

# REAL ESTATE

Marketing Services Offered by DahlgrenSocial



**Asher Dahlgren**

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"In today's digital age, where strategy meets innovation, a real estate agent's presence on social media isn't just an option – it's vital."

Whether you're an agent that focuses on luxury developments, suburban family homes, commercial properties, or vacation getaways, we tailor our services to your brand.

Allow us to walk you through our service offerings...

# CONTENT CREATION

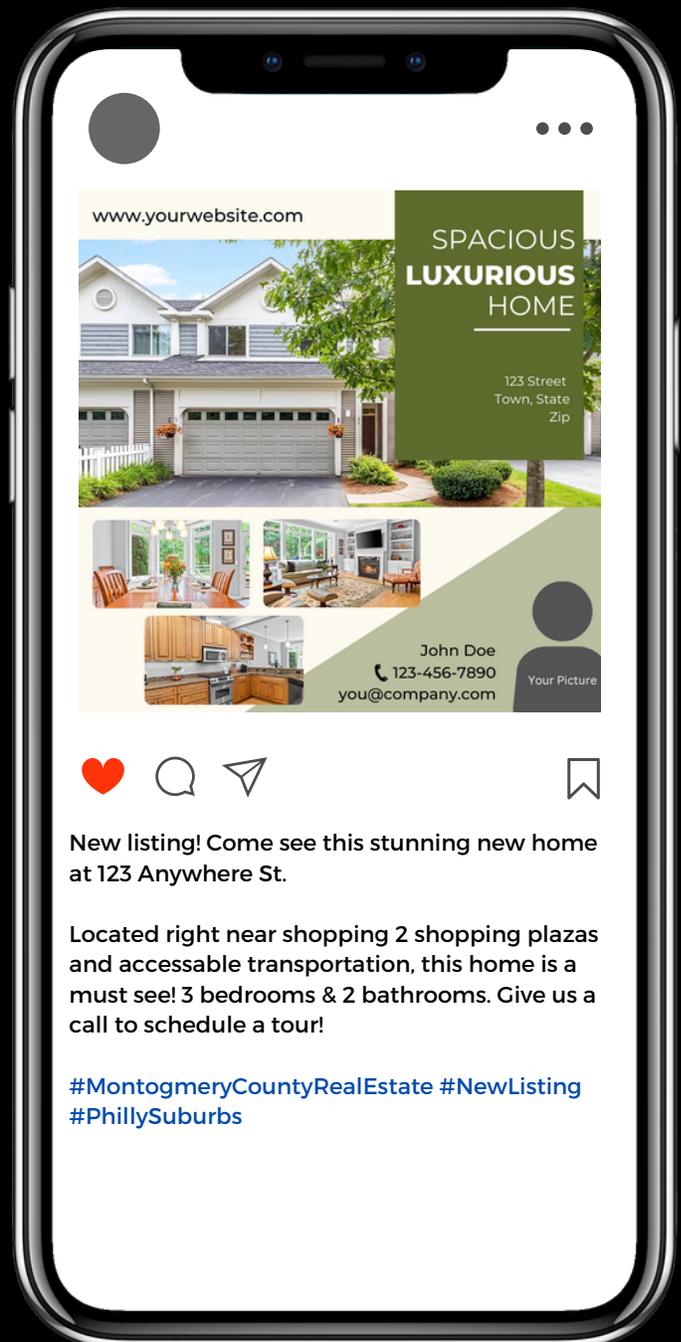
Content is the core of our offerings, reflecting your brand's unique voice and connecting you with the right clients.

Here are a few examples of content we can create:

## Listing Updates

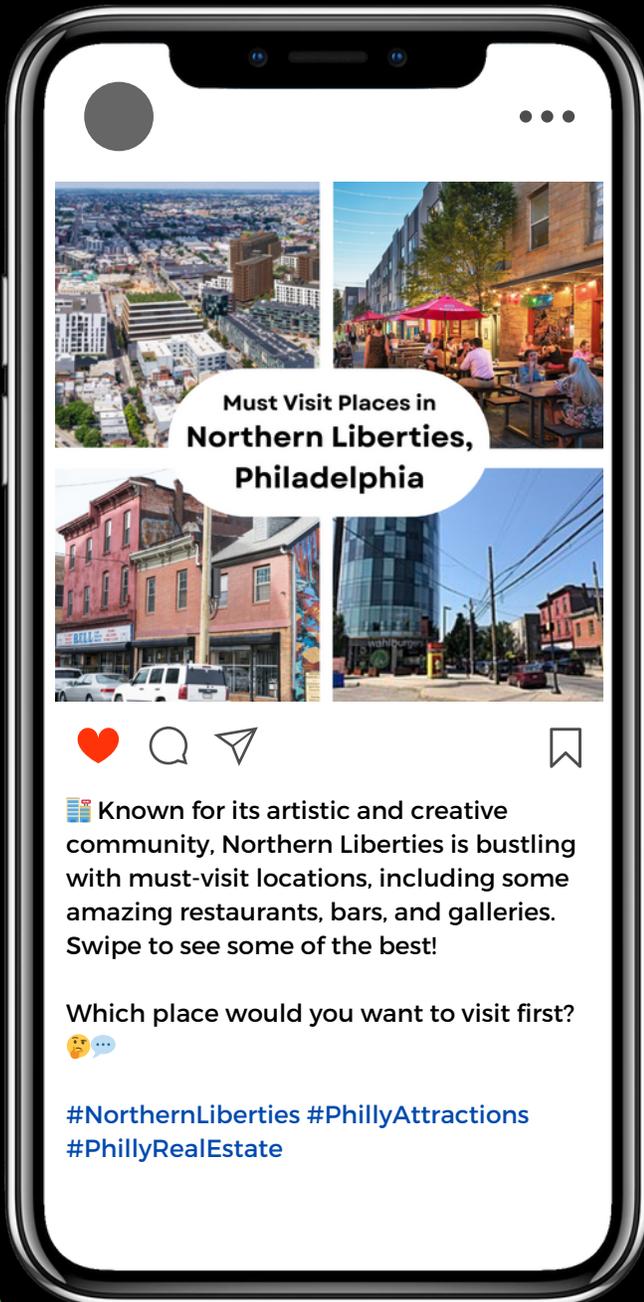
Get the word out! We format posts to keep your audience informed about new listings, closed deals, and more.

We create engaging social media captions with a proper call-to-action.



# Neighborhood Spotlights

Showcase your area! Prove your expertise with content highlighting the neighborhoods you operate in. Leave the neighborhood research and posting to us.



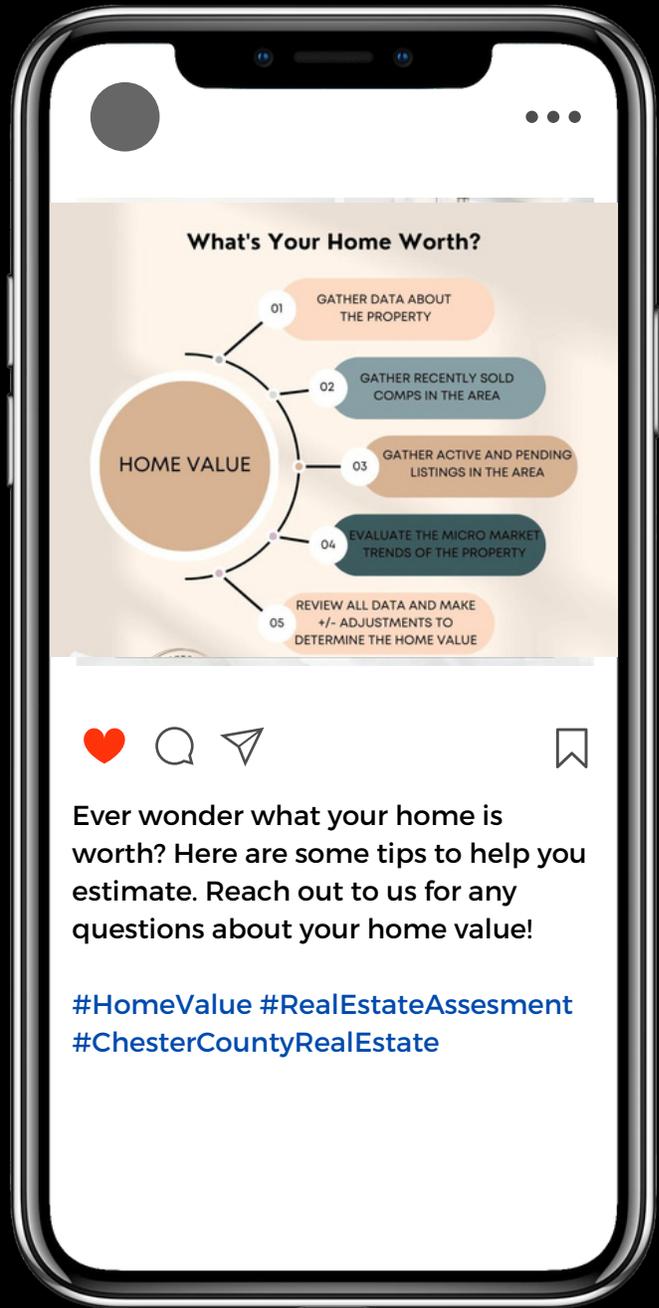
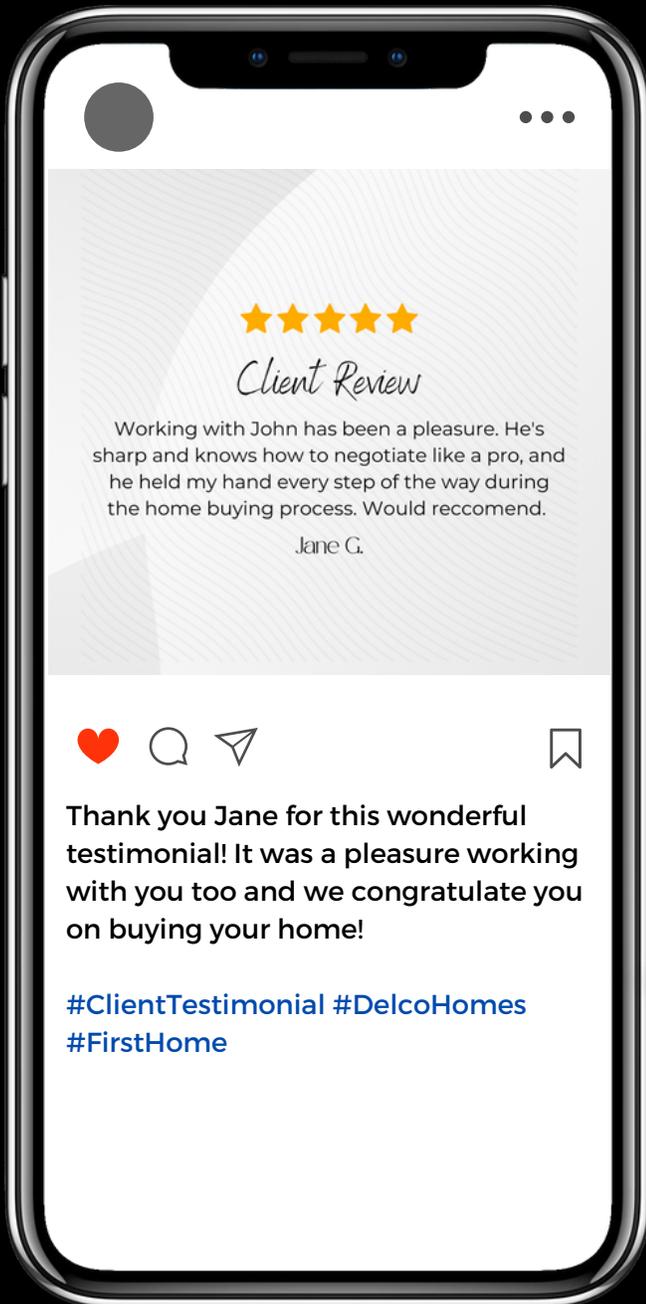
## Feature Community Events & News

Clients are looking for agents involved in their community. We stay informed about your area and create content that resonates with members of your community.



# Showcase Testimonials

All we need is a written testimonial from your client, and we can format a beautiful post like the ones seen below.



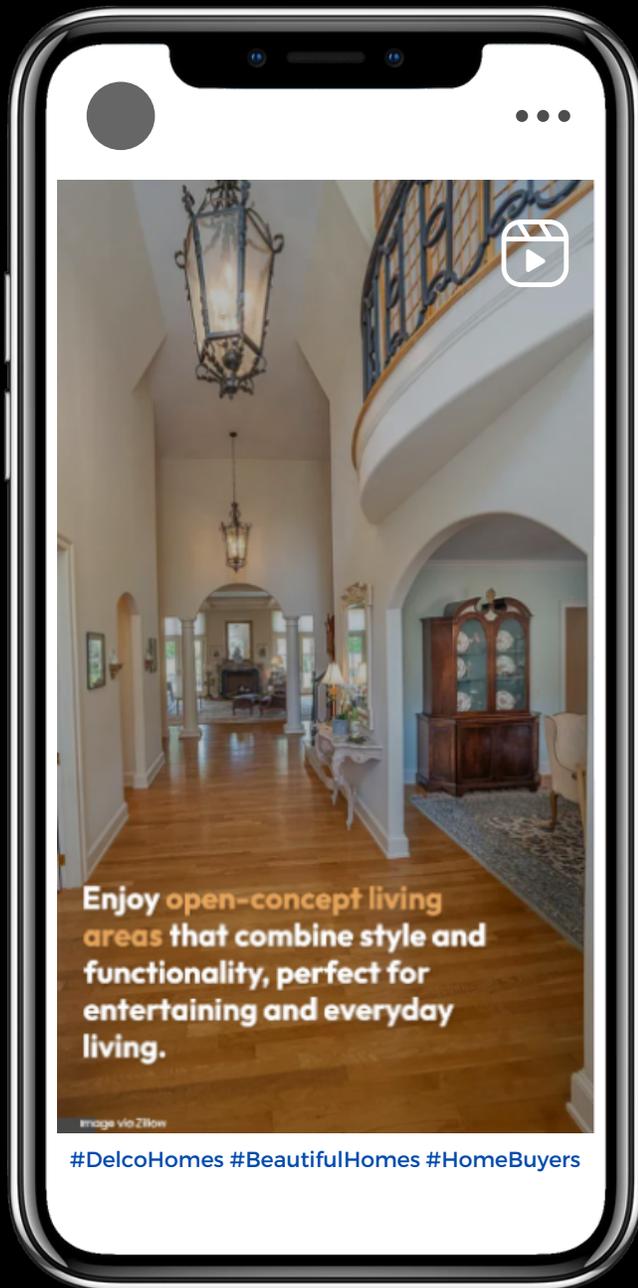
# Provide Real Estate Tips

Showcase your expertise in the real estate industry with tips or market updates for your audience.

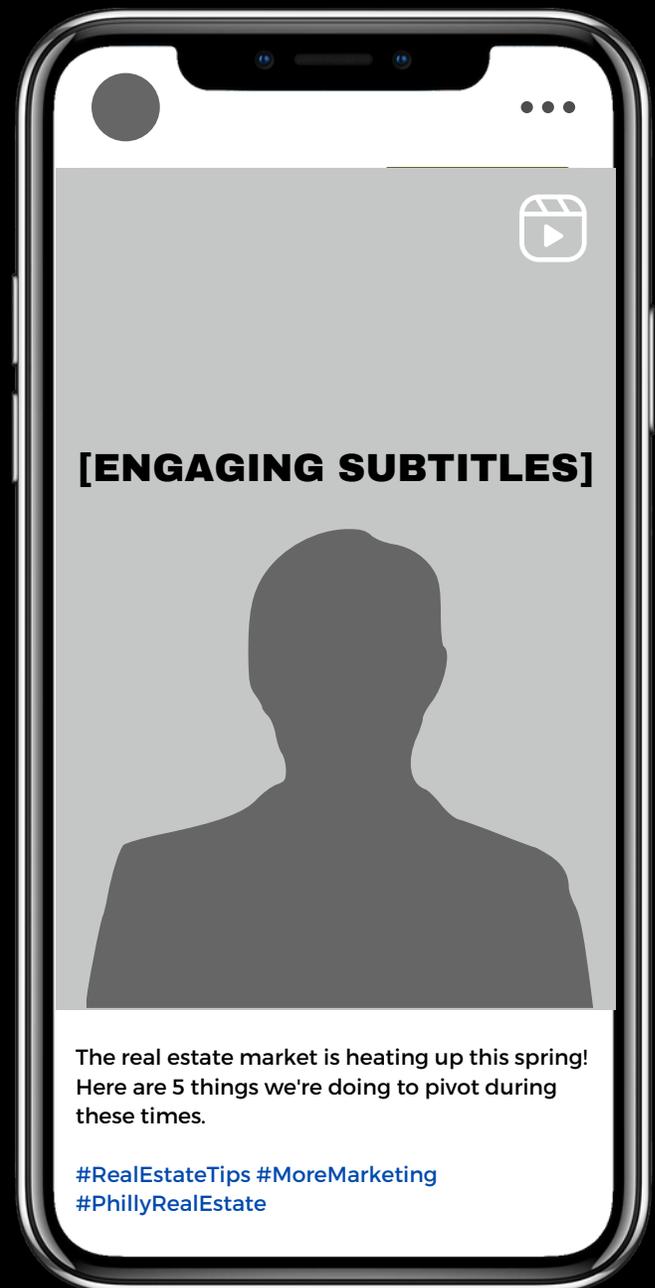


## Video Content

Perfect for the current trend towards short video content, we can create various types of video content tailored to your needs. We can craft scripts and outlines for talking head videos, or combine images and text to create video slideshows, beautifully showcasing your properties. Leave the ideas and video editing to us, including stitching clips and subtitles.



Talking head videos:



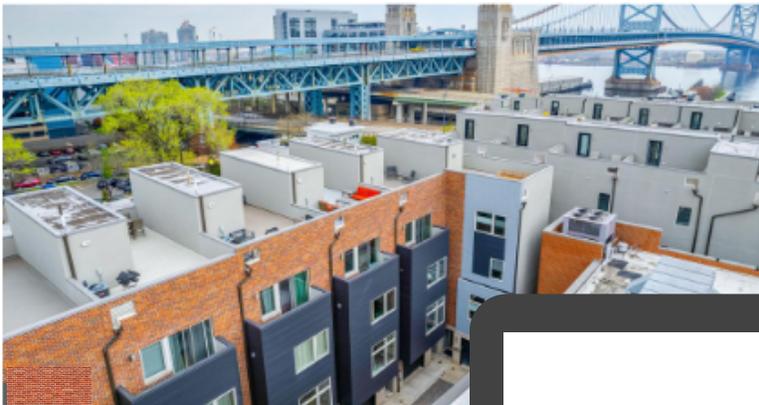
# Blog Article Creation

Establish yourself as an industry leader. We can craft insightful articles on a wide range of real estate topics, as well as the latest industry events and developments.

By co-writing with advanced AI technology, we ensure content that is not only engaging but also data-driven and up-to-date.

Our articles are utilized on both your website and social media platforms to position yourself as an industry leader, attract potential clients, and showcase your expertise in the real estate market.

## The Rise of Eco-Friendly Homes in Philadelphia



In recent years, the real estate industry has witnessed sustainability. As environmental concerns take center stage, green buildings are becoming the new norm. This blog post delves into the real estate market and why they are gaining immer

### 1. What are Eco-Friendly Homes?

Eco-friendly homes, often referred to as green homes, focus on minimizing their environmental impact. They incorporate sustainable materials, energy-efficient appliances, and innovative designs that reduce energy consumption. These homes prioritize the well-being of the planet and its inhabitants.

## The Impact of Rising Rates in Today's Market

### The Changing Landscape

In recent times, financial markets have been closely monitoring the trajectory of interest rates. As central banks adjust their monetary policies in response to economic conditions, rising rates have become a focal point for investors, businesses, and consumers alike. This article delves into the implications of these increasing rates in today's market.

### Understanding the Reasons for Rising Rates

Central banks, such as the Federal Reserve in the U.S., may decide to raise interest rates for several reasons:

- Inflation Control: To curb rising inflation and stabilize prices.



# ENGAGEMENT & COMMUNITY BUILDING

Build a community around your brand. We engage with your audience and relevant creators across platforms to get you noticed wherever possible. Let's break it down:

## Inbound

We interact with your follower's comments, mentions, and other engagements to show your commitment to your audience.

## Outbound

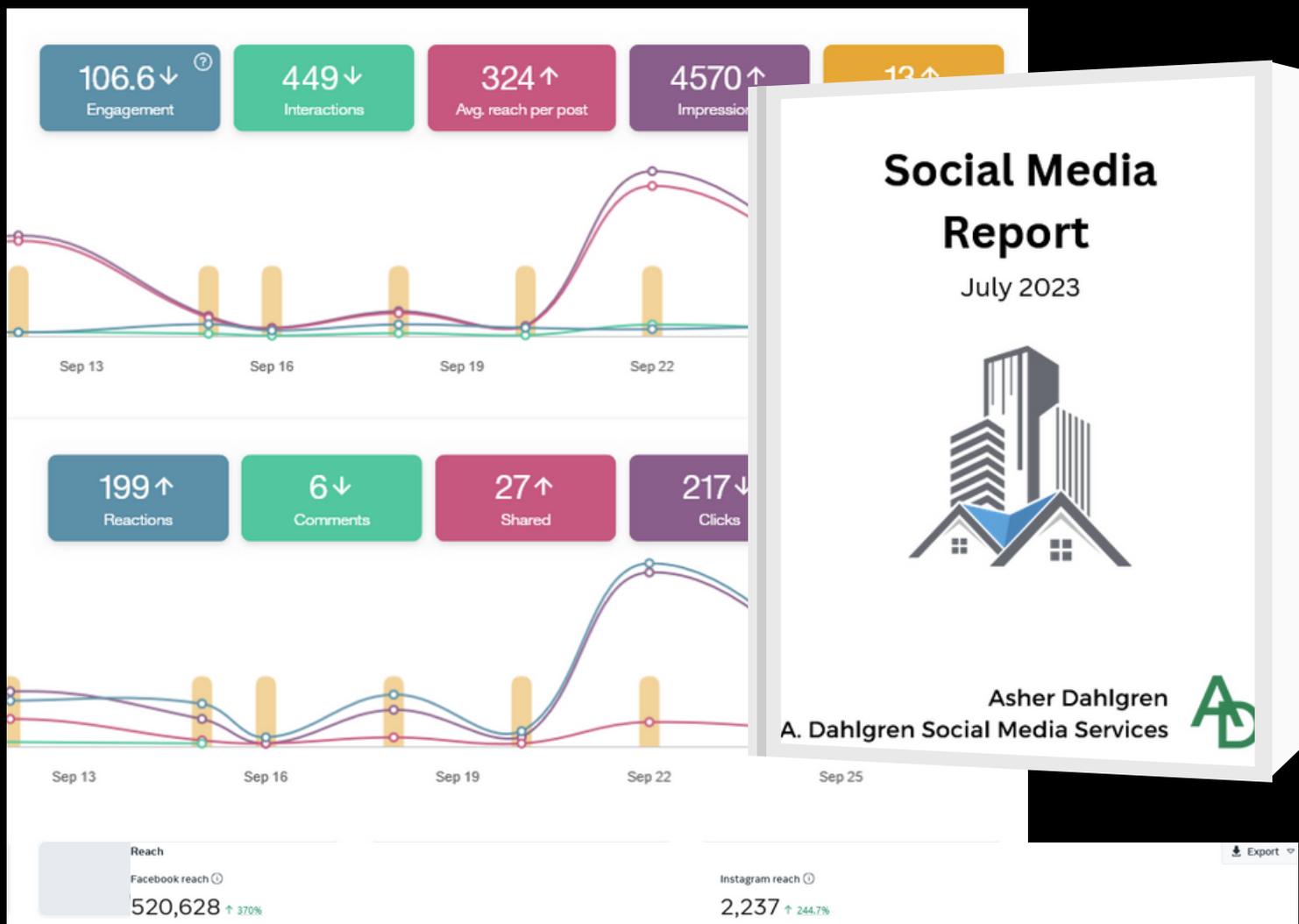
We follow relevant creators and key figures/businesses in your local area and community. We'll interact with their content across platforms to build everyone's accounts and keep your brand front and center. Facebook and LinkedIn groups are key to leverage.

- Follower interactions
- Outreach
- FB & LI groups
- User-generated-content



# ANALYTICS & REPORTING

Data drives decisions. Our analytics tools provide a clear view of your brand's social media performance. Through concise reports and actionable insights, we'll determine what's working and what's not to better refine our strategy moving forward.



# About Us

Meet Asher Dahlgren, the founder of DahlgrenSocial. Seeing businesses miss out on the potential of social media, he launched DahlgrenSocial in 2022 with a focus on transparency, value, and a youthful edge.

Today, we have over a half-dozen local clients and a growing team of content creators.

Our mission is simple: Empower our local agents and brands to leverage the untapped potential of social media.



**Asher Dahlgren**

Social Media Manager  
& Founder

A handwritten signature of Asher Dahlgren in black ink, enclosed within a large, hand-drawn oval.

## FEATURED IN



# READY TO DELEGATE?

You're busy perfecting your craft as an agent. Let us handle your social media so you can focus on what you do best.

Reach out today for a free personalized proposal!



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*Thank  
you!*