



Rick Storlie's

**NEWHOME**  
SALES COACH

A Builders Automated System of Generating Leads & Closing Sales

952-895-5566

I hope you're finding these strategies fruitful! If you'd like to learn more about our programs for home builders and remodelers, [schedule a complimentary 1-hour business evaluation](#)

~Rick

## **Week 5**

### **Facebook Live Training**

#### **Facebook Live Tutorial** **Publishing Live Broadcasting for Business**

##### **A. Setting up a Facebook Live event**

- a. Tablet or laptop
- b. Schedule the Event 1 week in advance
- c. Have 2 people at the event
- d. You can use your phone's camera when the event goes live

##### **B. Promoting the virtual home tour**

- a. Email to database (Leads, Prospects & Realtors)
- b. Social Media teaser posts 5 posts
  - Pre-content videos (3-5 minute) or photos
  - Tease there will be drawings to increase attendance
  - Include CTA's in the teaser to get opt-in
    - 1. Access to floor plan of the home and/or spec sheet
  - Show some specific rooms
  - Promoted post ad to people who have already liked your page to increase awareness

##### **C. Executing the Event**

- a. Engage audience- "if you're here live or watching after our event...."
- b. Questions to upload in FB Live Producer
  - Where you live now?
  - What's bugging you most about your home as you shelter-in-place?
  - What style of home do you live in?
  - What's the most important room in your new home?
  - Where do you want to move to?
- c. Polls
  - Use the "poll" function in Facebook Live Producer to get real time feedback during your event

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- d. Drawings- show a visual and ask a question about it. First person wins!
  - Showing up on time
  - Drawing in the middle
  - Drawing at the end
- e. CTA's
  - Several times during event offer to schedule appointment
  - Put links to website scheduler in the comment section, not the description when setting up the Live Broadcast

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