



SOP: Reaching Out to Buyers on Facebook

Purpose:

To generate leads and build relationships with potential property buyers by engaging with posts and comments in Facebook real estate groups.

Tools Needed:

- Facebook account
 - Spreadsheet or CRM (for tracking leads)
 - Pre-written message templates (optional but recommended)
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♦ Step-by-Step Instructions:

Step 1: Join Relevant Facebook Real Estate Groups

- Go to Facebook search.
- Type in keywords like:
 - “Real Estate Investing [City/State]”
 - “[City/State] Off-Market Deals”
 - “Cash Buyers [City/State]”
- Join multiple groups, especially those with high engagement and members.

✓ **TIP:** Look for groups with at least **1,000 members** and regular posts.

Step 2: Enter the Group of Choice

- Choose a group you want to work on.
 - Click to enter the group.
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Step 3: Find Buyer-Related Posts

You can do this in **two ways**:

Option A: Manual Scrolling

- Scroll through the feed and look for posts mentioning:
 - “Looking to buy”
 - “Need a property in...”
 - “Investor looking for deals”
 - “Buying in cash”
 - “Wholesalers send me deals”

Option B: Use the Search Bar

- Click the **search icon** inside the group.
- Type relevant keywords such as:
 - **“Buying”**

- **“Buyer”**
- **“Looking for”**
- **“Investor”**
- **“Send me deals”**

✅ **TIP:** Always **sort by “Most Relevant”** to see the most active and engaged posts first.

Step 4: Identify High-Quality Posts

When selecting which post to focus on, prioritize:

- Posts where people are looking to **buy** or **receive deals**
- Posts from investors or buyers asking for wholesalers
- Posts that have **lots of comments (5+ comments)** — it usually means it’s getting attention

❌ **Avoid:** Old posts (more than 1 month old), or posts that look spammy or vague.

Step 5: Go Through the Comments

- Click “View More Comments” to expand the thread.
- Look for individuals commenting things like:
 - “I’m a buyer”


- "I'm interested"
 - "Send me details"
 - "Cash buyer here"
- Open each commenter's profile in a new tab if possible.

Step 6: Reach Out to Each Commenter Individually

- Send them a **friendly and professional message**.

Example Script:

Hi [Name], I saw your comment on the post in [Group Name] where you mentioned you're buying in [City/State]. Just wanted to reach out and see if you're still actively looking for deals in the area. We've got some off-market properties you might be interested in. Let me know!

 **TIP:** Personalize the message with their name and the city they're buying in when possible.

Step 7: Log the Leads

- Use a **Google Sheet or CRM** to track who you've messaged.

Suggested Columns:

Name	FB Profile Link	City/Area	Date Messaged	Response Status	Notes
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Step 8: Follow Up

- If they haven't replied in 2–3 days, send a **gentle follow-up** message.

Follow-Up Example:

Hey [Name], just checking in to see if you're still looking to buy in [City]. Let me know what kind of deals you're after, happy to send a few over.

DOs and DON'Ts

DO:

- Be polite and respectful.
- Personalize your message.
- Track your outreach.
- Join multiple groups for broader reach.

DON'T:

- Spam the same message to everyone at once.
 - Comment your pitch under someone else's post.
 - Use pushy or aggressive language.
 - Forget to follow up.
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Final Notes

- Consistency is key — aim to reach out to at least **10–20 people per day**.
- Update your tracking sheet daily.
- Save your best message templates to speed up the process.