



## The Best Brokers At Social Media: Matt Laricy

*Matt Laricy of the Americorp LTD uses innovative video content to wow his followers on social media.*

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01/04/2018

These days, in order to stand out in a crowded sea of social media platforms and posts, you have to be innovative with your content and your strategy. Matt Laricy, real estate broker at Americorp Real Estate, feels a brand's social media presence is an extension of the brand and the message it is trying to portray. With a focus on selling luxury homes, their 3D tours and drone videos take their social media pages up a notch--to align with the upscale properties they are selling.

ESTATENVY spoke with Laricy to learn more about his current social media strategy and his advice for other brokers getting started.

ESTATENVY: How do you engage with your customers most frequently?

Matt Laricy: We use Instagram and Facebook the most and we try to do different things by showing what we close, relevant articles to the marketplace, cool videos and facilitating conversations around various topics. We use a professional production company to make our videos look slick and provide 3D tours of our homes. We even have drone videos that showcase the properties we are listing. We are always creating new content.

ESTATENVY: Is there a certain visual aesthetic your aim to portray across all of your social channels?

Matt Laricy: We do try make sure were always portraying a nice, clean brand with a luxury look and feel. And we always want to be pushing the envelope with technology on social media.

ESTATENVY: What is the greatest challenge in reaching and engaging with your audience?

Matt Laricy: There is a ton of stuff out there and you have got to put enough out there so they see it but not too much. There's a lot of competition so we are always challenging ourselves to create new content. I'm always trying to think of a way where we can visually grab their attention and stand out.

ESTATENVY: How has social media helped you with business development?

Matt Laricy: It helps establish our brand as people who are always pushing the envelope. I don't have to introduce myself to people--they already know. It has made us more recognizable as a company. The main thing as a realtor is to not have to introduce yourself to people like that because it is the cheesiest thing in the world.

ESTATENVY: Do you use social media more for brand exposure or for industry networking purposes?

Matt Laricy: We try to use it more for brand exposure. If you brand yourself well enough, then everybody knows who you are. They people who are good in the industry want to follow us anyway to watch what we are doing.

ESTATENVY: How do you find a balance between posts that are strictly business and those that are more humanizing and culture-based?

Matt Laricy: We try to plan out a week of what we are going to post. You have to make yourself--it brings you down to earth to mix it up and not post one of too many types of content.

ESTATENVY: What is your best advice for a new real estate broker looking to build a presence on social media?

Matt Laricy: You have to be consistent and don't fall off. Don't just talk about mundane stuff

and find out what works for you. We map out cool graphics but maybe that isn't your best. Maybe your best thing is foreclosures. Be true to the brand you portray and post less for getting attention.

I would also advise that you have a concise message across all platforms. We use Sprout Social to use a consistent message across platforms.

ESTATENVY: Do you promote your social channels anywhere other than your website? (Ex: Business Card, Email Signature, etc.)

Matt Laricy: I make sure to create a profile on any real estate website and put our social profiles there. We also have our social channels in the window of our office. Word of mouth is also big--I try to tell people about our social pages.