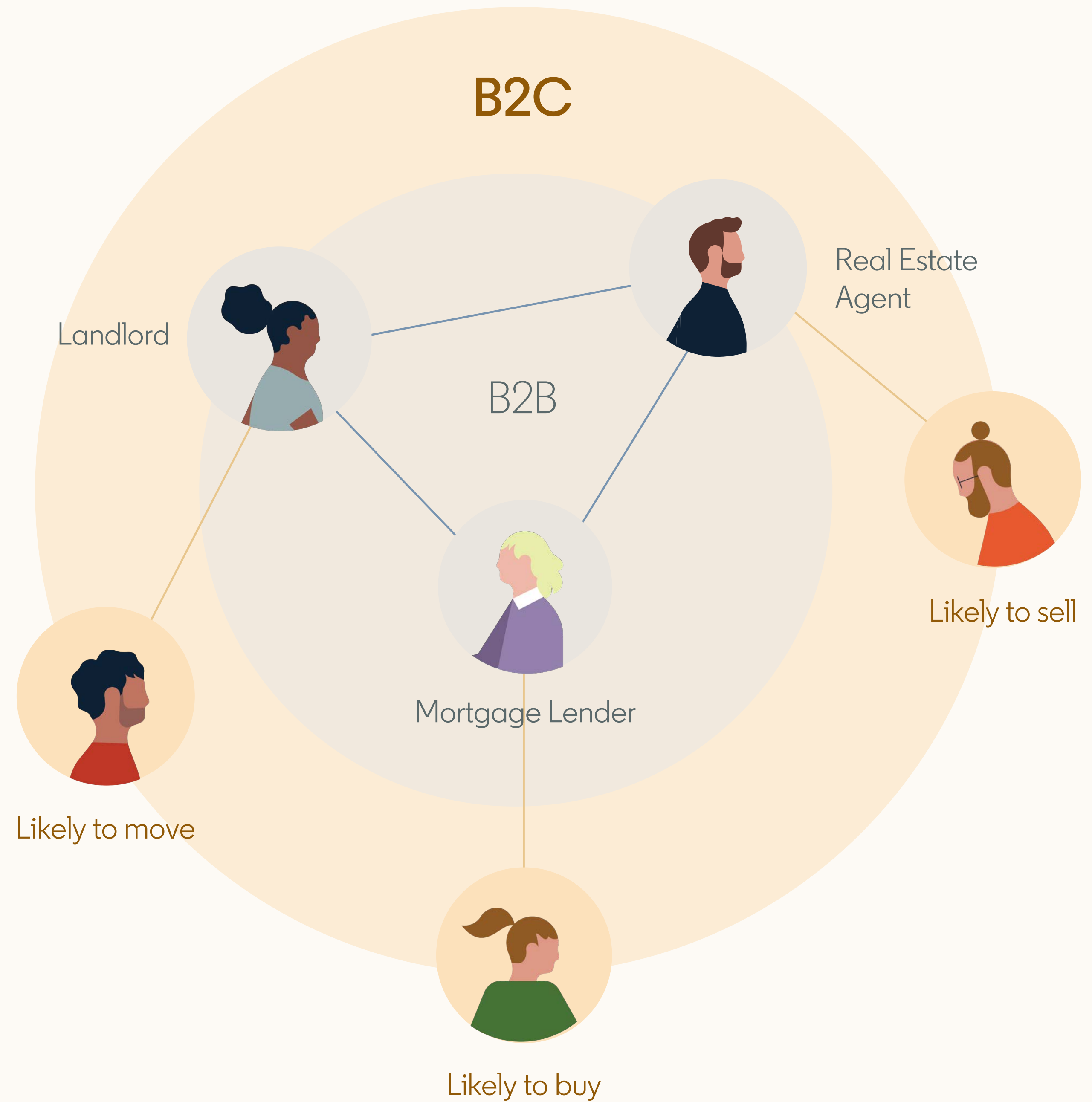
What we know about Home Buyers

Who they are

21-38 Average age

125K+ Average HHI

63% Married

Why they buy

38% About the home:
Want a larger home
or want to own

15% About family:
Moving closer, change
in family situation

8% Job related

What we know about Home Sellers

Who they are

39-53
Average age

125K+
Average HHI

9 years
Average time in current home

Why they sell

38% About family:
Moving closer, change in family situation

15% About the home:
House is too small

13% Job related

Source: 2019 Home Buyers and Sellers Generational Trends August 2019

53%
of moves are triggered by a life milestone

- I just had a baby
- I just got married
- My children just moved out
- I just changed careers
- I just retired

LinkedIn members over index against big life moments

1.2x
Just had
a Baby
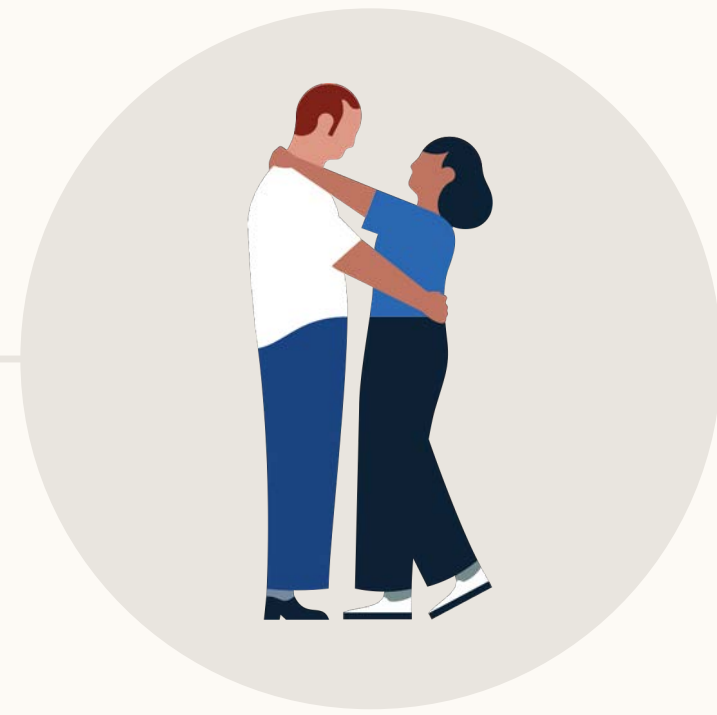
1.1x
Just got
married
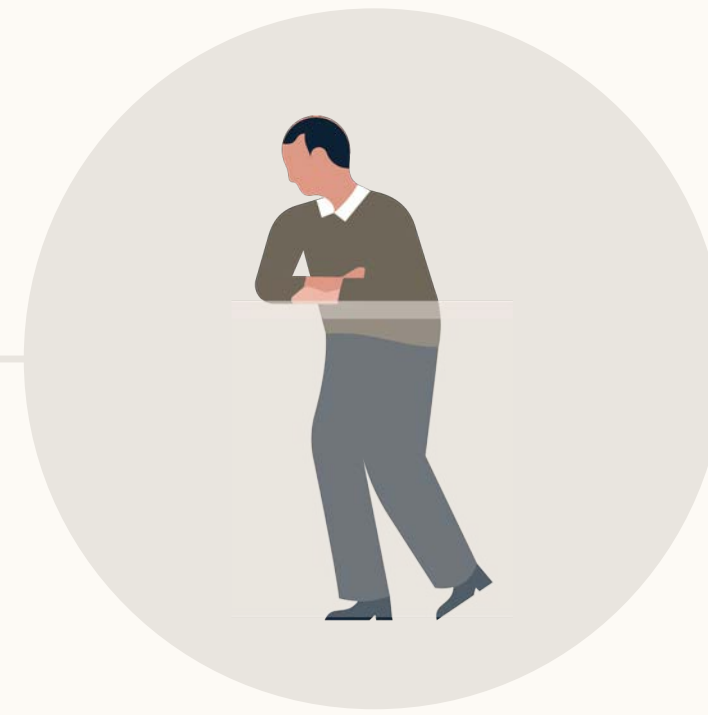
1.6x
Empty
nester
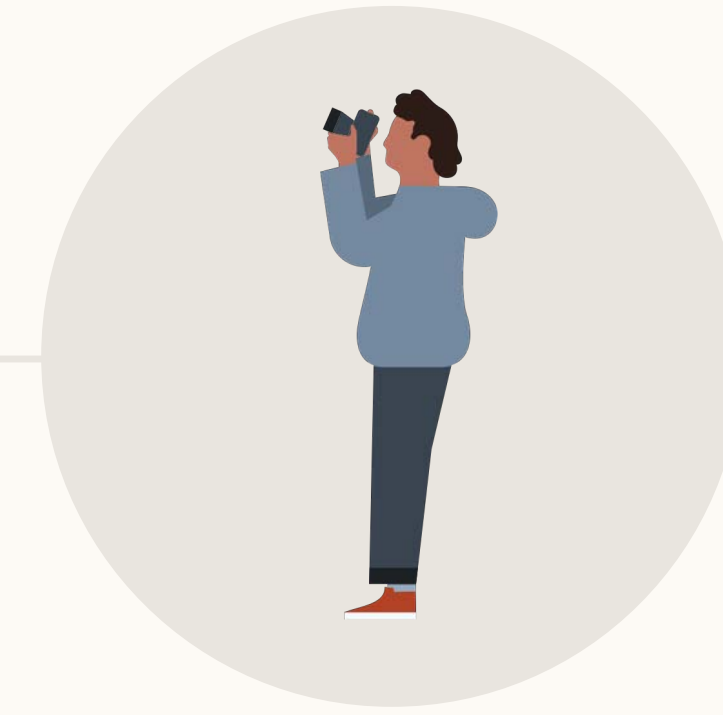
1.5x
Changed
careers
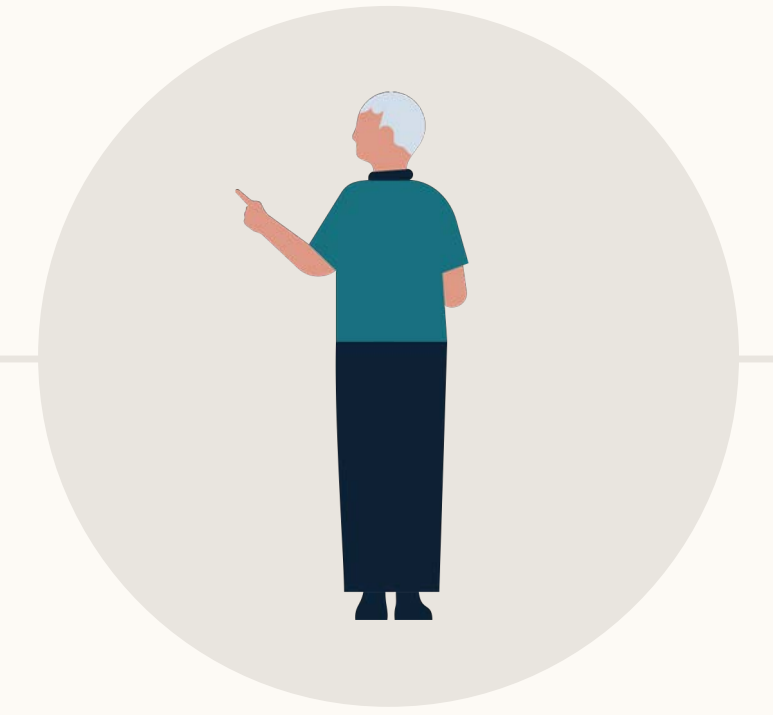
1.2x
Likely to
retire

Leverage the power of LinkedIn's B2C Real Estate Audience

90M
Homeowners*

37M
Mass Affluent

8M
Career Changers

14M
Sell a Condo/House in the next 12 months*

9M
Recently Engaged*

20M
Presence of Children in the Home*

6M
Likely to retire*

26M
Empty nesters*

All Audiences are CCPA Compliant, * indicates Acxiom Audience

The B2B Audience

B2C

B2B

Landlord

Real Estate Agent

Mortgage Lender

Likely to sell

Likely to move

Likely to buy
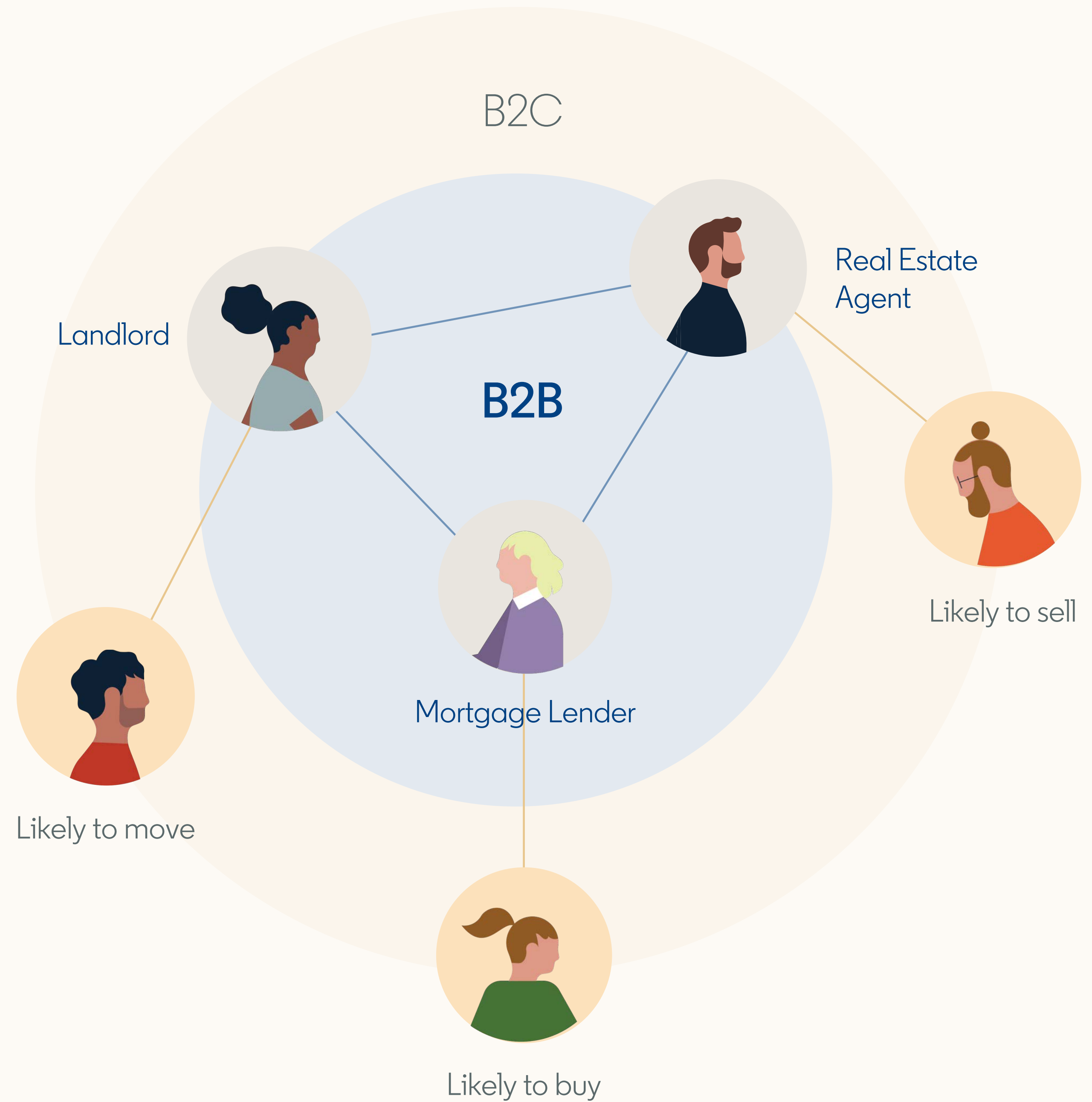
What we know about Agents

4 years tenure

11 properties / year

9/10 sellers used an agent

Source: 2019 NAR and LinkedIn Internal Data

Skills on LinkedIn:

Number of members

Skill	
Real Estate	
Sales	
Customer service	
Real property	
Residential homes	
Investment properties	
Real estate transactions	
Sellers	
Management	
Buyer representation	

0   500000   1000000   1500000
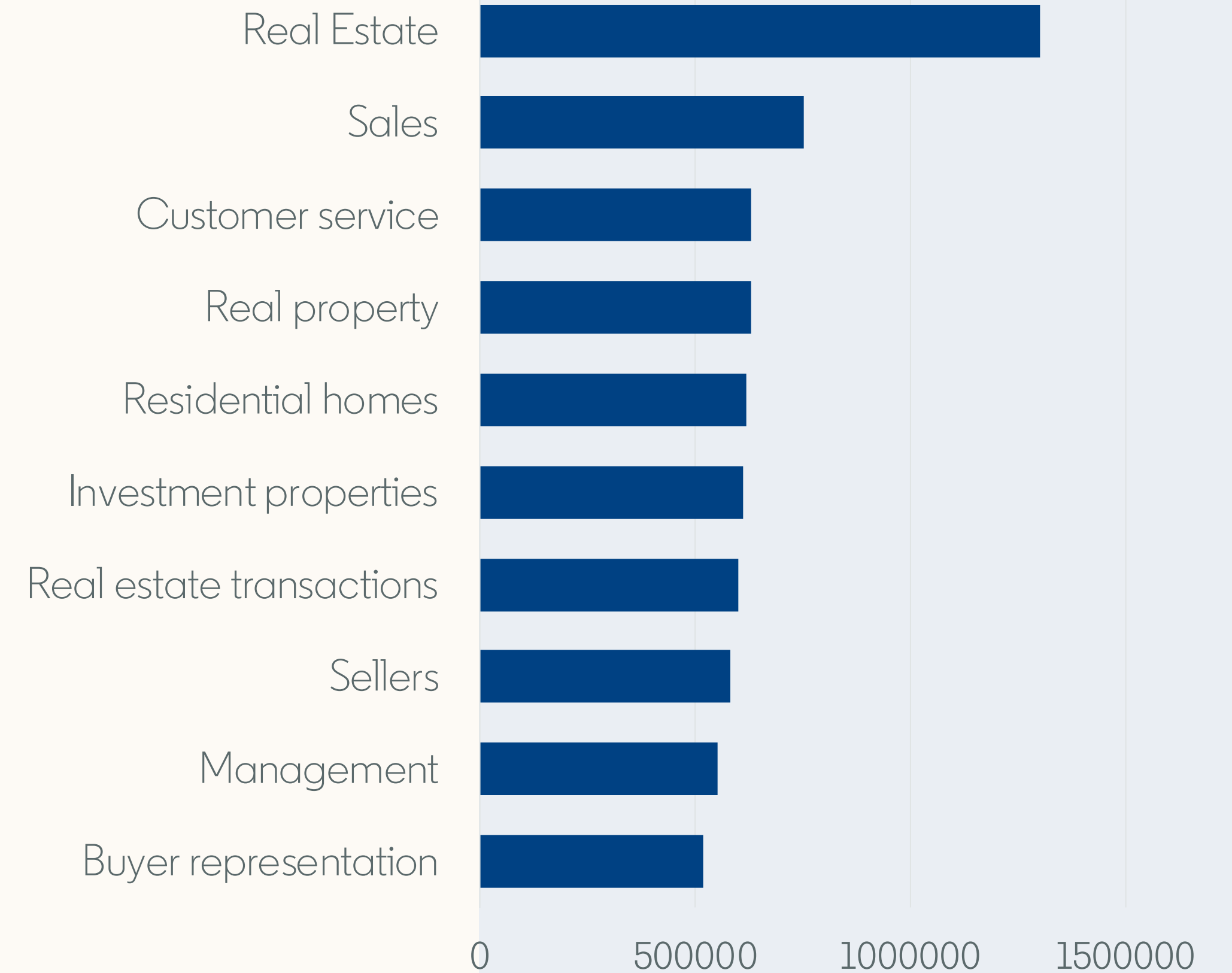
What we know about Lenders

350K Average mortgage size

10% Mortgage lenders found online

Fixed-Rate Most common

Companies on LinkedIn: Number of members

Company	
Wells Fargo	
Fairway Independent...	
Wells Fargo Home Mortgage	
Quicken Loans	
Bank of America	
Iaan Depot	
U.S. Bank	
Movement Mortgage	
JPMorgan Chase & Co.	
Caliber Home Loans, Inc.	

0   500   1000   1500   2000   2500
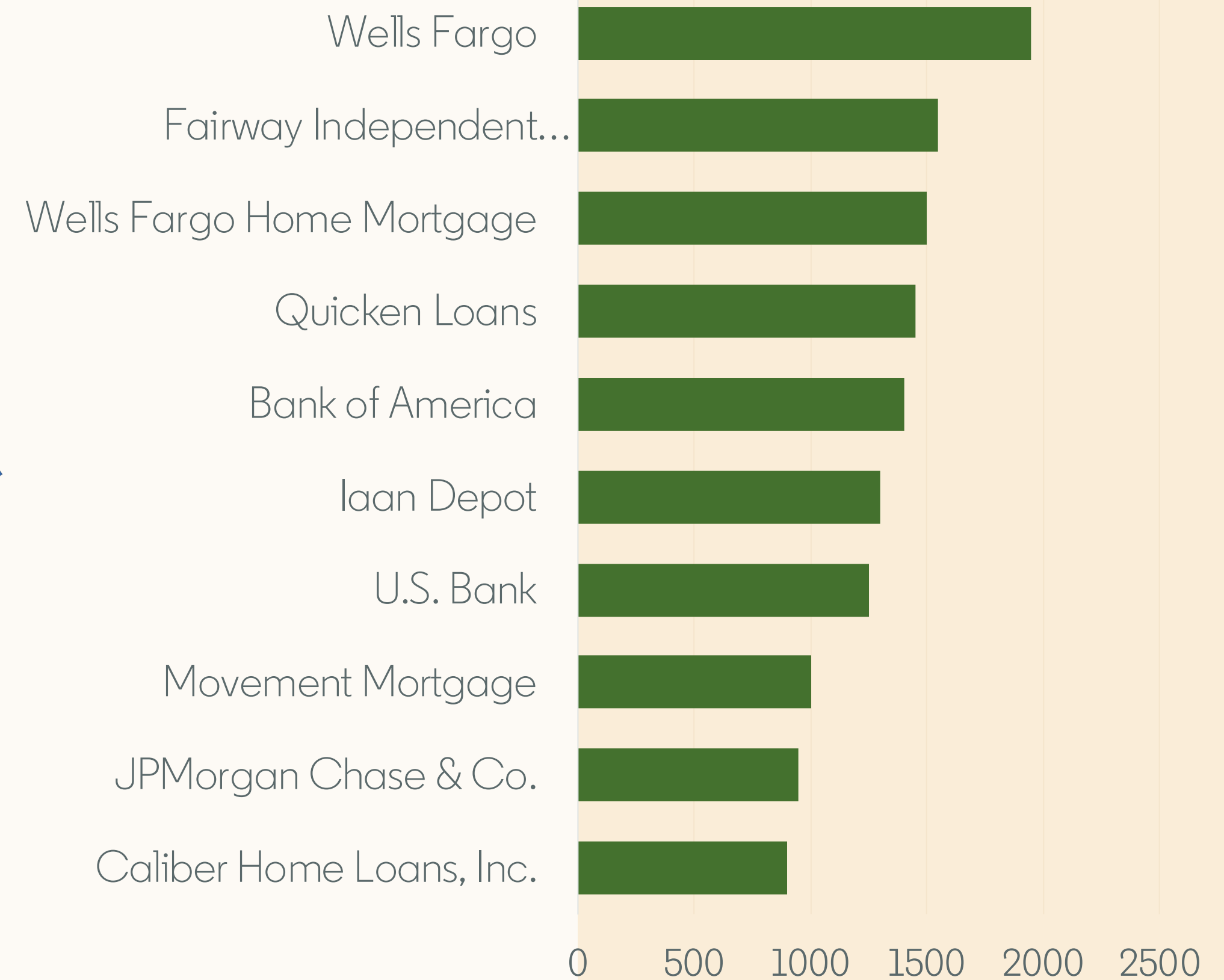
What we know about Landlords

10.6M Landlords on LinkedIn

25.6M Multiunit Rentals

83% have multiple income sources

Source: IRS Statistics of Income data & LinkedIn Internal Data, 2015 American Housing Survey

Groups on LinkedIn:

Number of members

- Property Management Insider
- The Property Management Network
- NARPM - National Association of...
- Facility and property manager...
- American Landlord Network
- Landlord Marketing Secrets
- Landlord Network
- National Landlords Association
- Landlords & Agents working together

0   5000   10000   15000   20000   25000

Leverage the power of LinkedIn's B2B Real Estate Audience

1.1M
Real Estate Agent & Brokers

610K
Mortgage Professionals

2M
Owner 2+ Properties*

200K
Property Managers

5.9M
Used a Real Estate Agent*

11M
Have a Mortgage*

90K
Multi-family residential owner*

5.8M
In Market to Refinance Mortgage*

All Audiences are CCPA Compliant, * indicates Acxiom Audience

Engaging the Real Estate Audience

How do you engage this audience?

Identify whitespace & measure SOV gains over time

Engage your audience through a multi-channel approach that mirrors the mindset of your audience, and ensure you can keep them updated
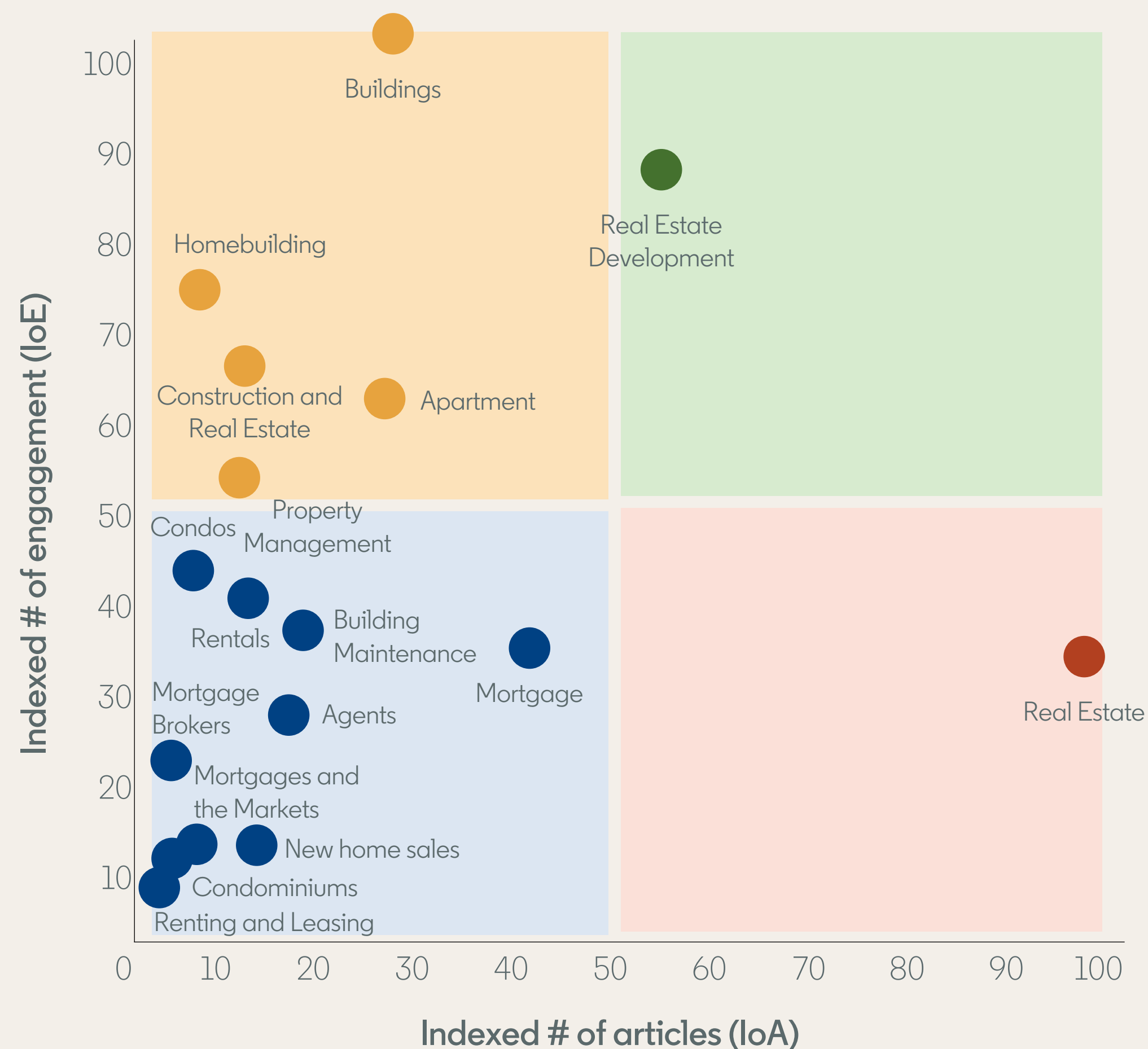
Use compelling images to tell your story

Utilize images that are thumb stopping, brand consistent, and demonstrate value

Drive efficiency with always-on

Develop a content calendar and lean on seasonality

Identify Whitespace and measure SOV gains over time

| Topic Name	IoA	IoE
Real Estate	100	31
Real Estate Development	54	88
Mortgage	40	37
Apartment	27	59
Buildings	24	100
Agents	17	31
Building Maintenance	15	42
New Home Sales	13	12
Rentals	11	44
Property Management	10	53
Construction and Real Estate	9	64
Condominiums	5	11
Homebuilding	5	75
Mortgage Brokers	5	27
Condos	4	46
Mortgages and the Markets	2	12
Renting and Leasing	1	9

Engagement Index: Calculated based on the number of engagements per article posted across LinkedIn that mentions the brand and topic in question. 100 is the maximum among peer benchmark.
Articles Index: Calculated based on share of articles posted across LinkedIn that mention the brand and topic in question. 100 is the maximum among peer benchmark.
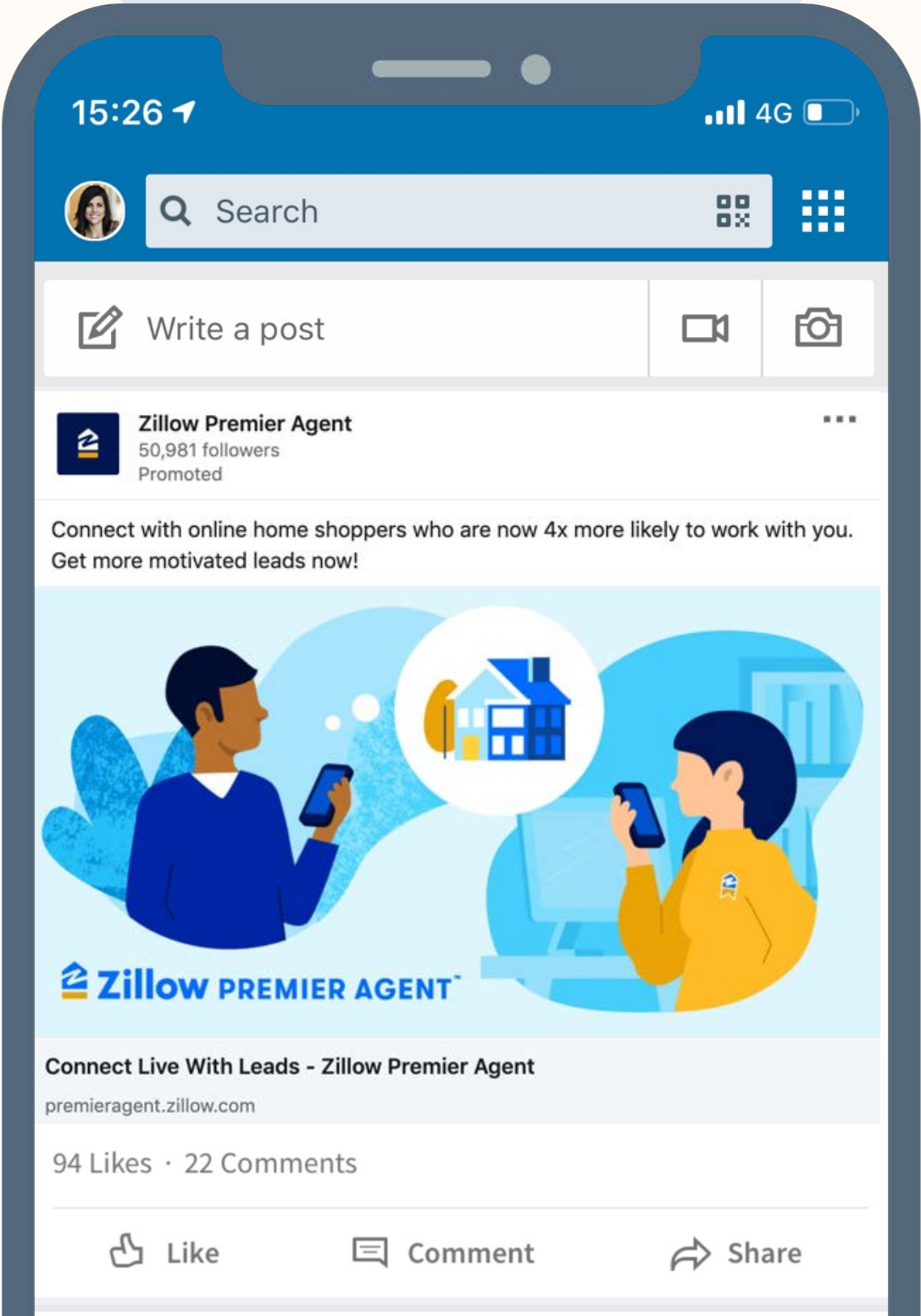**Date Range:** 2019-08-30 to 2019-11-30
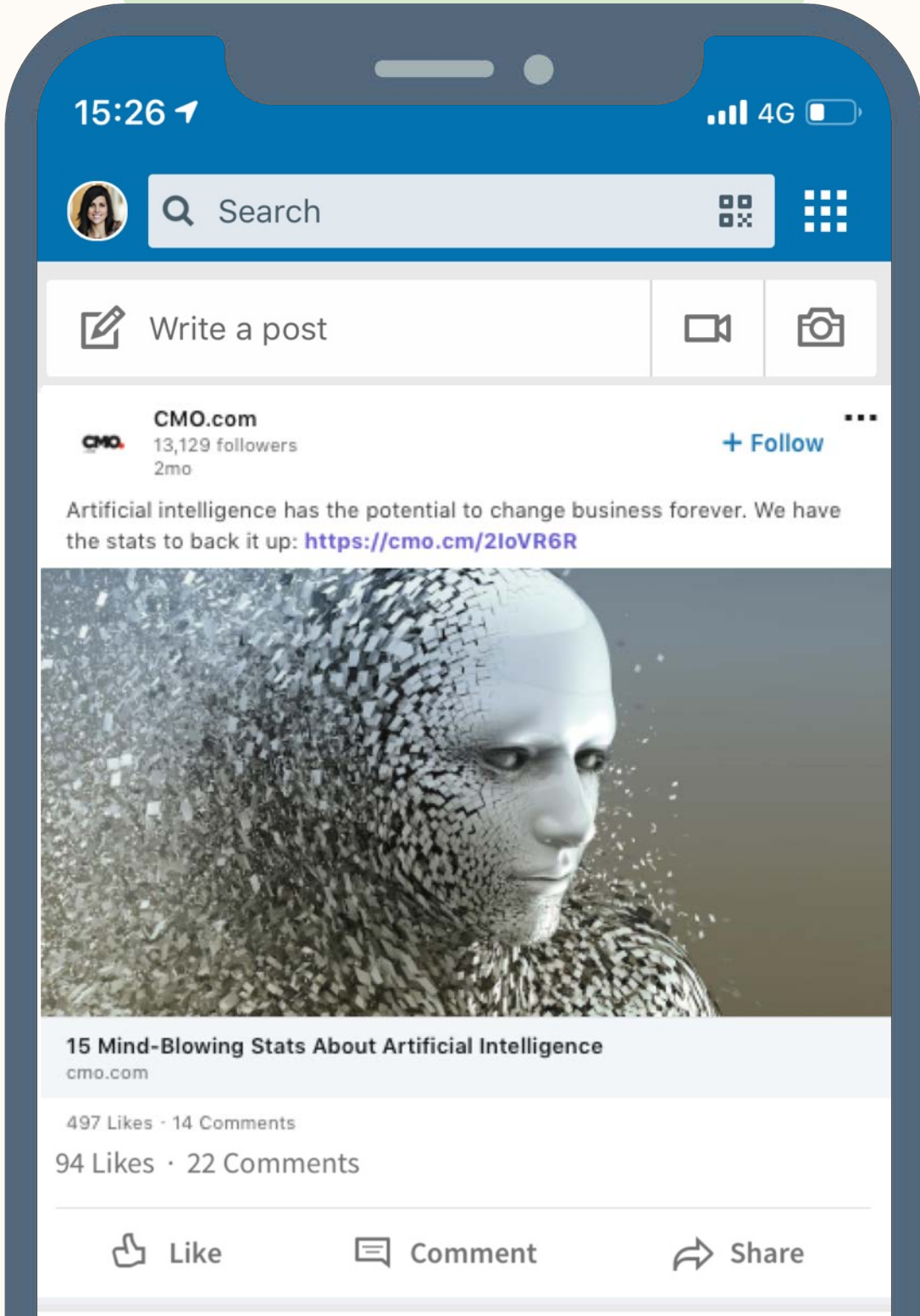
Use compelling images to tell your story

Demonstrate value
Immediately informs user
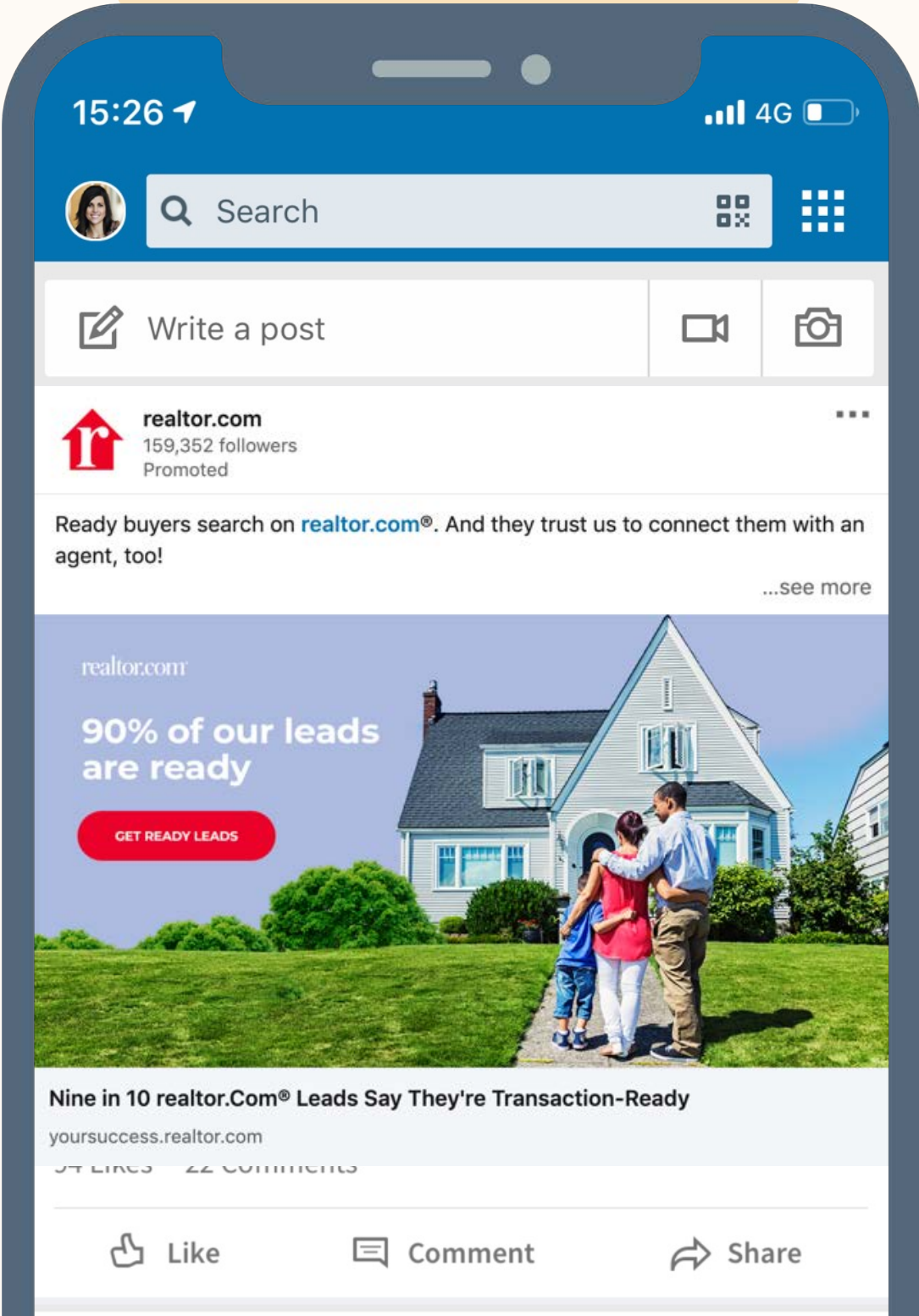
Brand consistency
Bring your logo front and center

Thumb-stopping
Has breakthrough appeal in feed

15:26 · 4G

Search

Write a post

realtor.com
159,352 followers
Promoted

Ready buyers search on realtor.Com®. And they trust us to connect them with an agent, too!
...see more

realtor.com
90% of our leads are ready
GET READY LEADS

Nine in 10 realtor.Com® Leads Say They're Transaction-Ready
yoursuccess.realtor.com
94 Likes · 22 Comments

Like   Comment   Share

15:26 · 4G

Search

Write a post

Zillow Premier Agent
50,981 followers
Promoted

Connect with online home shoppers who are now 4x more likely to work with you. Get more motivated leads now!

Zillow PREMIER AGENT

Connect Live With Leads - Zillow Premier Agent
premieragent.zillow.com
94 Likes · 22 Comments

Like   Comment   Share

15:26 · 4G

Search

Write a post

CMO.com
13,129 followers
2mo
+ Follow

Artificial intelligence has the potential to change business forever. We have the stats to back it up: https://cmo.cm/2IoVR6R

15 Mind-Blowing Stats About Artificial Intelligence
cmo.com
497 Likes · 14 Comments
94 Likes · 22 Comments

Like   Comment   Share

Develop an 'always on' approach

How long does it take for members to identify a new brand?

Example content calendar

3-4 ads live at all times

Replace under-performing ads with new content about 1x/month

1   2   3   4   5

Creating an 'always on' presence keeps your brand top-of-mind for potential customers at every stage of the buyers' journey.
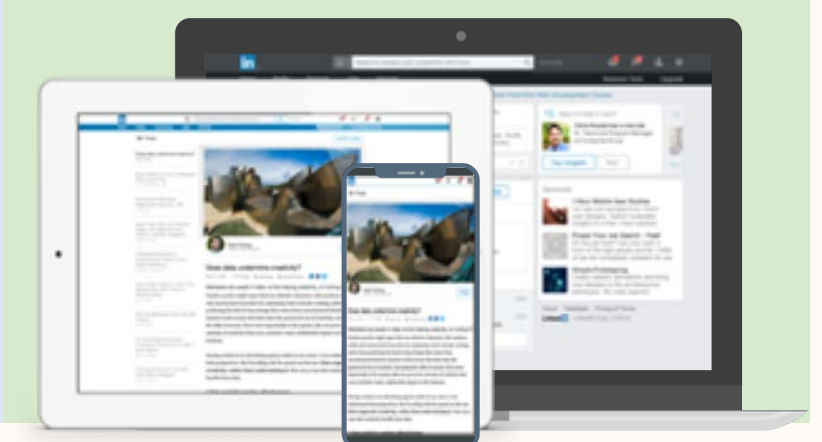
You need to reach audiences across all platforms
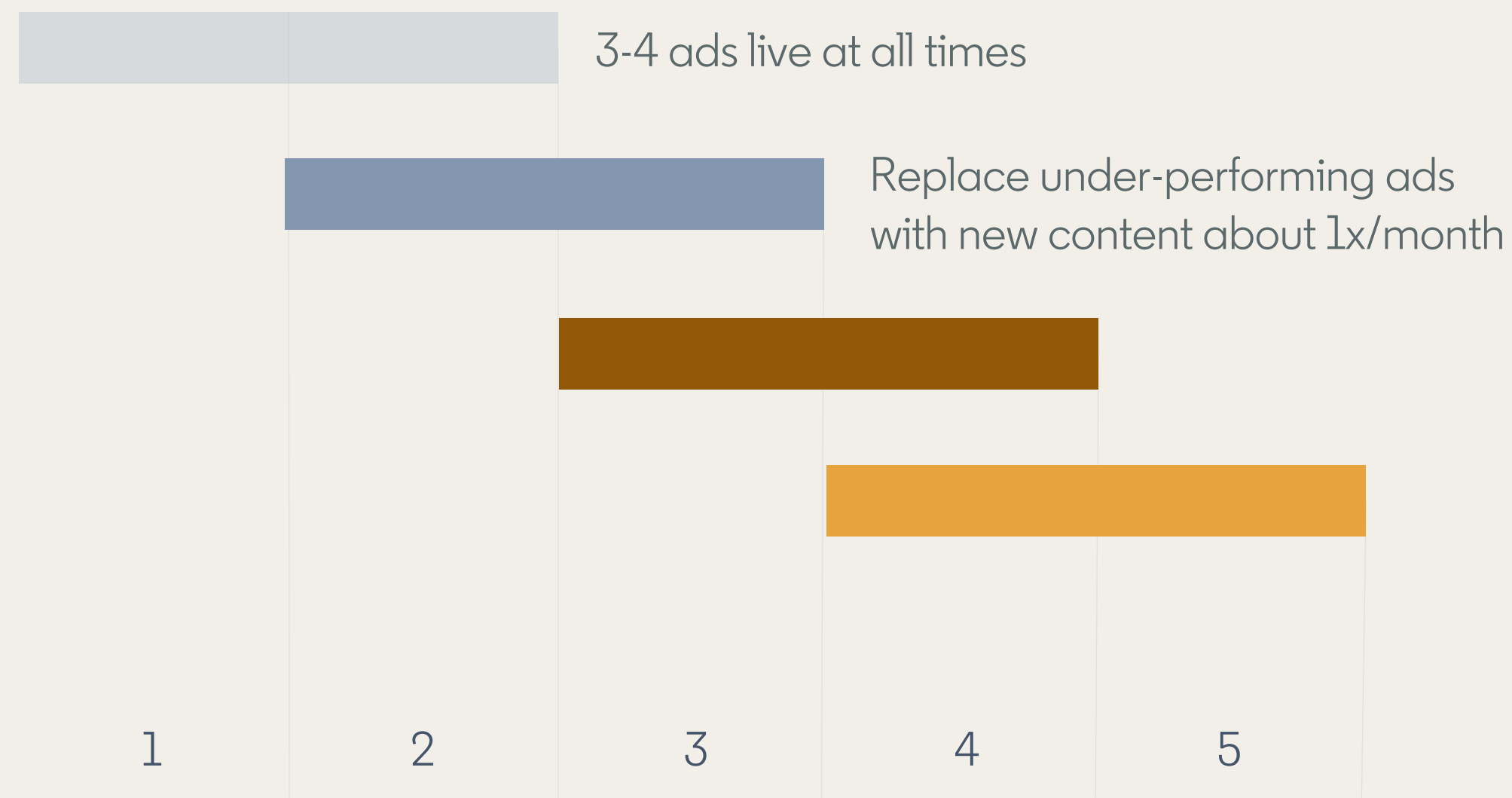
56%
Cross device

29%
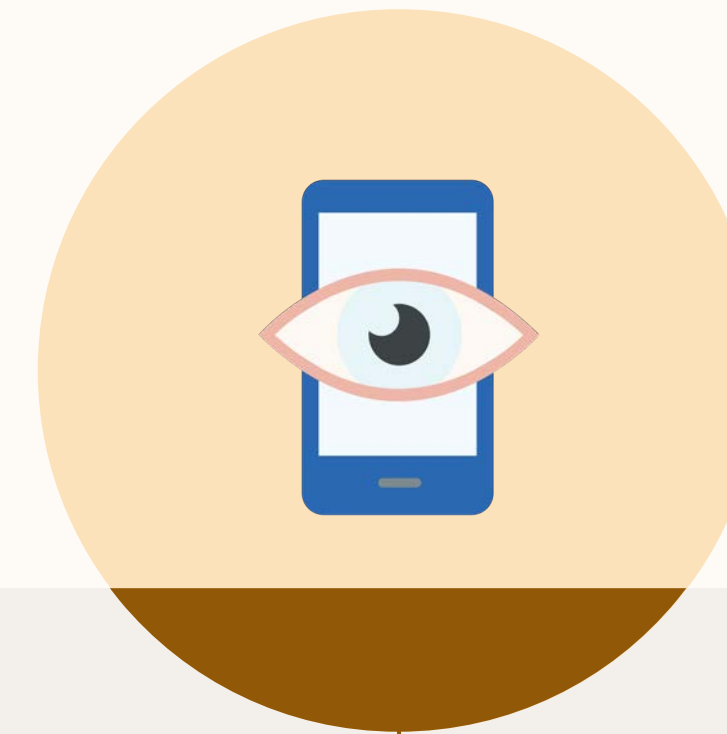Desktop only

16%
Mobile only

Leverage LinkedIn to become the authority on Real Estate

Precision Targeting

Identify the whitespace

Create compelling content

Be always on

Thank you