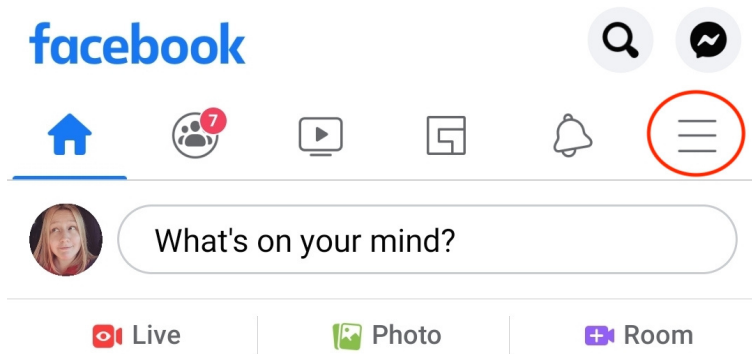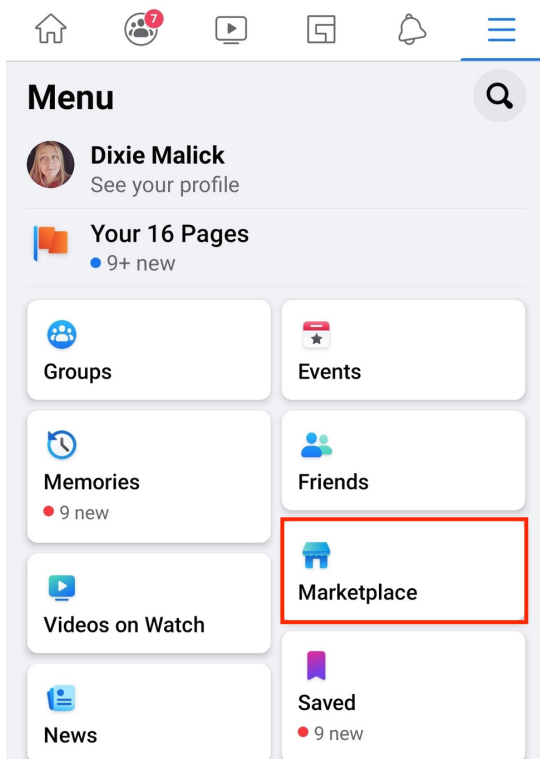# POSTING ON FACEBOOK MARKETPLACE

HOW TO GUIDE

Please find a step-by-step guide on how to post to Facebook's Marketplace, below.
Facebook Marketplace is a FREE marketing tool to promote FPG Communities and Available Units.

Step 1: ON YOUR PHONE, Log-In to your Facebook account & navigate to the 3 lines in the upper left corner, opening your menu

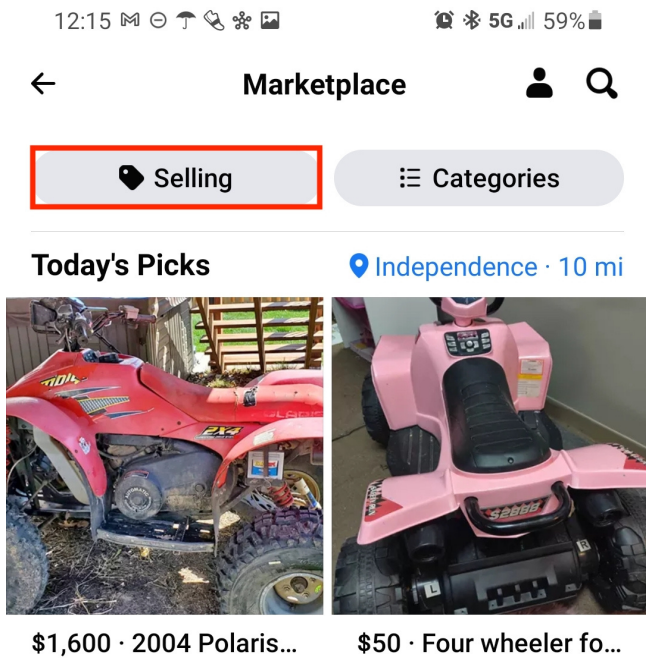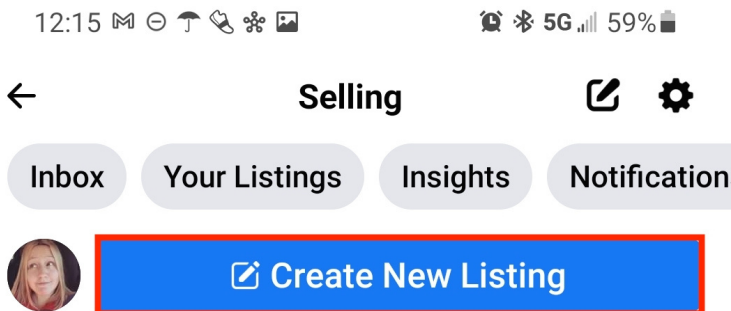## Step 2: Navigate to, "Marketplace"

POSTING ON FACEBOOK MARKETPLACE
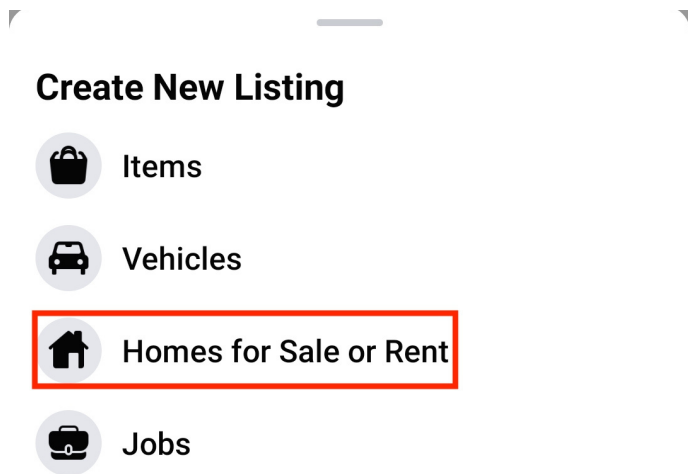
HOW TO GUIDE

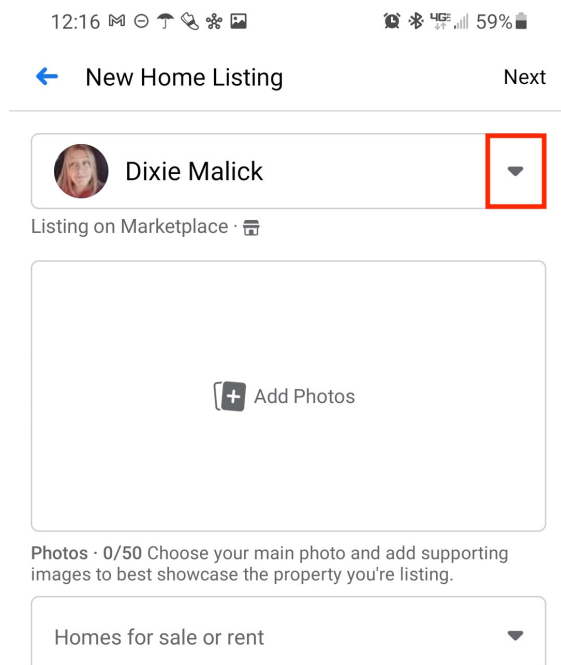### Step 3: Navigate to, "Selling"

Step 4: Click "Create New Listing"

Step 5: Navigate to, "Homes for Sale or Rent"

Create New Listing

🛍️ Items

🚗 Vehicles

🏠 Homes for Sale or Rent

💼 Jobs

Step 6: Click the down arrow to switch from your Personal Profile to the Business Profile

12:16 Ⓜ️ ⊖ ⬆️ 🔍 ❄️ 🖼️   ⏰ ⓧ 4G📶 59%🔋

← New Home Listing   Next

Dixie Malick   ▼

Listing on Marketplace · 🏪

🖼️+ Add Photos

Photos · 0/50 Choose your main photo and add supporting images to best showcase the property you're listing.

Homes for sale or rent   ▼

POSTING ON FACEBOOK MARKETPLACE

HOW TO GUIDE

Step 7: Fill in all information listed (if applicable), then click, "Next"

Step 8: If information is ready, submit post to Marketplace

Notes:

1. Facebook is constantly updating and changing, but their template generally stays the same so knowing how to navigate is key.
2. You must post to the Marketplace via your cellphone because otherwise, it will post from your personal profile and not the business page
3. When a prospect is interested in one of the listings, they will direct message you in Facebook Messenger.
4. Marketplace only offers certain amenities to be listed, so make sure you're adding those descriptions in the "Property Description."
5. Always check for typos/grammatical errors before publishing.