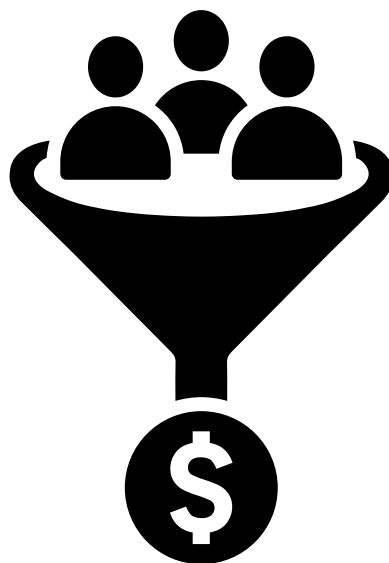


7 MISTAKES THAT STOP REAL ESTATE AGENTS GETTING LEADS ON FACEBOOK

AND WHAT TO DO INSTEAD TO START
ATTRACTING QUALITY LEADS & REFERRALS TODAY!



Written specifically for real estate agents

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Introduction

Let's be honest — Facebook can feel like a time-waster. You put up posts, share a few listings, maybe even boost an ad or two... but nothing seems to stick.

If that sounds familiar, you're not alone. Most agents are active on Facebook, but very few are getting leads from it. The good news? It's not because you're "bad at social media" — it's because you're making some quite common, but very fixable mistakes.

In this guide, I promised to share 7 mistakes that stop agents getting leads on Facebook. But here's the truth: I like to overdeliver.

So, while you'll find 7 big ones here, I've tucked in a few bonus mistakes too — think of them as expired listings waiting to happen - easy to ignore now, but they'll haunt you later.

Mistake #1

❌ Mistake 1: Your Profile Is a Ghost Town

If your “About Me” section is blank, incomplete, or vague, you’re leaving money on the table. When people click on your profile (and they will), they’re looking for clarity — who you are, what area you work in, and how they can contact you.

The Consequence: You’ll be forgettable, or worse — you’ll look unprofessional and untrustworthy.

Fix It: Take 10 minutes to fill in your profile properly. Use a professional headshot, add your contact details, link to your website, and write a short “about” blurb that makes it easy for people to trust you.

Bonus: Facebook is a *social* platform — if your profile reads like a billboard, you’re missing the point.

Mistake #2

🚫 Mistake 2: Posting Without Purpose

So many agents post just to tick a box. A “just listed” here, and a sold there... but there’s no plan or strategy behind it.

The Consequence: Random, scattered posting confuses your audience and upsets the algorithm. You will never build momentum this way.

Fix It: Create a simple content strategy. Map out who you want to talk to (buyers, sellers, downsizers), and post content that speaks directly to them. Be consistent — even one or two quality posts a week beats random noise.

Bonus: If you don’t look at your analytics, you’re flying blind. The answers to what works are right there. So, take note, implement more of what works and watch your results – and your follower numbers - increase.

Mistake #3

🚫 Mistake 3: Broadcasting Instead of Connecting

Most agents treat Facebook like a shop window — nothing but listings and sales. Or they post to impress other agents rather than connect with clients.

The Consequence: Your audience tunes out. They don't come to Facebook to be sold to — they come for connection, stories, and conversations.

Fix It: Think less “announcements” and more “conversations.” Share behind-the-scenes moments, community updates, local business shout-outs, tips, and stories. Highlight people as much as properties.

Mistake #4

❌ Mistake 4: The Link Killer - Sending People Off Facebook

This one catches almost every agent. You post a listing, then drop in a link to a third-party portal such as realestate.com.au, Domain, or for US readers - Zillow.

The Consequence: Facebook's algorithm punishes external links that drive traffic away. Your post reach plummets, meaning fewer eyes on your property and less engagement overall.

Fix It: Keep people on Facebook. Post an engaging photo or video and share the address in your post. Or drop the link in the first comment instead of the main post.

If you must share a link, balance it out with plenty of link-free posts that spark conversation. Another option is to share only the video and invite people to message you for details. (I'm not super keen on this last option until you have an engaged audience to start with.

Mistake #5

🚫 Mistake 5: Dead-End Posts With No Calls-to-Action

Even a great post falls flat if it leads nowhere. If your audience doesn't know what to do next, they'll scroll on by.

The Consequence: There's no conversation happening. Engagement stalls – or worse still, it never starts. No engagement, no leads.

Fix It: Always include a call-to-action (CTA). It doesn't have to be “call me now” — it could be:

- “Comment below if this sounds like you”
- “Send me a message if you'd like the checklist”
- “Click the link to grab the guide”

Lead your audience one small step at a time.

Mistake #6

Mistake 6: Ignoring Engagement

This one's simple: if people comment or message you, respond.

The Consequence: When comments and DMs go unanswered, it signals that you don't care. It also kills the algorithm boost you get from interaction.

Fix It: Block 10 minutes a day to reply to comments and DMs. Show up like a human being, not a robot. Your engagement will double, and so will that all important trust factor.

Mistake #7

🚫 Mistake 7: Thinking Ads Will Fix the Problem

A lot of agents get impatient and jump straight into paid ads. The problem? If your organic posts don't work, paying for ads just means more people see the same content that wasn't working in the first place.

The Consequence: You burn through your budget fast, feel like “Facebook ads don't work,” and still have no leads.

Fix It: Focus on building solid organic engagement first. When you know what your audience responds to, then consider putting money behind it — and only with a proper strategy, not the Boost button. Please *never* pay to boost your posts.

Recap

Here's a quick refresher of the big ones (plus a few bonus traps)

1. Ghost town profile
 2. Posting without purpose (no strategy, no analytics)
 3. Broadcasting instead of connecting (only listings, no local/community content)
 4. The Link Killer (sending people to REA/Domain/Zillow etc.)
 5. Dead-end posts (no CTAs)
 6. Ignoring engagement (comments & DMs)
 7. Thinking ads will fix bad content
- Bonus: Inconsistent posting
 - Bonus: Forgetting Facebook is a *social* platform

When you fix these, you'll stand out from 80% of agents still fumbling around on Facebook.

Facebook Do's & Don'ts



A Checklist For Real Estate Agents

1. Complete the About Me section of your page or profile - make it easy for people to contact you
2. Create a content strategy (stop random posting; check analytics weekly) Post to connect, not just broadcast - think community, behind-the-scenes and things other than listings, sales, and reviews
3. Keep people on Facebook (avoid external links in your main post)
4. Add a CTA to every post (tell people what to do next)
5. Reply to comments and DMs - this builds trust and engagement
6. Don't rely on ads to fix bad content — master organic reach first
7. Bonus: Stay consistent & remember — Facebook is a social platform

Now What?

WHAT TO DO NEXT?

You've now got the roadmap of mistakes to avoid. The next step is knowing what to post instead and how to turn Facebook into a reliable lead-generating tool.

👉 Come join my free Facebook group where I share content ideas, strategies, and examples that are working for real agents right now.

See you inside!