

How to Set Up Your Facebook Business Page

Real Estate Edition!

Ready to grow your online presence, and connect with prospects? You can start by creating a Facebook Business Page. Here's a quick, no-fuss guide!

Step 1: Log into Facebook

Log into your personal Facebook account to get started — and don't worry, your personal info won't appear on the business page.

Step 2: Create a Page

On the left side of your home screen, click **"Pages"**. Then, hit the **"Create New Page"** button.

Step 3: Add Basic Info

Make your **Page Name** easy to search and reflective of your brand. Use your name + Real Estate, your brokerage, or location. For **Category**, type "Real Estate Agent" or "Real Estate Service."

Step 4: Upload Your Images

Use a professional headshot for your **Profile Picture**, and use an image of a property, your team, or your branding for your **Cover Photo**.

Step 5: Add Contact Info

Add your phone number, email, website, and location you're working.

Step 6: Customize Your Page

Click **"Edit Page Info"** to update business hours, services — and set up automated messages.

Step 7: Start Posting

Before inviting people to like your page, **add a few posts**, like recent listings/closings or market updates.

Step 8: Invite Friends & Share

Use the **"Invite"** button to ask your friends to like your page, and be sure to **share your page link** in emails, on your website, and across your other social channels.

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