

FREE GUIDE FOR REAL ESTATE AGENTS

2026

Get Your Listing Seen on Facebook

5 steps from the admin of a 55,000-agent Facebook group



By James Jests · eXp Realty · 2026

Swipe to start →



— WELCOME

When I started in real estate, I didn't have 50 dollars in the bank. I knew digital marketing cold - I'd run a 100-person company - but nobody was showing me how to make it work in real estate. Once someone did, I built a Facebook group where 55,000 agents now share their listings and open houses. I watch thousands of posts go up every week. This guide is what I'd hand you if you called me tonight. It's yours.

James Jestes · eXp Realty

"Everyone deserves someone in their corner."

It's Tuesday. You've got a listing you're proud of. You took the photos, wrote the post, and shared it in three groups. Then you checked your phone between showings. Three likes. No comments. No messages. So you boost it, and pay for the same silence. The house is good. The post just reads like every other post in the feed - and the feed moves fast. You don't need more groups or a bigger ad budget. You need a post people stop for, and a plan for every reply. **Here's what I do instead.**

01

WRITE THE POST THAT GETS SEEN

DO THIS

1. Never open with "Just Listed." Open with the lifestyle detail a buyer can picture.
2. Add the address with a pin, then one paragraph of facts: beds, baths, square feet, what's included.
3. Add one line on the amenities.
4. Leave the price and HOA fees out. Point people to the photos, then the pinned comment - it links to your website, where the price is.
5. End with a question, then sign it: name, direct phone and brokerage, each on its own line.

MY DETAIL

My opener on a Daytona Beach condo: "A screened balcony for your morning coffee. A riverfront dock for sunset." My closing question: "What would you like to know about this condo?"

MISTAKE TO AVOID

The #1 mistake I see isn't a group rule - it's a Florida rule: every real estate ad must make clear you're a licensed agent and show your brokerage's name.

The template



Your listing post

[Two lines a buyer can picture.]

 [Address]

This [home] has [beds], [baths], [sq ft].

Enjoy [amenities].

Want to see the inside? Browse the photos, then find the price and full property details in the pinned comment.

What would you like to know about this [home]? Ask below, or call/text me to arrange a private showing.

MLS # · Name · Phone · Brokerage

02 PICK YOUR GROUPS AND POST

DO THIS

1. Post in two kinds of groups: real estate and open house groups, where people browse for property, and local buy/sell/trade, swap and yard sale groups, where your neighbors scroll every day.
2. Read each group's rules first - only post where listings are allowed.
3. Post 6 photos: your best lifestyle or amenity shot first (captioned as a community feature if it's shared), then living space, kitchen, balcony, bedroom, bath.
4. Right away, post your squeeze-page short link as the first comment. Pin it if the group allows.

MY DETAIL

Most agents only post where other agents compete. Local yard sale and buy-sell groups are full of residents who aren't on Zillow today - but a clean local home in their feed sparks a conversation.

James Jestes's Post



Florida Open Houses and Real Estate

James Jestes · Admin · Top voice · Yesterday at 12:24 AM · 🌐

A screened balcony for your morning coffee. A riverfront dock for sunset.

📍 144 S Halifax Avenue #26, Daytona Beach

This fully furnished, two-level Halifax Villas condo has 2 bedrooms, 2½ bathrooms, and 981 sq ft, with in-unit laundry and assigned parking.

Enjoy your own screened balcony, plus a community pool, fitness center, and riverfront dock.

Want to see the inside? Browse the photos, then find the price and full property details in the pinned comment.

What would you like to know about this condo? Ask below, or call/text me to arrange a private showing.

MLS #1223760

James Jestes

386-315-4744

eXp Realty





James Jestes · 1d

Get the full details on this amazing 2 story condo here: <https://myre.io/0RvJYG8y8G1i>



FORSALEDAYTONABEACH.COM

144 S Halifax Avenue 26, Daytona Beach, FL, 32118

👍

Reply

Share

Remove preview

Edited

MISTAKE TO AVOID

The three rules agents break most in my group: posting non-local homes, blind ads, and vague "list of homes" posts instead of a real listing.

Get Your Listing Seen on Facebook

7 / 17

03

— STEP 3 —

LIST IT ON MARKETPLACE

DO THIS

1. Write it the same way as your group post: short description, clean photos, lifestyle shot first.
2. Marketplace requires a price - enter the real one and choose the true category.
3. Share it to groups you've joined - up to 20 at a time, as many rounds as you need. Only relevant groups that allow real estate listings.
4. Note which groups require an address or a price, and adjust your post for each one.

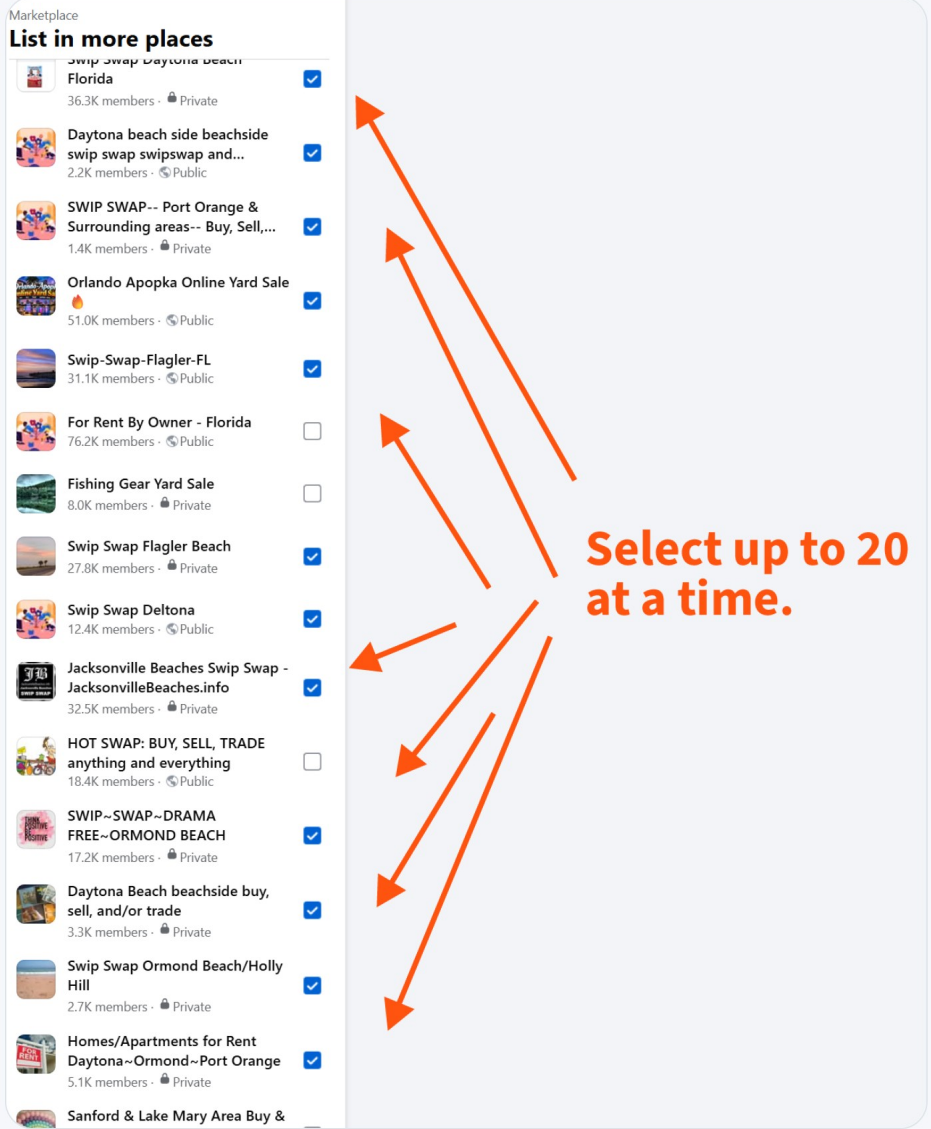
MY DETAIL

Start on Marketplace and it asks for the price. Share your post straight to a group and it doesn't - unless that group's rules require it. I note which groups do, so my post gets approved.

— STEP 3 · SHARE TO YOUR GROUPS —

Marketplace

List in more places



The screenshot shows a list of 15 Facebook groups. Each group entry includes a profile picture, the group name, member count, privacy status, and a selection checkbox. Orange arrows point to the checkboxes for the following groups: 'Swip Swap Daytona Beach Florida', 'Daytona beach side beachside swip swap swipswap and...', 'SWIP SWAP-- Port Orange & Surrounding areas-- Buy, Sell,...', 'Orlando Apopka Online Yard Sale', 'Swip-Swap-Flagler-FL', 'Jacksonville Beaches Swip Swap - JacksonvilleBeaches.info', 'SWIP~SWAP~DRAMA FREE~ORMOND BEACH', 'Daytona Beach beachside buy, sell, and/or trade', 'Swip Swap Ormond Beach/Holly Hill', and 'Homes/Apartments for Rent Daytona~Ormond~Port Orange'. The text 'Select up to 20 at a time.' is written in orange on the right side of the list.

Group Name	Members	Privacy	Selected
Swip Swap Daytona Beach Florida	36.3K	Private	☒
Daytona beach side beachside swip swap swipswap and...	2.2K	Public	☒
SWIP SWAP-- Port Orange & Surrounding areas-- Buy, Sell,...	1.4K	Private	☒
Orlando Apopka Online Yard Sale	51.0K	Public	☒
Swip-Swap-Flagler-FL	31.1K	Public	☒
For Rent By Owner - Florida	76.2K	Public	☐
Fishing Gear Yard Sale	8.0K	Private	☐
Swip Swap Flagler Beach	27.8K	Private	☒
Swip Swap Deltona	12.4K	Public	☒
Jacksonville Beaches Swip Swap - JacksonvilleBeaches.info	32.5K	Private	☒
HOT SWAP: BUY, SELL, TRADE anything and everything	18.4K	Public	☐
SWIP~SWAP~DRAMA FREE~ORMOND BEACH	17.2K	Private	☒
Daytona Beach beachside buy, sell, and/or trade	3.3K	Private	☒
Swip Swap Ormond Beach/Holly Hill	2.7K	Private	☒
Homes/Apartments for Rent Daytona~Ormond~Port Orange	5.1K	Private	☒
Sanford & Lake Mary Area Buy &			☐

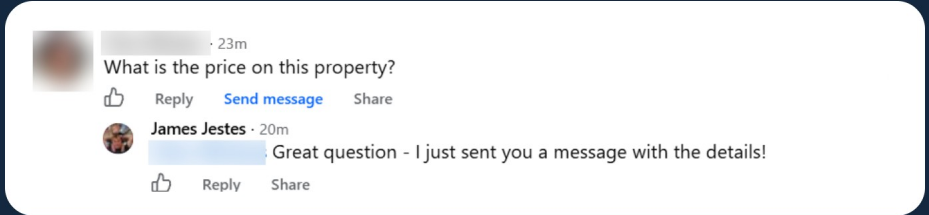
Select up to 20 at a time.

MISTAKE TO AVOID

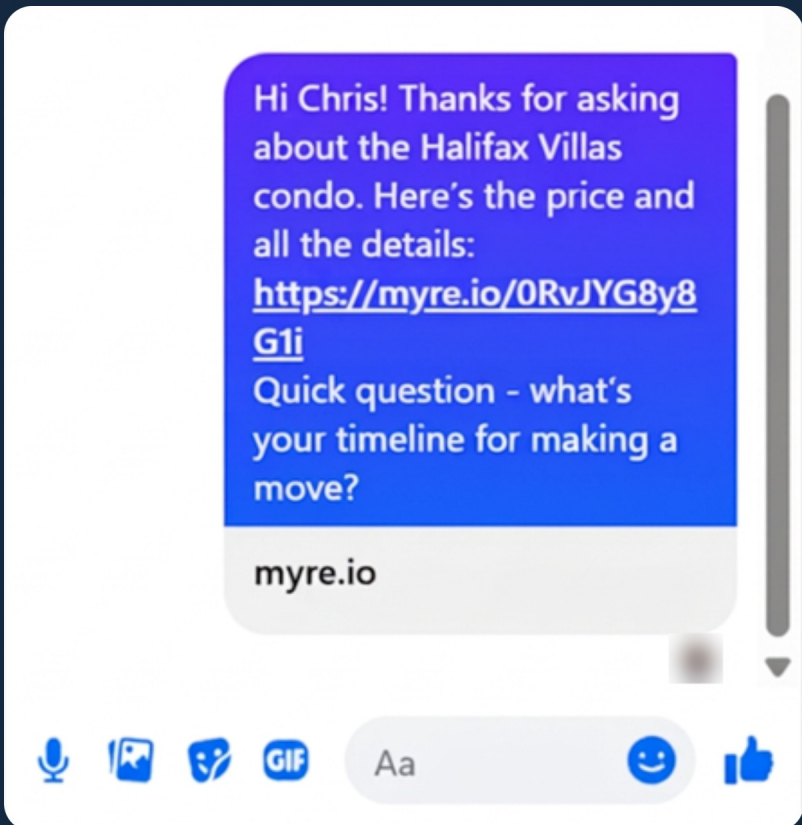
A fake price like \$1 or \$1,234 just for clicks - it's misleading, and Florida's advertising rule bans misleading ads.

04 ANSWER EVERY COMMENT AND DM

IN PUBLIC



IN THE DM



ANSWER EVERY COMMENT AND DM

DO THIS

1. Reply to every comment the same day.
2. Answer in one public line, then move the details to a DM.
3. In the DM, send your squeeze-page link and ask one question about what they're looking for.
4. Move anyone serious to a call or text.

MY DETAIL

My reply: "Great question - I just sent you a message with the details!" The details go in the DM, with the link to my website.

MISTAKE TO AVOID

Posting the price in the comments - it skips your website, so you never get the lead.

05

— STEP 5 —

CAPTURE EVERY LEAD

DO THIS

1. Before you post, build a single-property squeeze page for the listing in your CRM. I use kvCORE / BoldTrail.
2. Set the source - FB Groups or FB Marketplace - and add hashtags.
3. Use its short link in your pinned comment. Visitors are asked to register after 2 property views and land in your CRM already tagged.
4. Add commenters and DMs with the same tags, then add everyone to your monthly newsletter.

MY DETAIL

My squeeze page for 144 S Halifax #26: source "FB Groups," hashtags FB, FB_Groups and Condo, 2 property views before registration. It gives me a short link for the pinned comment.

— STEP 5 · MY SQUEEZE PAGE SETUP —

MULTI-PROPERTY

SOLD MULTI-PROPERTY

SINGLE PROPERTY

Single Property Squeeze Page

Build a Squeeze Page with just one listing.

Page Configuration

Listing

144 S Halifax Avenue 26, Daytona Beach, FL - 1223760 x

Source

FB Groups

Hashtag(s)

FB x

FB_Groups x

Condo x

Property Views Allowed Before Registration

2 (Default)

Link

Direct Link

Short Link

https://myre.io/0RvJYG8y8G1i

Generate Link

Reset

MISTAKE TO AVOID

One reply and no follow-up
- if they never hear from
you again, the
conversation dies.

THE CHECKLIST

WRITE IT

- ☐ Open with the lifestyle detail - never "Just Listed"
- ☐ Add the address and one paragraph of facts
- ☐ Add one line on the amenities
- ☐ Leave the price and HOA fees out of the post
- ☐ End with a question, then your name, phone and brokerage - never a blind ad

POST IT

- ☐ Build a squeeze page with source and hashtags
- ☐ Pick real estate and local buy/sell groups; read their rules
- ☐ Post 6 photos, best lifestyle shot first
- ☐ Pin your squeeze-page short link as the first comment
- ☐ List it on Marketplace with the true category and real price
- ☐ Share to relevant groups only; note which need an address or price

THE CHECKLIST

FOLLOW UP

- ☐ Reply to every comment the same day
- ☐ Move the details to a DM with your squeeze-page link
- ☐ Add commenters to your CRM with the same tags

James Jestes · 386-315-4744 ·
<https://realwolfpack.com/bookacall>

WHAT HAPPENS NEXT

This is Module 1 of Get Seen, Get Steady.



You now have the exact post I use and the steps that turn a comment into a conversation. This is Module 1 of Get Seen, Get Steady. There are 3 more. Here's what happened for me: I've sold 20+ homes from YouTube and Facebook. Partnering means joining me at eXp Realty. You'd get Agent Wolf Pack's training and live calls, a monthly AI session with me, and me one-on-one - in person if you're in Volusia or Flagler. It's all included when you partner. If you'd like to talk it through, book a call: <https://realwolfpack.com/bookacall>

Book a call



James Jests · 386-315-4744

James Jestes

eXp Realty

PHONE

386-315-4744

EMAIL

james@jamesjestes.com

BOOK A CALL

<https://realwolfpack.com/bookacall>

WEBSITE

RealWolfPack.com

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I'm an agent at eXp Realty; when agents partner with me I'm compensated by the brokerage.