



# The social side of real estate

Bill Johnston

TREB PRESIDENT'S COLUMN AS IT APPEARS IN THE TORONTO SUN

May 13, 2011

If you have spent any of your spare time on the Internet lately, chances are your online experience has included visits to websites like Facebook, YouTube and Twitter.

According to statistics published on a weekly basis by the online activity measurement company Experian Hitwise, we visit Facebook more than any other website, and YouTube ranks as the fourth most popular Internet destination for Canadians.

As a result of the pervasiveness of social media, many different sectors have are using them in their efforts to reach out to you, and the real estate profession is no exception. Given that the web serves as a means of conveying candid, up-to-the-minute information, it's no wonder that the use of social media is so popular in the world of real estate.

By connecting with Greater Toronto REALTORS® through social networking websites you can gain considerable insight into continuously evolving real estate trends and opportunities in our region.

You will find a range of information from updates on the market to important tips to consider from both the buyer and seller perspectives, and much more.

A good rapport is important in every business relationship, and social media can be beneficial in this regard. Beyond posting links to key information, REALTORS® may use social media to offer their individual perspective on a number of different real estate related topics through YouTube videos, tweets and Facebook updates. Often you will find links

to REALTORS® blogs, where they offer insightful commentaries on the latest news that may affect you in the world of real estate.

Regardless how many transactions you undertake in your journey up the property ladder, you're likely to encounter different variables in every transaction because they each involve their own unique set of circumstances. That is why so many buyers and sellers depend on the professional insight of a REALTOR® to guide them through the process.

To find a real estate professional who matches your needs, begin by asking family, friends and colleagues for referrals, then be sure to learn more by following REALTORS® updates and perspectives on social networking websites.

*Bill Johnston is President of the Toronto Real Estate Board, a professional association that represents 31,000 REALTORS® in the Greater Toronto Area.*

**Follow TREB on [www.twitter.com/TREB\\_Official](http://www.twitter.com/TREB_Official), [www.facebook.com/TorontoRealEstateBoard](http://www.facebook.com/TorontoRealEstateBoard) and [www.youtube.com/TREBChannel](http://www.youtube.com/TREBChannel)**