



Learn how to use the
hottest social media platform
to get more leads,
listings and sales.

How to TikTok for Real Estate Pros

By The Paperless Agent

Overview



Hey! Thanks for downloading this free resource from The Paperless Agent.

We're here to help real estate agents and brokers (that's YOU) improve their careers through marketing and technology.

The Paperless Agent was founded by Garry Creath & Chris Scott.

Garry & Chris's team figured out what works in their real estate firm in Austin, Texas, and developed the technology and marketing that works from their own practices.

Garry Creath, a Listing Expert Agent, has been selling real estate since the 90's and at the peak of his career was going on 6 listing appointments a week and carrying over 50 listings at a time with only one assistant. Garry's strategies for being a top listing agent have shaped the tools The Paperless Agent equips their clients with.

Chris Scott, a Real Estate Digital Marketer, has been marketing real estate since the late 90s and manages social media accounts with over 200K followers and works to generate over 5000 leads per month through online and digital marketing strategies.

The Paperless Agent shares the best strategies and tactics through their Marketing Club... where you get the marketing & tools to grow your real estate practice. Try Marketing Club for just \$1 and get all the marketing tools to get more listings and leads today!

Get \$1 trial



Introduction to TikTok

TikTok is a fast-growing social media marketing tool that was launched in 2017.

Its rapid growth led to over 130 million downloads in the US (and 2 billion downloads worldwide).

TikTok was the most downloaded app in the iOS App Store from January 2018–March 2019.

It boasts a young fan base (most users are under 30) which makes it ideal to reach people entering the housing market for the first time.

How it works

In short, TikTok is a mobile app that allows users to create and edit short videos.

After you get your account set up, you're taken to the "For You" feed which is a curated news feed of videos based on your interests and interactions on the app.

Videos you like (or dislike), reactions, profile visits, saved videos... all inform the TikTok algorithm of your interests and subsequently fill up your "For You" feed.

Pro Tip

FOLLOW OTHER LOCAL INFLUENCERS IN YOUR MARKET BY SEARCHING HASHTAGS... THESE MAY INCLUDE BUILDERS, LOCAL BUSINESS, STAGING COMPANIES, LIGHTING, RENOVATIONS, HOME IMPROVEMENT, DESIGNERS



Caution

As with all new platforms, take a moment to consider how you'll use TikTok in your real estate business. How will you use it? What is your strategy? Who will be in charge of posting content and managing interactions? These are important questions to ask before falling prey to "shiny object syndrome".

However, if your brand / marketing strategy includes the following, it might be good to start sooner rather than later:

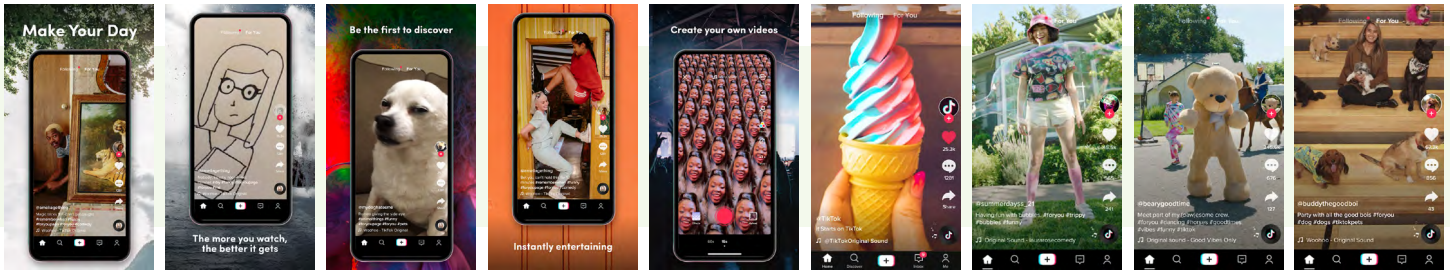
- You want to reach a younger audience
- You enjoy the visually appealing side of real estate
- You enjoy video marketing and using your personality
- You have the resources (time, energy, team) to add another platform to your strategy



Step 1

Install the TikTok App

Navigate to the iOS App Store or Google Play and download the app.





Your “For You” page will use AI (artificial intelligence) to populate videos of what it thinks you’ll be interested in.

It gets better the more you use it - making the app addictive and fun.

Another cool part of TikTok is the ability to easily share your video creations to other platforms. This spreads your content around while generating a ton of free exposure for TikTok on competing platforms.

Getting Started Checklist

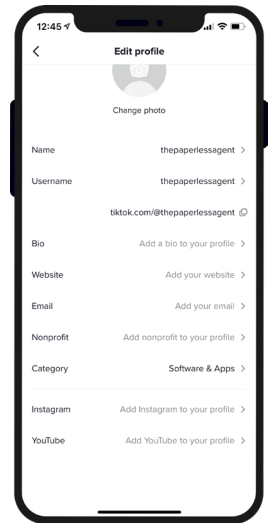
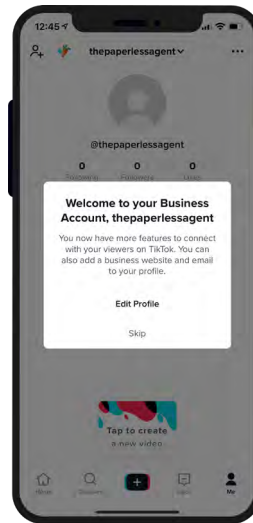
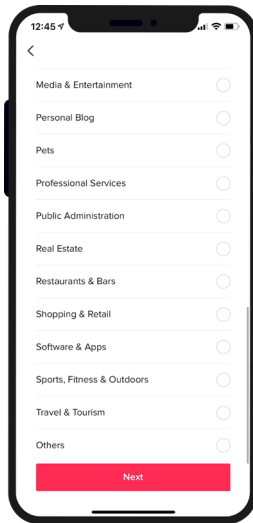
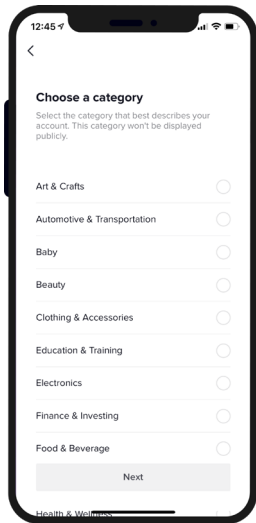
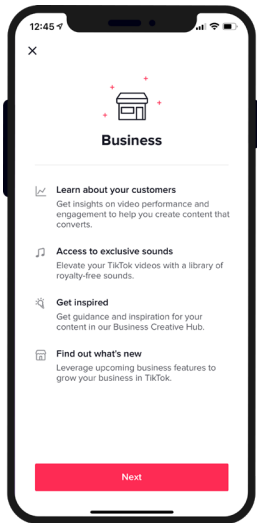
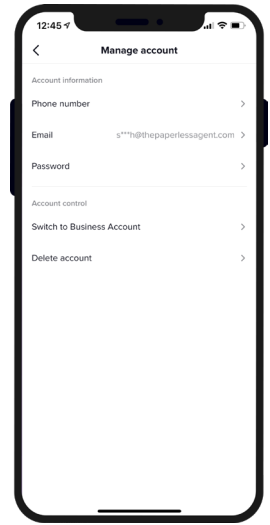
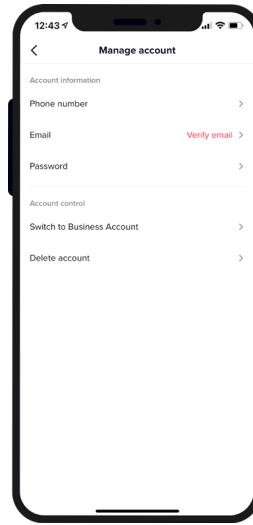
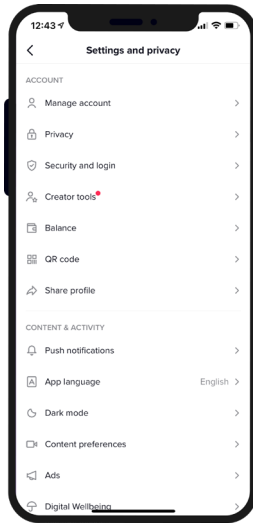
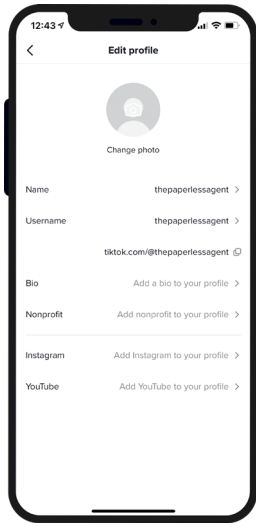
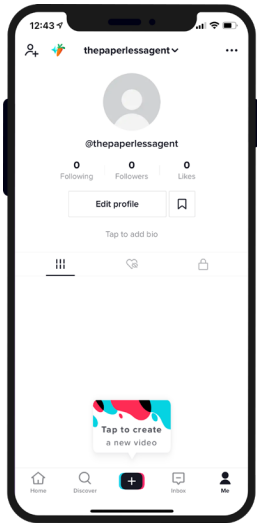
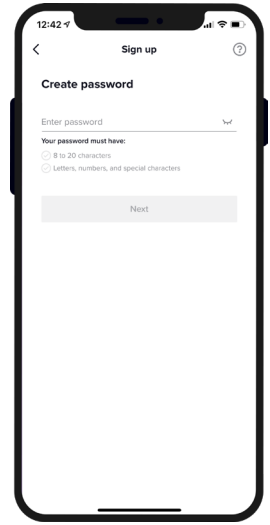
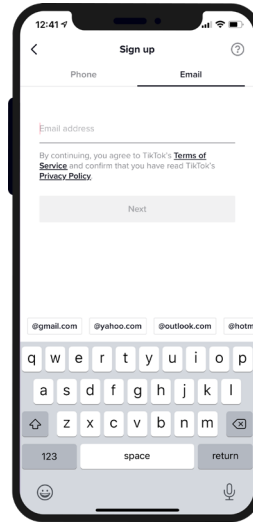
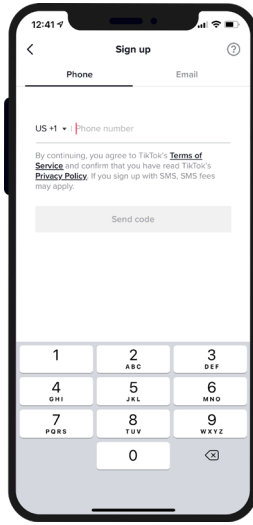
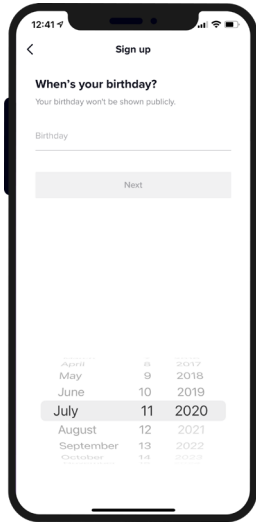
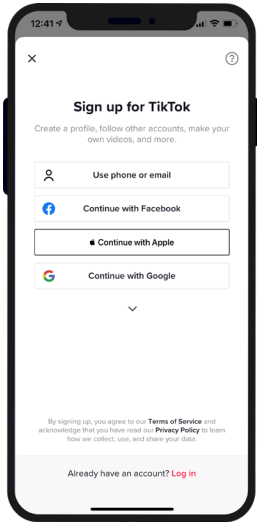
1. **Download the app**  
2. **Setup your account based on the screen shots**
3. **Find hashtags to follow related to Real Estate**
4. **Find accounts to follow based on your local market, niche, or highly shareable content**
5. **Start to curate your news feed by liking, saving, or saying “not interested”**

Pro Tip

Add videos to your favorites section of TikTok. If you see something that makes you laugh, inspires you to be more creative, download it to your phone or save it for future use. This will help you overcome creative blocks and create original content on the platform.

Step 1

Install the TikTok App





Creating Your First Video

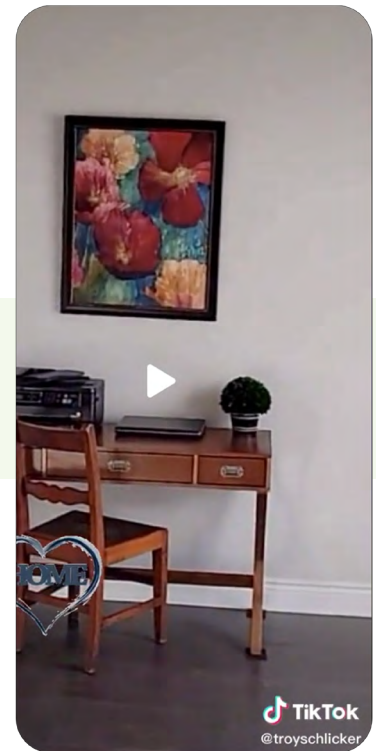
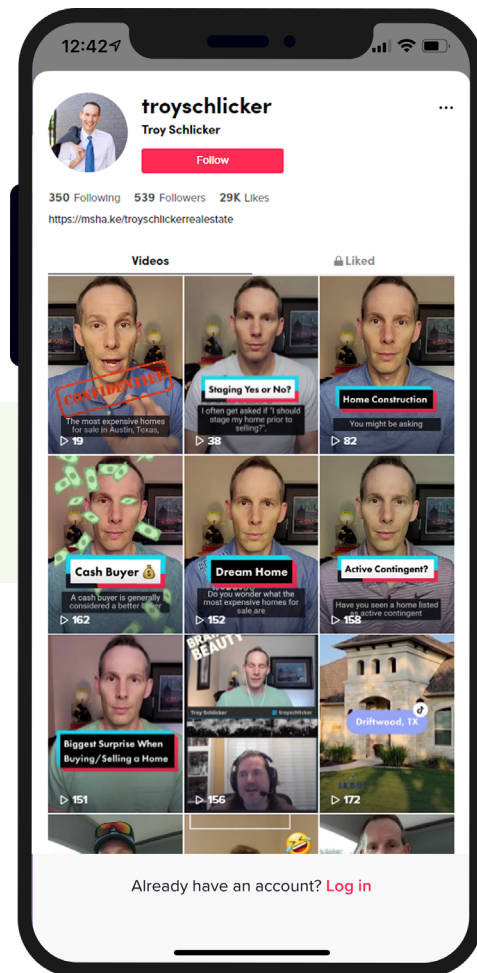
Part 1: The Video Interface

1. **When you open the app, click the Plus sign at the bottom of the screen.**
2. **You can select from 15 seconds, 1 minute or 3 minute video length. We recommend short and sweet videos that are either 15 seconds or 1 minute long.**
3. **You can also upload videos from your photo or video library on your phone.**
4. **Before recording, you can select from the features on the right hand side of your screen.**
 - a. Flip
 - i. Switch between front and back cameras on your phone
 - b. Speed
 - i. Change the playback speed of your video. Selecting 3x, for example, will play your recorded video back at 3 times the speed.
 - c. Beauty
 - i. The beauty filter touches up your appearance in your videos.
 - d. Filters
 - i. Similar to Instagram, the filters allow you to apply different preset colors, brightness and contrast to your video.
 - e. Timer
 - i. This nifty feature allows you to go hands free and can be set at 3 or 10 seconds before the video will start to record.
5. **Try out Visual Effects**
 - a. Makes your videos more captivating and appealing
 - b. This is the magic of TikTok
 - c. There are dozens of different Visual Effects such as Green Screen, Shake Effect, and Clone.
 - d. Have fun (but don't overdo it)
6. **Choose a Sound**
 - a. Click the Sound Icon to search for sounds, browse playlists or choose from TikTok recommended music.
 - b. You can also upload your own sounds, such as a voiceover of one of your listings or real estate related content
7. **Add Text**
 - a. If you're familiar with captioning stories in Instagram or Facebook this will be very easy for you. Put compelling, interesting or funny headlines or text over your video segments to increase engagement.
8. **Create and caption your post**
 - a. Add a bit of text to your post before finalizing your video.
9. **Choose hashtags**
 - a. Select from common hashtags based on the content. Make sure to use a hashtag for the city and/or neighborhood where you'd like to be better known.
10. **Select a cover image (thumbnail) for your video**
11. **Post to TikTok**
 - a. Once you've posted to TikTok, download the video and upload to other platforms - especially Facebook and Instagram.



Real Estate Example

Check out how one of our Marketing Club members, Troy Schlicker, uses the app to create more engagement with his real estate business.



You'll see that Troy is using TikTok to showcase homes in the area, spur conversations with potential clients, and showcasing his fun personality.





Conclusion

There are so many ways you can tap into the power of TikTok for your real estate business.

You might want to try a few different approaches and see what works best with your target audience.

For example, by uploading videos that show off some of the most beautiful homes in town or answering questions about home buying processes from potential buyers, you may be able to drive more leads and listings than ever before!

If all this sounds daunting and overwhelming, don't worry - we have an easy solution for you!

We created The Marketing Club for Realtors who help marketing their properties online but don't know where to start. Join us today for just \$1. [Learn more here.](#)

