

Digital Assessment and Strategy

AGENT NAME _____ DATE _____
 AGENT WEBSITE _____
 REVIEWED WITH _____

MY PROFILE (BHHS RESOURCE CENTER)

RECOMMENDATION			
<input type="checkbox"/>	Update Professional Photo	<input type="checkbox"/>	Update Social Media Links
<input type="checkbox"/>	Update Bio	<input type="checkbox"/>	Verify Contact Information
<input type="checkbox"/>	Verify MLS ID is present and correct	<input type="checkbox"/>	Add Languages and Designations

MISC WEBSITES

RECOMMENDATION			
<input type="checkbox"/>	Go to LoopNet/CoStar profile and update your title, contact info, & photo	<input type="checkbox"/>	Go to Total Commercial profile and update your title, contact info, & photo
<input type="checkbox"/>	Go to Crexi profile and update your title, contact info, & photo	<input type="checkbox"/>	

LINKEDIN

RECOMMENDATION			
<input type="checkbox"/>	Update profile photo	<input type="checkbox"/>	Share Company Updates and blogs for content
<input type="checkbox"/>	Add Berkshire Hathaway HomeServices Florida Properties Group as place of work	<input type="checkbox"/>	Follow coworkers and other professionals
<input type="checkbox"/>	Update personal bio (make it authentic)	<input type="checkbox"/>	Post Listings (share from your website or use MPLs autopost feature in CORE Listing Machine)
<input type="checkbox"/>	Share Announcement Graphic (MADI)	<input type="checkbox"/>	Add a branded cover photo (MADI)

FACEBOOK (PERSONAL)

RECOMMENDATION			
<input type="checkbox"/>	Add @BHHSFloridaPropertiesGroup as place of work	<input type="checkbox"/>	Use the Social Media System (on agent help site)
<input type="checkbox"/>	Update Profile picture	<input type="checkbox"/>	Update Cover Photo
<input type="checkbox"/>	Use Facebook Messenger for FORD conversations	<input type="checkbox"/>	Reply to all comments



**BERKSHIRE
HATHAWAY**
HOMESERVICES

FLORIDA
PROPERTIES
GROUP

Digital Assessment and Strategy

AGENT NAME _____ DATE _____

AGENT WEBSITE _____

REVIEWED WITH _____

FACEBOOK INSTAGRAM (BUSINESS)

RECOMMENDATION

<input type="checkbox"/>	Create your business page	<input type="checkbox"/>	Use the Social Media System (on agent help site)
<input type="checkbox"/>	Update Profile Photo	<input type="checkbox"/>	Share Announcement Graphic (MADI)
<input type="checkbox"/>	Add company branding to About section	<input type="checkbox"/>	Post Listings (share from your website or use MPLs autopost feature in CORE Listing Machine)
<input type="checkbox"/>	Add a branded cover photo (MADI)	<input type="checkbox"/>	Invite friends and family to follow

INSTAGRAM

RECOMMENDATION

<input type="checkbox"/>	Tag @BHHSFloridaPropertiesGroup in posts & Add to your bio	<input type="checkbox"/>	Share testimonial graphics
<input type="checkbox"/>	Share Announcement Graphic (MADI)	<input type="checkbox"/>	Update Profile Photo
<input type="checkbox"/>	Use the Social Media System (on agent help site)	<input type="checkbox"/>	Create in MADI and share social post image of listings
<input type="checkbox"/>	Share stories of local events/places	<input type="checkbox"/>	Invite friends and family to follow

TESTIMONIAL TREE

RECOMMENDATION

<input type="checkbox"/>	Share testimonials received on all platforms above	<input type="checkbox"/>	Send testimonial requests to all customers
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GOOGLE MY BUSINESS

RECOMMENDATION

<input type="checkbox"/>	Create a Google Business Page with your address (switch the address display setting)	<input type="checkbox"/>	Add photos (promo, testimonials, etc)
<input type="checkbox"/>	Add contact Information and website	<input type="checkbox"/>	Update Profile Photo



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