



MODERN AGENT MASTERY

# FACEBOOK TARGETING CHECKLIST

version 5.2

# INCLUDE PEOPLE WHO MATCH

## INTERESTS

- Real property
- Real estate
- Home
- Property
- Mortgage loans
- Real estate broker
- Luxury real estate
- Real estate development
- Trulia
- Zillow
- Family
- For sale by owner
- Residential area
- School
- Licensed real estate agent
- Licensed real estate broker
- Mortgage calculator
- First time home buyer grant
- Realtor.com
- Homes.com
- Single family detached home
- Condominium
- Pre-qualification (Mortgage)
- Private school
- Gated community
- Buying a house
- Real estate appraisal
- Buying and selling real estate
- Property tax
- Property insurance
- Mortgage broker
- Mortgage insurance
- Mortgage bank

## BEHAVIORS

- Likely to move

## HOME OWNERSHIP

- First time homebuyer
- Homeowners
- Renters

# EXCLUDE PEOPLE WHO MATCH

## JOB TITLE

- Broker
- Realtor
- Real Estate Appraisal
- Real Estate Investor

## EMPLOYERS

- Real Estate Development
- Real Estate Agent
- Real Estate Directory
- Real Estate Broker

## FIELD OF STUDY

- Real Estate Broker
- Real Estate Agent



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the end