



Real Estate

Why You Should Care About Pinterest as a Real Estate Professional

Have you noticed the exciting new update of the Pinterest Pin It button added to listings on coldwellbanker.com? Inman News has, check out [what they have to say](#).

Haven't noticed it yet? Well here it is:

2632 Arbuckle St, Houston, TX 77005

PROPERTY DETAILS | MAP | AGENT | OFFICE | NEIGHBORHOOD | [Back to search results](#)

Listed by Coldwell Banker United, Realtors - [View Local Website](#)

\$1,049,900 USD Estimated Monthly Payment: \$5,437 USD - [Can I afford this](#)

4 Bedrooms 4 Baths 1 Half Baths 4156 SqFt MLS: 13217547

[Watch Property Video](#) [View on map](#)

Location: Houston, TX 77005
Prop Type: Single Family Detached

[Like](#) 0 [+1](#) 0 [Pin it](#)

Contact Michele Haddock

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*How would you like to be contacted? [RAPID RESPONSE](#)

*First Name *Last Name

*Email Phone

I am interested in: Buying a Home Selling a Home Maintaining a Home

*Please use the text box below to submit any comments or questions

Yes, I would like to receive emails from Coldwell Banker [Send](#)

2 of 33 images - 1 video

[Pin it](#)

The pin in button (in red box above) allows our website visitors to select a photo from a listing and pin it onto their Pinterest account. Since going live last week this website enhancement has already become quite popular with consumers. They have been adding these photos to boards like “Dreams for the Future”, “One day, I will call this home” and “Favorite Places & Spaces”. Hundreds of Coldwell Banker listing have been pinned from the site onto consumer Pinterest boards and listings are being repinned by their social networks. As we all know listings with a variety of photos get more attention but this affirms why the quality of these photos is so important.

Not using Pinterest yet? Here are three ideas to get you going:

1. **Create a board for each town you do business in** and highlight why it is a great neighborhood to live in. Pin your favorite restaurants, businesses, and things to do and see. This will help position you as a local expert. If you blog about your community be sure to pin your photos from your blog post. This will drive traffic back to your site. Need some creative inspiration? Try this. Go out this weekend... take some amazing photos of your community sights and scenes and write a blog post about events happening in the next 30 days. (Pumpkin Patches, Harvest Festivals, Christmas Tree Farms, New Years Eve Events... you get the idea)
2. **Get your buyers involved.** Ask them to create a board of their ideal “dream home.” Once completed take a look together and identify common themes. This will eliminate guesswork and provide excellent insight into their style and architecture preferences.
3. **Get your sellers involved.** This is a fun ways for them to take a hands-on approach to selling their home. Create a board for each home you sell. Include pictures that appear on the MLS but take it one step further and tie in the Coldwell Banker Value of a Home thinking. Ask the sellers to provide you with photos of them enjoying their home. (Think bbq’s, holidays and family parties).