

Transform 2020
Presented by Elite Agent X Homely

Week 2– 19/05/2020 – 15/05/2020

Task 2 - Add Suburb and Street Reviews

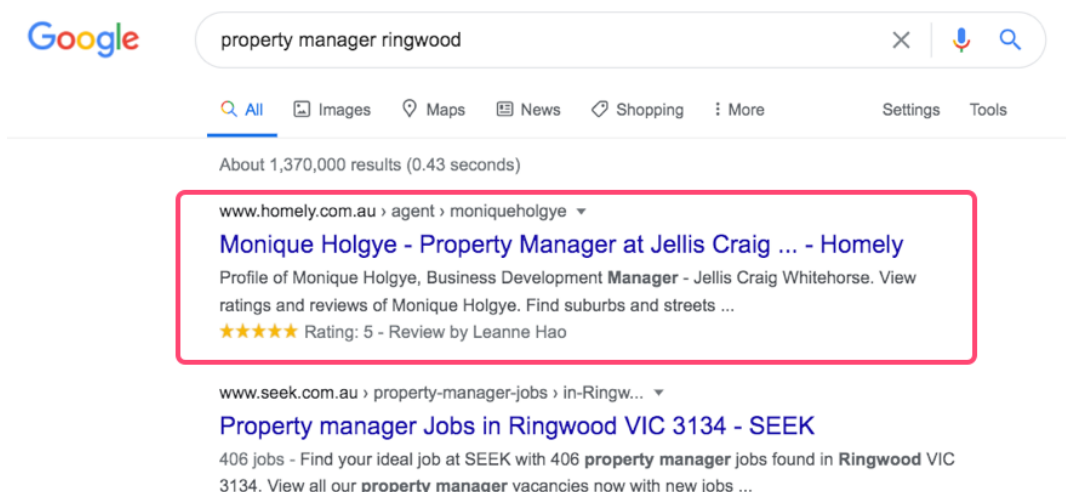
Hints and tips for building out your Homely Community Profile with Street and Suburb Reviews:

- Login to your Homely account and review not only your immediate suburb but all the surrounding areas, towns and regions you also service to illustrate the extent of your expert community knowledge. We recommend reviewing at least 10 suburbs.
- Don't forget to review the local streets you're familiar with and former places of residence that you know very well. This kind of detailed and personalised hyperlocal content is highly unique and over time will help to boost your position in Google Search results.
- Add your name, job title, office name, office location and contact details (almost like an email signature) to each Street and Suburb Review you submit. People reading up on your specific suburbs will soon recognise you as the local area expert and easily be able to get in touch with you when they want to sell and lease out their properties.

Premier Agent Case Study – Monique Holgye Property Manager Jellis Craig Whitehorse:

Google 'Monique Holgye' and you'll see her profile on Homely is the 2nd search result that appears. This is largely due to the time, effort and knowledge she has invested into writing hundreds of Street and Suburb Reviews on Homely. Monique's Community Profile receives thousands of views per year and is the **#1 search result** when the search terms 'property manager Ringwood' or 'property manager Mitcham' are put into Google.

This shows just how powerful a long-term commitment to contributing numerous pieces of hyperlocal content and regularly engaging with the Homely community can be for agents and property managers alike for business growth and lead generation.



For any enquiries or questions please get in touch at help@homely.com.au.