

social synergy

This agent has made Internet connecting part of her business—with results worth tweeting about.

Two years ago Jen Mullin of CENTURY 21 House of Realty in Hidden Valley Lake, California, joined Facebook, hoping to reconnect with old friends. Quickly she realized the site's marketing potential. "Many of my contacts are my friends, but a lot are clients," she says. "Some are personal connections that have turned into business relationships. People I've known for years have sent me messages saying, 'Hey, do you have anything ...?' They see I'm active in my business so they think of me first rather than stopping elsewhere."

Jen's not just turning friends into clients; she's also turning clients into friends. "I'll search out a new client on Facebook and add them," she says. "Then a relationship is born, and it helps us stay connected. Clients now have another way of reaching me."



Jen Mullin is going to a signing today @ 10! Congrats to my clients...the day has finally arrived! :)

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Twitter works that way too. When Jen follows the right people in the business, she gets their news quickly—and can tweet it to her clients just as quickly from her phone. Even her Lake County Real Estate website (jenmullin.com) functions as a type of blog. "Blogging is a good avenue to blast detailed information to my existing and potential clients," she points out.

Jen uses a mix of approaches in the online social space. Sometimes she'll start up a real estate conversation; for example, her status update might invite her customers to tell her what they're looking for in a home. Other times she'll put listing information out there for all to see. "All my sellers' properties have links at **ListingDomains.com**," she says—a powerful tool in its own right. When Jen tweets a ListingDomains link or puts it on her Facebook page, that's when things really take off. "My sellers see that I'm pushing their properties not just to my network but to my friends' networks."

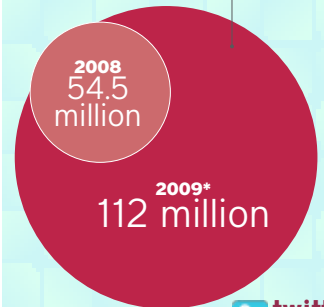
Casting this digital net can be almost magically effective. "Once I posted a link that another agent saw and knew would be perfect for her client. She took him to see it and, 30 days later, we closed escrow. All from one Facebook post!"

Of course there's such a thing as being a little too connected. A quick glance at Jen's Facebook profile reveals that she's married and has a son, but she chooses not to divulge her political or religious leanings, since those topics are generally considered inappropriate in business settings. "You've got to be careful," Jen says. "I'm friendly but I'm also keeping a professional persona. I try to think of [social media] as a business tool for what is a very personal line of work."

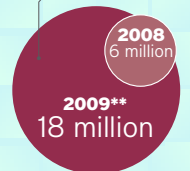
growth strategy

Jen Mullin extends her reach through Facebook and Twitter and on her company's website, and she isn't alone. Here's how social media continues to grow.

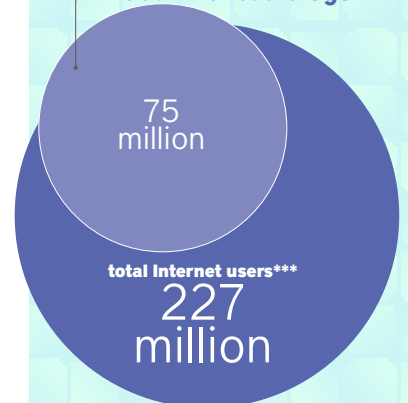
facebook users



twitter users



U.S. Internet users in 2009 who read **blogs**



*comScore

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***Internet World Stats