

# DOMINATE YOUR LOCAL REAL ESTATE MARKET

*BUILD A LOCAL COMMUNITY THAT'S  
CONNECTED, GENERATES YOU MORE  
LEADS, AND CLOSE MORE DEALS!*

By Aaron Foster  
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# INTRODUCTION

Time and experience have taught me a lot about growing a successful online community. Traditional processes have led to stagnant or boring communities. I am turning the advice you may have heard previously upside down and letting you in on what I've discovered while building online communities and helping you implement it for yourself. There's no need to reinvent the wheel. Skip the trial and error that I have experienced and use this information to your advantage for fast online group growth and profit. I've broken this guide down into these 4 important pillars that you need to implement to be successful.

These 4 pillars are:

1. Foundation
2. Growth
3. Content
4. Monetization

These are the building blocks and we are going to deep dive into each of them below and make it easy for you to take this advice and run with it. This guide is the best free download you can get and quickly implement to help build your new

community and let it work for you to grow your real estate business beyond your wildest dreams (and get some pretty kick-ass clients as well). Let's get to it!

# 1.

## FOUNDATION

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When becoming the Digital Mayor in your community, area, or niche, it is most important to set an incredibly sturdy foundation. Most real estate agents get this completely wrong, because they will just throw together a Facebook group and hope people come to it. Yes, you could do that, but most likely you won't have much success with it and you'll end up not getting much business at all from it (and you probably won't have much of a community).

When you build a community and want to become a Digital Mayor in your area, laying the foundation of your community is the most important part of anything you do. Your community is essentially your digital neighborhood. This is where you meet new friends, establish new business relationships, find neighbors to do happy hours with, and more.

The number one thing that we recommend is for people to find a niche. You can figure this niche out by looking within yourself and your business. Find out which client's you've loved doing business with and see what their interests are, family dynamics, etc. This will tell you a lot about who you should be marketing to.

For example, when I ask real estate agents, who is your ideal client? The most common response I get from people? "Anyone that qualifies for a mortgage and is ready to buy a home or sell their house?" Well, that's obvious...but you need to figure out *what* your ideal client is. Figure out where they eat, whether they have kids, what age they are, where do they like to hang out? What type of activities do they like, what type of social media platforms are they on etc... They may not be on Facebook, but they may be on LinkedIn. They may be on Instagram, but not on any other social media platforms. So part of figuring out your foundation and your ideal client is figuring things like this. Asking yourself this can help you find the answer to that question with greater precision.

If you don't know the answers to these questions about people you have worked with and what your ideal client might look like feel free to ask your past clients to fill out a

quick little survey. Where do you like to eat? What clubs are you members of? Do you have kids? What ages are your kids? Once you interview a few of these people (let's say 10 to 20 different previous clients) you're going to probably start to find a very similar pattern as far as their likes, wants and interests. This drilling down is going to help you target your community more efficiently.

One of the first things (and most important things) we do in the Digital Mayor training is to complete an exercise called the Client Avatar Worksheet. This is a deeper dive than what I explained above, but you're basically asking your ideal clients 50-75 questions so that you can build out the perfect avatar of what your ideal client, "Betty The Buyer" looks like so you know how to market to her, what she likes, groups she's part of etc. This process, while hard, will be one of the most beneficial exercises you do. Not only will it be great for your marketing, but it will also save you time and money in the future when you have all this information already dialed in.

Alright, back on track. LOL! From there, the next suggestion we would give you to create a niche is to come up with a catchy, creative name to brand your community. This is INCREDIBLY important. I cannot stress this enough. Truly, this has the possibility of make or break it with your new

community. This is the difference between slow growth or having a hot & hip brand that everyone wants to join. Too many people start communities like “Atlanta Homes for Sale” and then complain that it’s not growing or they aren’t getting any business from it. That is boring to say the least. People are not drawn to join a community that’s called “Atlanta Homes for Sale” because they’re then expecting to be pitched homes for sale, open houses and more. When there’s no real value in those pitches to them, especially if they’re not looking to buy or sell their home anytime soon.

Thinking outside of the real estate box is what will build you an amazing community. In this example, let’s just say you decide to create a community called “Crazy Cat Ladies of Southern California” because you love cats and you’ve discovered in your client avatar exercise that many of your clients also have cats as well. It appeals to people that enjoy cats, they’re in a certain geographical area, and they are all like minded so you’re not talking about real estate. I don’t want you to focus on real estate within your community very often, I would rather you focus your attention on your commonalities with the people in your community versus putting real estate first because you’re not going to turn a whole lot of people off this way.

Later when we talk about growth and growing your Facebook community, you will see it's going to be a lot harder for you to grow your Facebook community by using a real estate focus as your community versus using a very specific kind of niche, hobby type of area of your community to attract members.

I would also recommend that you use your location when you consider your community branding/angle. For instance, we live in Johnson County...so maybe it's Johnson County Dog Lovers or Johnson County Bike Riders. You can see in these examples that this is the way to connect with people in your existing community that you may not ordinarily cross paths with. You can even do something as simple as just using your location and not including a hobby. For instance, let's say you live in Benton County and you love Benton County. Now you're putting together a community of enthusiasts that just love living where they live. You can help neighbors you know, they invite other neighbors helping each other with all types of things. Whether it be a new restaurant, business, school information etc...

So, as you can see there are a lot of different angles that you can take when setting your foundation. You just need to make sure that you're not building a community featuring just a name. This brand needs to feel powerful. Spend the time

and money coming up with an amazing logo design that you can envision on billboards and t-shirts all over your community. When you're the cool brand in your area, everyone will want to wear your shirts and be associated with your brand. That's when your growth will really start to skyrocket.

One of the best reasons for building an incredible strong foundation and brand from the beginning is just because of the reality of real estate. We all know that 80% of all agents fail within the first two years. How powerful would it be for your own personal life if that you decided in 3-5 years, you no longer wanted to do real estate, but wanted to open a homemade ice cream parlor. Do you think having an online community of 25,000 raving fans in "We Love Benton County" would help launch your business and be an amazing marketing tool for your new business? Absolutely. Plus, I know many agents that have multiple businesses they own, so this is a fantastic way to have one powerful community that you can use to promote all of your businesses. That's why it's incredibly important to build a strong foundation.

# 2.

## GROWTH

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Once you have set a great foundation, growth really is where you want to put a lot of your time and effort into. You're going to find that when growing your online community that expanding the size of a new community is one of the toughest things to do initially and most people don't know how to do it or do it wrong. It's also one of the most beneficial things long term, if you invest the time and the money to do it properly.

Before you do work on growth, let's review our strong foundation and make sure that it will have strong brand appeal. Make sure you have a niche, make sure you have an ideal client avatar, make sure you also have a rock solid brand. Remember your rock solid brand isn't going to be "Jane Smith's Real Estate Company". Your rock solid brand isn't "Seattle Homes for Sale". Your rock solid brand is "We Love Seattle" Your rock solid brand is "Minneapolis Dog

Lovers” Your rock solid brand is “Wine Lovers of Sonoma County”. These are obviously just illustrations of communities that are what we would consider to be a rock solid brand and illustrates that it is not just about YOU or what YOU do.

What you do is what is going to come through conversations and from relationships you have in this community eventually. It’s not the main focus, the main focus is to become the “Digital Mayor” of your community. Be the central, uniting point for everybody in the community. I've always said that when you're the person that brings two or more like minded people together for a common goal, whether it be to do business with one another, or because you think they'd be a great match to hang out together, whatever the case may be, you end up looking like a rockstar 100% of the time. This is exactly the type of business you're trying to build. You’re trying to connect people with one another. By doing that, you're going to make an impression. The type of thing that people won’t forget about. So with that being said, when we talk about growth, make sure you're attracting people to join your community that fit your client avatar and also fit your brand.

To break this down from our previous examples, if you have a dog lovers community, make sure they have a dog. Most people that teach on this concept say that you need to build this community fast and to do that you need to go out and add all your friends. Then your friends need to beg their friends to add people. We don't believe this is the most effective way to grow the group.

What we like to do to start a community is build an online community for my rock solid brand. Not my real estate brand, but my rock solid brand that we talked about, like Minneapolis Dog Lovers. From there, I am going to run Facebook ads from that page. So in our Minneapolis Dog Lovers scenario the ad would say "Hey, are you a dog lover in Minneapolis? Would you like to join other like minded dog lovers in the area? Feel free to join our free community for Minneapolis dog lovers" Then they will...and boom you have your ideal client right there!

We always recommend that people run Facebook ads to get people to join directly in the new community. Do you make money off that? Not initially, but it is one of the quickest ways to build your Facebook community from scratch. Too many agents struggle because they try to do it organically, and they

try not to run paid ads to it. They end up struggling because no one joins their group.

When starting a community organically you may be able to attract 50 or 100 people. That's not very many. It's hard to generate conversation when you only have 50 to 100 people. You end up doing all the work to produce engagement and it starts/ends with you. These types of numbers don't give you that much momentum because then all the content, all the questions, networking etc...that happens in there is all because of you. It has nothing to do with a lot of the people that are in that community as of yet. As you build it, when you attract people to your community by Facebook ads, you're then able to show your ad to a larger sample of people that you would be interested in. I've seen communities grow from 500 to 3000 additional members per month, based on the "pay to add" acquisition strategy and that's the strategy I'd want you to use as well.

When running Facebook paid ads to get people to join your community, make sure you run very simple ads and you're going to have a tremendous response. Here's the reality of it...organic growth will happen and then eventually tail off. It's hard at the beginning, but eventually it will happen.

Initially...if you can get 1000-5000 people in your community your organic growth is going to be so much easier, long term. When you have 10,000 people and they're inviting their friends and are talking about the fun stuff you're doing etc...then guess what it's gonna be? It's going to have a lot more impact than five people or 10 people trying to help you grow your community. So...start off with Facebook ads and building up this community targeting who you're looking for.

As an example maybe you're looking for 25 to 55 year old dog lovers in Minneapolis. That's what fits your client avatar to offer them a sense of community. Then basically make sure they fit in that and make sure you welcome them into the group, so they feel part of the community. Then also, like I said earlier, ask them to invite other like minded people that might fit into your group. You're gonna find out within a short amount of time you can quickly grow your community, depending on your niche. And depending on other other requirements, you could grow your community from 500 to 5000+, in just a few short months.

Now again, that all depends on your brand, as well as your niche. If you have the “Quilters of Southern Smith County”,

there's probably only going to be maybe 100 of them...but if you have “Dog Lovers of Dallas”, you're probably going to have a lot more of them. This is why it is really important to attract like minded people.

When you get down the path of doing more content, and then you start talking about doing events and things like that, you're gonna have like minded people that want to hang out with one another. You're going to make it a bombshell of a type of community that people absolutely love being a part of because it's people just like them. So, like I said, this is the hardest part, but the most important part.

Beyond building your brand and a foundation, this is the second most important part because this is going to make or break your community. If you're doing this, for 12 months down the road, and you only have 100 members in a year or two years from now, in this community, you're not going to be motivated to lead it, they're not going to be interested in it, and you're not going to get them on your list. Then from there you're just going to be discouraged and you're probably not going to continue to do it versus if in two years you have 25,000 people in your community and on your email list, then this is going to be basically like your full time

job besides real estate because it's going to be giving you so many leads and it's gonna be so much fun. So there you have it, growth.

# 3.

## CONTENT

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If you've been to any of my classes that I've taught on video marketing and content, you will know that I am a stickler about creating a content schedule. Content doesn't happen unless you get it down on your calendar. What I mean by that is, if you're going to do one post a week or two posts a week in your new online community, you need to have that down on your calendar.

For instance, say every Tuesday and Thursday I'm going to make a post. You need to make a commitment because when you're just starting out your Facebook community, you're not going to have a lot of people in there, as well as, you're going to be the one that's going to have to instigate the conversation and get people talking and feeling comfortable.

Now, will that always be the case? Absolutely not.

In fact, you're going to come to a point when you get to say 1000, 3000, or 5000 community members and you can start stepping back from the conversations because the members are going to be comfortable enough that they're going to have conversations and the content will be created internally and doesn't have to be created exclusively by you. Initially, though, you need to start having the conversation starters.

One very easy way to do this is by doing theme days, so pick two or three days a week and have a theme day...maybe Saturday will be "Small Business Saturday". Then you're like "Hey! It's Small Business Saturday...if you own a small business in Smith County go ahead and reply to this post and tell us all about what you're amazing at!"

The comments will come in like "Hey everyone! I'm a plumber, and I own a plumbing company, I'm amazing at plumbing, give me a call." "I do arts, I do birthday parties for kids, you know, whatever." You're going to want to make sure you do this one thread every week where everybody can shamelessly promote themselves because we're not going to let them just spam the page throughout the week promoting their business. This is not a spam page for people's

businesses. So create one post a week about that and you can create one post to speak about.

Here's another example..."Tasty Tuesdays". Where if there is a restaurant in the area that you found recently and liked, or you'd like to recommend a new restaurant, or share recipes etc...on "Tasty Tuesdays". You could just figure out what works best for your group and build upon this.

You can do different types of content that's themed so people know what to expect. I would definitely start now and definitely pick two or three days a week to have some sort of theme, whether it be small business, restaurants, anything foodie is really popular to go with. Believe me, when I say that this will make your life easier from the beginning if you choose a couple of theme days. Plus, your community will anticipate these days coming up and it will eliminate a bunch of the spam posts in your group.

Another fantastic content idea that I would recommend you do after you've built up a decent following is to start an online web show featuring your digital community. You need to realize that now, more than ever, small business owners in

your community need your help in promoting their businesses to basically save them from shutting their doors.

A great way to help promote your local business owners is with a local live video web show. If I would have told you to do this a couple years ago, you'd have to purchase microphones, cameras etc...to set up on site. You'd maybe also have to get an extra person or two to help you. Nowadays it is so easy and quick to do a web show that looks professionally branded and can be shared virally online.

The one tool that I recommend you use is called StreamYard. Period. StreamYard is a platform that allows you to hop on your web camera and go live with one person or multiple people on webcams. You can also “go live” on your Facebook pages, your Facebook groups, your personal Facebook page, Twitter, LinkedIn, YouTube, all at the same time. So instead of uploading to these five different platforms you can “go live” on all five of those different platforms at once.

The one thing I do love about it as well is you can use your own branding. You can do an intro and an outro with your “Minneapolis Dog Lovers” community example. You can

include your logo, maybe some music. Also once you are interviewing people you can put their names underneath, you can run banners at the bottom, you can have your own branded backgrounds, you can put your logos up and it'll be branded very nicely like a local TV show.

You're also going to find out that you can utilize the audio portion of this TV Show to create a podcast. If you're in a city or an area where people have generally decent commute times, you'll probably get a huge listenership with the podcast version of it as well. So that's another great way to engage your people and find another avenue to connect.

We're going to talk about monetization in a little bit...but we'll also figure out ways that you can monetize all this as well.

The reason I recommend doing the content about the restaurants, the small business owners, the web show etc...is because no one wants to hear about or watch the “How to Get Pre-Approved for a Mortgage” video, unless they are truly ready to buy right now.

This type of local content keeps them engaged, keeps them coming back, keeps them participating without the boring

real estate stuff. So it's important to make sure you're interviewing your local business owners, talking about local happenings, giving local deals, and letting neighbors help neighbors. This is what will help you create a powerful digital neighborhood.

Do you want to have an active community right from the start? Make sure you're initiating conversations with everyone, especially from the beginning. Reply to everyone that is posting questions, needing recommendations or ideas and more to help members feel all warm and fuzzy by being involved.

When you take the time in the beginning to generate conversations, community members will become active and then they will eventually start taking over the conversations, replying to others, making recommendations, etc...As time goes on your community members are going to take care of a lot of the conversations and you can just focus on building your brand and promoting your fellow business owners.

Finally, you can use this group to also talk about real estate stuff, promote your open houses, promote your first time homebuyer seminars, etc...I would, however, recommend that

you don't overdo it as it may turn off your group members and they'll leave. Make your real estate stuff fun and not boring. Maybe something like, "Guess The Price" of your newest listing that hasn't gone live yet and the person who guesses it (or closest to) wins a \$25 Amazon Gift Card.

Making real estate fun in your group, won't make people feel like they're being attacked or pitched to like most agents do (and it turns off a lot of people).

The biggest thing is to make sure you're present in the community. You ARE the mayor after all! When your community members see your presence, you respond to issues quickly, promote local businesses, etc. they'll feel good about being part of the community. Most importantly, when it comes time for them to buy or sell a home, you'll be one of the first people they think of to call and you'll also be at the top of their list of agents to recommend to others to contact for buying or selling a home.

# 4.

## MONETIZATION

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Now we have come to the best part of why you should become a Digital Mayor and that is monetization. If you do the first three steps well including building your foundation, growing your community, and providing them with lots of content, events, relationships, and things like that, monetization will come naturally to you as the community owner.

When you position yourself as a real estate agent, who is also the owner of your digital community, you will find out the monetization will happen naturally. Those people, whether it be 1000, 5000, 10,000, or 20,000+ people will be in need, at some point in time, of buying or selling a home. They'll also know others who will have that need eventually as well, so you'll get recommended to them too!

After you have demonstrated what you can do and how you have shown your community members that you truly do care about your community and that you're a real estate agent... people will be top of mind aware that you are someone that can help them, or their friends or family, buy and sell in your local community.

Now there are two different types of monetization. With owning a community like this, the first monetization is very natural. That's the connection of where you are paid to help someone sell their home or to help buyers purchase a home in your area.

You can do this through just normal pitches within your community, but be careful not to overdo that. There are also events that you can invite your community members to including: first time homebuyer events, offering CMAs, and different things like that. Ultimately, the goal is to turn your online community into relationships, then leads, and those leads will hopefully turn into clients, which will turn into income.

These relationships can also turn into referrals for future business because there's nothing better when you own a

community like that. If somebody has a question about buying or selling a house in your area then everybody in your community is quick to respond that you are the go-to-agent in that community. Being that you're the owner of that community and you have that notoriety, then you are typically in front of the line and the first one they'll call on and, ultimately, if they're interviewing other agents, most likely the one they'll go with.

The second way of monetization is that you can charge businesses to become a sponsor of your online community. You can either create this as an income opportunity or you can use this income to cover your advertising expenses, buy more swag, put on community events, etc.

There might be other small businesses in your area that want to co-sponsor events or co-sponsor your online community with you. This makes it really nice because then you're not investing as much money on your own or taking away from your profits you've produced from your online community or having to pull from your real estate business. You're getting more exposure for cheaper this way.

Believe me, there's nothing more powerful than building an online community like this with 40,000 to 60,000+ community members in your area that know YOU help people buy or sell real estate and you are the go-to real estate agent in the area.

# 5.

## CLOSING

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Boom! There you have it. A quick rundown of the 4 most important pillars that I have learned in creating online communities that will generate you business. I've created communities of 500-10,000+ people and one thing remains the same...you will make money with online communities if you do it right. The number of people in your online community doesn't matter as much as the relationship you have with those people in there.

So what's next? Obviously, there is only so much we can illustrate in this short guide that we can cover, so if you are a real estate agent that is ready to:

- Build your brand

- Watch your business explode beyond your wildest dreams. No more playing small.
- Get tons of raving fans that look to YOU for real estate expertise in your local market

If you can check these 3 boxes...I feel like you are ready to embrace becoming a Digital Mayor and level up your business by taking part in our 10-week Digital Mayor program that will further solidify these practices and help you put this into action so you can build your own community with other agents around the country doing this exact same thing. Feel free to book a quick 10-min call to see if we might be a fit to work together: [Click here to book your call.](#)

Look forward to talking soon!

A handwritten signature in black ink that reads "Aaron Foster". The signature is written in a cursive, slightly slanted style.

Aaron Foster

Founder / Digital Mayors

P.S. If you are excited to share this guide and/or have friends or colleagues that you feel would benefit from these systems and processes, feel free to share away.