



LINKEDIN ACCOUNT

Step by Step Guide



THE

5 SITE

DIGITAL BLUEPRINT

Created by:

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Marketing and Sales Leader



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THE 5 SITE DIGITAL BLUEPRINT

OVERVIEW

This guidebook is part of The **5 Site Digital Blueprint** brought to you by Alex Montalenti, Real Grader and Real Grader University.

ABOUT ALEX MONTALENTI

Alex is a leading technology innovator, serial entrepreneur, and coach to realtors. With more than 20 years of experience, he is responsible for the creation of multiple companies and the development of training programs for real estate professionals.

Alex focuses on social media growth, digital branding, technology solutions, reputation management, and sales growth

Son of a Romanian immigrant, Alex began developing solutions by helping his mother, now a retired real estate agent. It was 1999, the time when the internet disrupted the industry and hundreds of realtors saw themselves struggling with technology. After he saw the value in using technology, he became the founder of one of the first website and marketing companies for real estate in Long Island. Today, those companies are eRealty Media and Real Grader.

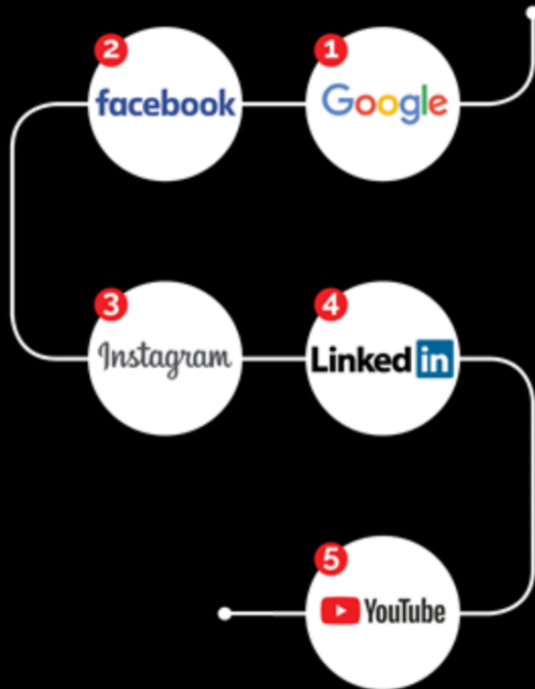


THE 5 SITE DIGITAL BLUEPRINT

ABOUT REAL GRADER AND OUR UNIVERSITY

Our mission is to help 100,000 agents reduce frustration and stress. This will enable them to expand their digital footprint and their real estate business. We are here to help you get the information and services to grow your business and enrich the quality of your life. With access to our education and training on digital marketing, you will learn to leverage your time and delegate the rest to us. Our training and our services have helped agents to multiply their business in less than one year with simple yet crucial solutions we developed.

After COVID-19, RealGrader made all their members-only training available freely to all realtors and this has allowed hundreds to grow in social media a reported 600%! And the best way for any new or experienced realtor to begin to see similar results is to enroll in the 5 Site Optimization Plan. This plan is the foundation yet it works in harmony with the InstaCard, a way to share your entire portfolio of online marketing with a single click. Contact us to learn more at realgrader.com

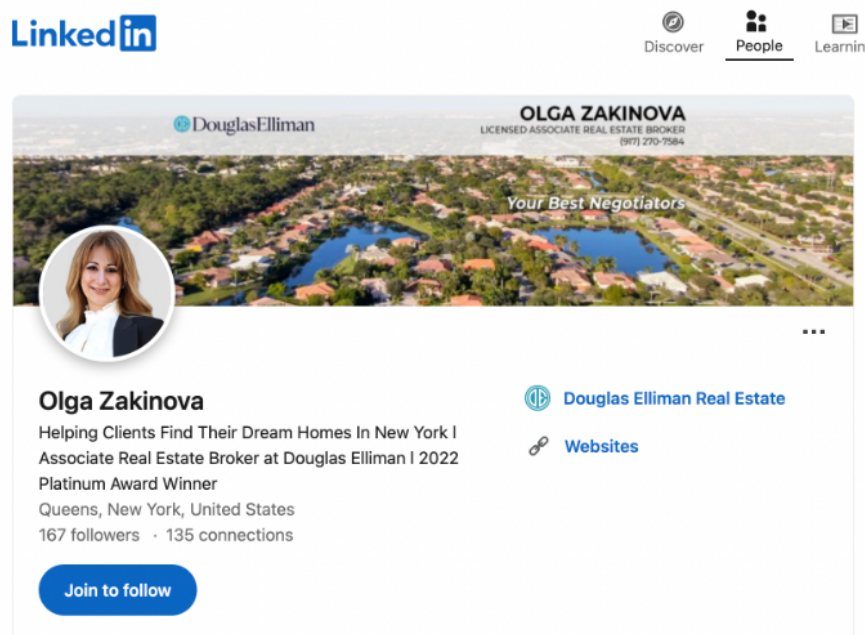




WHAT IS LINKEDIN?

Every real estate professional should have a profile on LinkedIn, the largest professional social network in the world, and should optimize it to generate more leads and close more deals. We'll go through every essential feature, advice on how to stand out, and even a rundown of LinkedIn's premium member-only features.

An ideal LinkedIn profile should appear like this:



About

I have been very fortunate to be named Douglas Elliman's 2022 Platinum Award Winner. The crazy part about all of this is that I never expected to create a successful real estate business because I was afraid of what people would think of me. 😊

Your profile should have a unique branded cover image and have a consistent headshot to use in all media platforms. She also highlighted what audience she helps, affiliation as a full time realtor with an established real estate company, Douglas Elliman, and the platinum award winner title. Adding these details to your profile sets you apart from other realtors or other individuals on LinkedIn.



LinkedIn is one of the last site on our list to help you optimize your online presence because it is easier work around if you have Facebook because you can transfer information.

This is the ideal "About" section:

The screenshot shows a LinkedIn profile's 'About' section. At the top left is the LinkedIn logo. At the top right are navigation links for 'Discover', 'People', and 'Learning'. The main text of the 'About' section reads: 'I have been very fortunate to be named Douglas Elliman's 2022 Platinum Award Winner. The crazy part about all of this is that I never expected to create a successful real estate business because I was afraid of what people would think of me. 😊'. Below this is a paragraph: 'Through my journey though, I have been able to overcome that fear and step into my calling: finding people their dream homes.' Another paragraph follows: 'Now, I am an Associate Real Estate Broker at Douglas Elliman who leads a team of over 10 people "The Zakinova Team" and we are dedicated to helping clients achieve their goals in each successful transaction. In fact, 90% of our business comes from repeat and referral clients.' The next paragraph states: 'Presently I am dually licensed at the New York firm's Bayside and Roslyn offices and proud to specialize in selling all throughout Queens as well as Long Island, the Roslyn area in particular.' This is followed by a section titled 'WHAT I DO:' which contains a bulleted list of services: '- Partner with top-quality, hand-picked, fully-licensed and insured third-party companies that handle it all, from complete cleanouts to organizing donations, providing dumpsters, holding tag sales, landscaping, disposing of old cars, overseeing contractors, and much more.', '- Work with lots of cash buyers/investors who are interested in buying properties in as-is condition, with no cleanout necessary.', '- Collaborate with a client's probate attorney to expedite the selling process.', '- Command much higher offers than their local agent or investor competitors, thanks to Douglas Elliman's global reach and resources.', '- Eliminate wasted time and stress for clients with their seasoned experience and knowledge of the probate process.', '- Coordinate every detail at no extra charge, from property management to marketing, staging, and showing a home at its best to sell or rent. One phone call and you're done!'. Below the list, it says 'My focus is to help you!' and 'If you have any direct questions, please email me at 📧 olgazakinova@gmail.com'.

Your "About" section should capture and summarize what you do, what your clients say, your years of experience, and your expertise. You also want to show a little bit of your personality and add unique elements like emojis, statistics, and offer contact information.

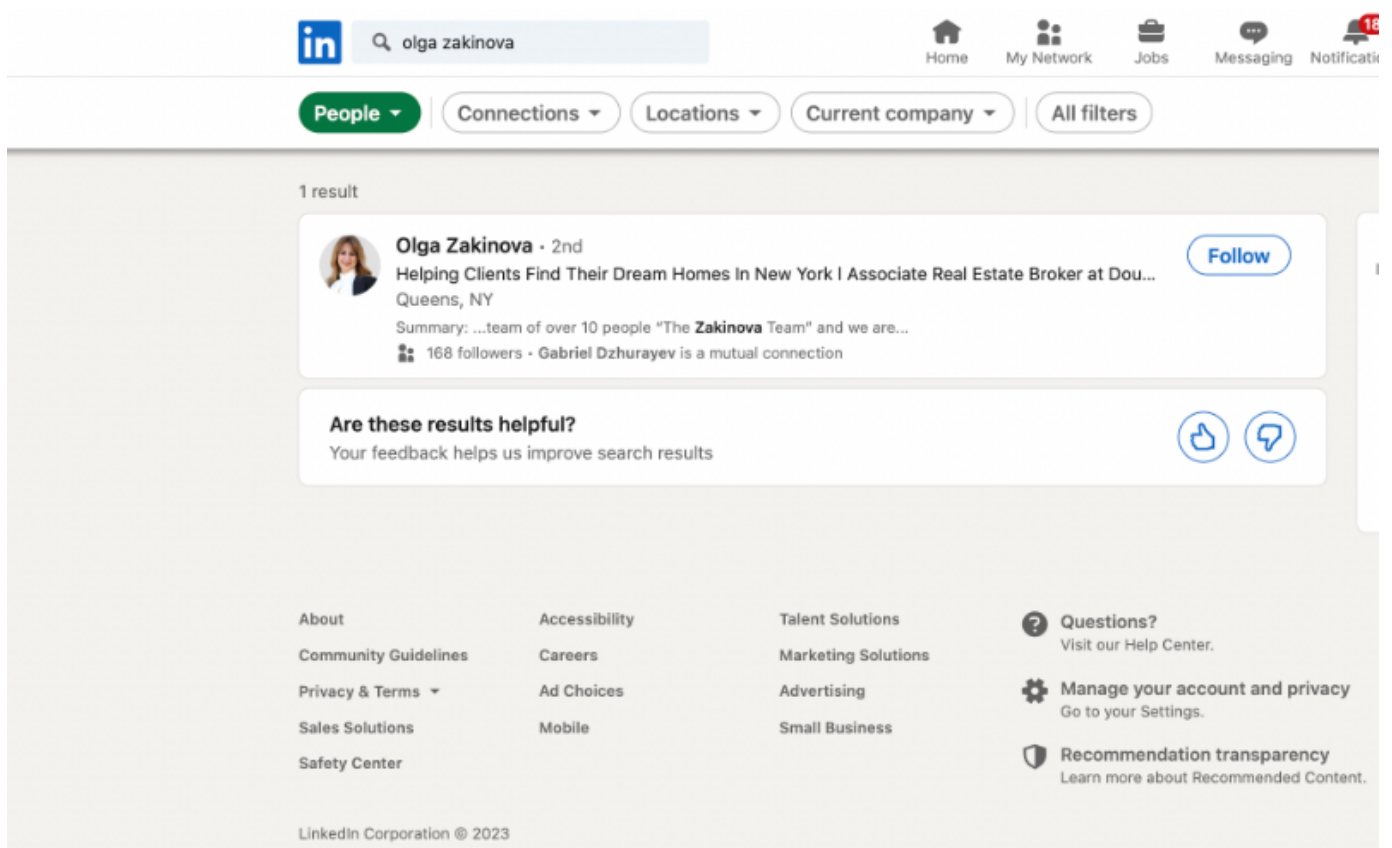
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It is also best to just have one account that you identify with, this is to avoid confusion for any client that is searching for you or your service. Having multiple accounts can also cause stress to update and confusion to your potential clients.

There should only be one name that pops up on the LinkedIn database (considering common names):

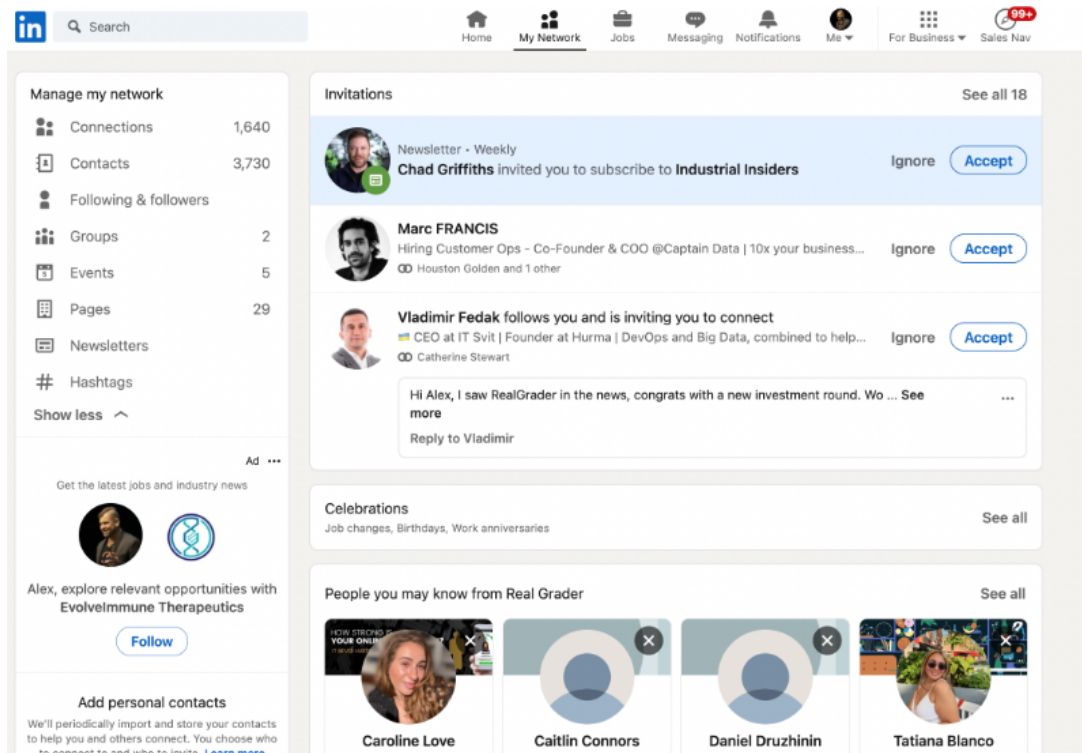




NETWORK FEATURE

Since learning LinkedIn on a desktop is easier than a mobile device, we recommend doing so. On the desktop version, it is simpler to understand and use every feature.

This is what you will see under your "My Network" tab of LinkedIn:



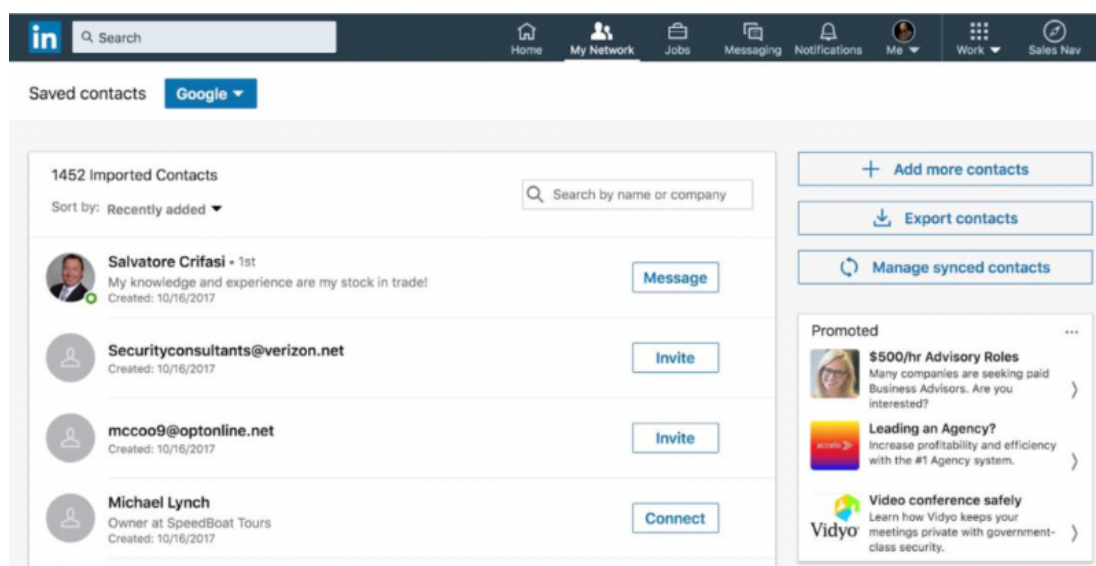
Here you can view all of the pre-approved connections you currently have, contacts who have asked to add you as a contact, and recommendations for new connections based on your workplace, academic institution, and other factors.

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Levels of connection are where LinkedIn is distinctive. They are a first degree connection if you are connected to them. They will be second degree if you share connections but are not yet formally connected. They will be third degree if you don't have any mutuals and aren't connected. Actually, the system recommends contacts depending on how closely they are related to someone you already know. This makes it easier for you to decide whether to reject or accept connection requests.



A list of the groups, team members, and pages you follow is also available. You can enhance your network by adding new contacts through your email or CRM database contacts with people you already communicate with elsewhere.

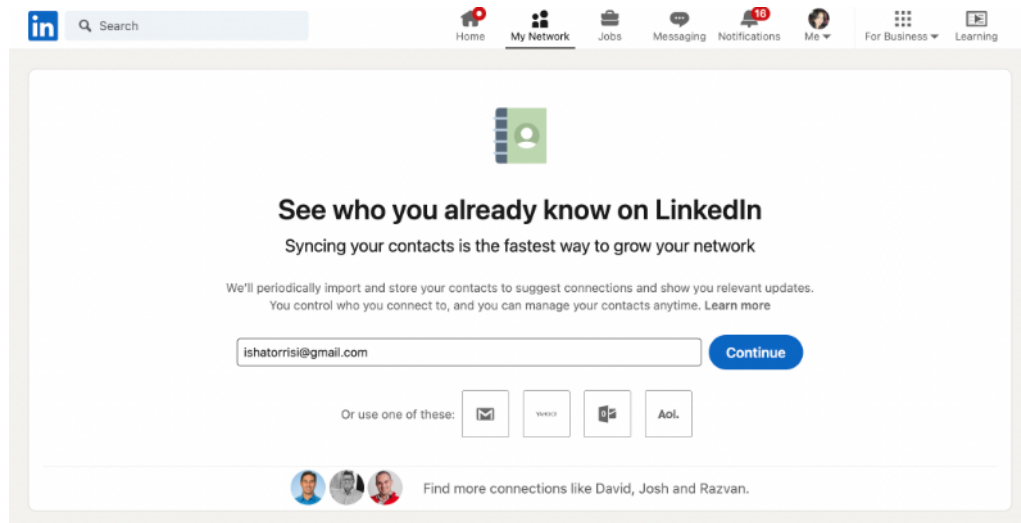
The manage already synced contacts feature, export function, and add new contacts tool may all be used to effortlessly automate processes.

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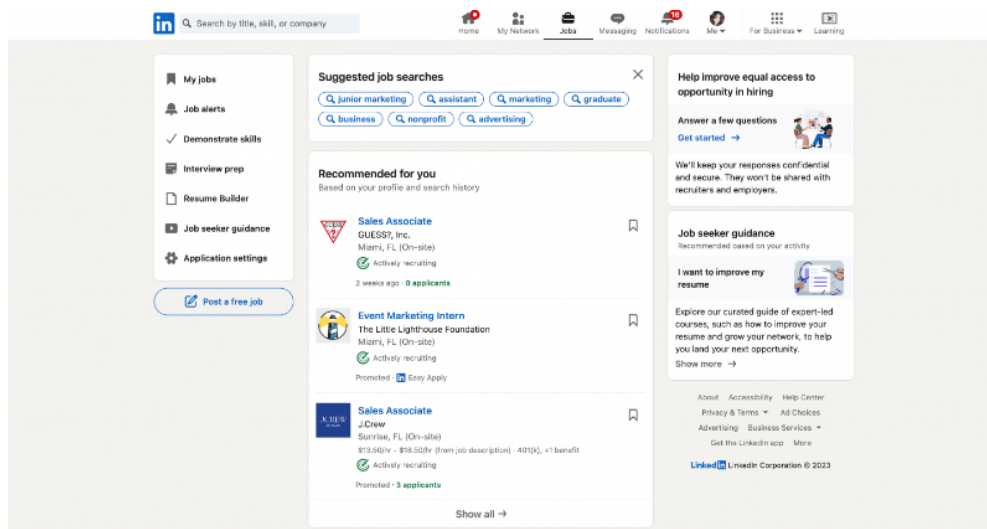


The "Add Contacts" button will take you here to connect to any type of email:



JOB SEARCH FEATURE

Prior to becoming a fully-fledged social media marketing powerhouse, LinkedIn was only a customized job search marketplace. Although you probably won't use this function much if you're already an agent, it's helpful to know that there are sales navigation options (available to premium users only) that you can use to explore each relationship further (more on this later).





MESSAGING FEATURE

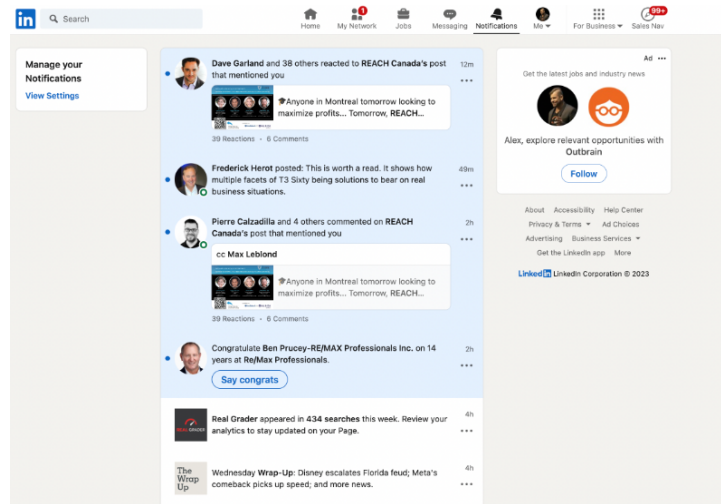
This messaging feature is vital to have push notifications on in settings, in order to receive them as soon as they arrive. It is important to not forget that LinkedIn provides you countless professionals connections just like Facebook and other social media platforms.

The screenshot shows the LinkedIn mobile messaging interface. At the top, there is a navigation bar with the LinkedIn logo, a search bar, and icons for Home, My Network, Jobs, and Messaging. Below the navigation bar, there is a promotional banner for "\$500/hr Advisory Roles - Many companies are seeking paid Business Advisors. Are y...". The main content area is divided into two columns. The left column is titled "Messaging" and contains a search bar, a "My Sales Navigator inbox" section, and a list of messages from Ricardo Moncada, Kristi Kennelly, Bartolo Gelsomino, and Jen & the Sales Navi... The right column shows a conversation with Ricardo Moncada, including his profile picture, name, and a message from him: "Hey Alex, In case you have some time tomorrow to...". Below the message, there is a "Vanto Group" advertisement with a logo, name, follower count, and a call to action to join a group on Thursday, May 14th at 3pm Eastern (12pm Pacific) for a final "High Performance When Dealing with Uncerte ...see more".



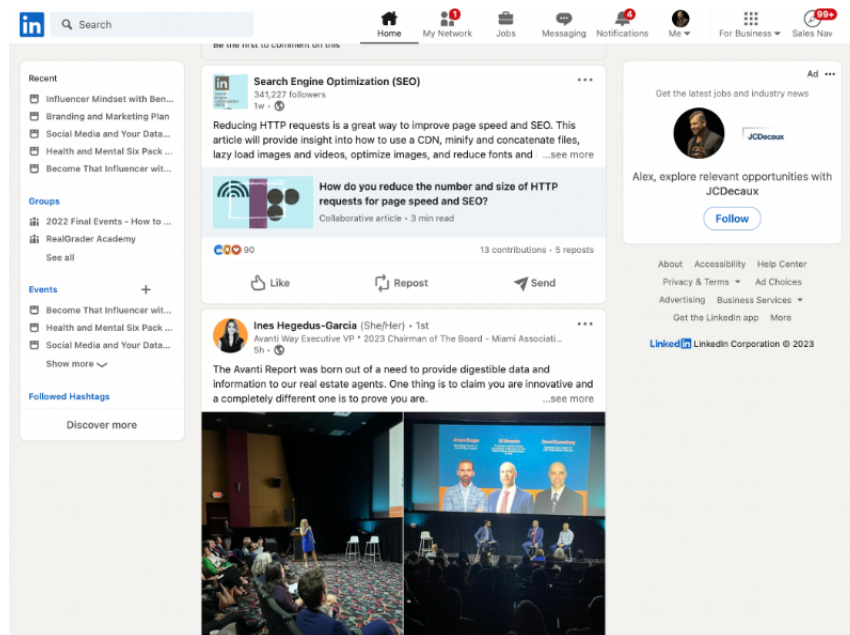
NOTIFICATIONS FEATURE

This feature is similar to platform like Facebook and Instagram because it alerts you from birthdays to work anniversaries to comments to posts. Notifications can give you an overall update on what is going on in your community/network all under the "notifications" tab.



HOME FEATURE

Using this tool, you can write new posts and status updates about you, your business, or even groups. The newsfeed contains all brand-new posts, which you can find in the "home" tab.



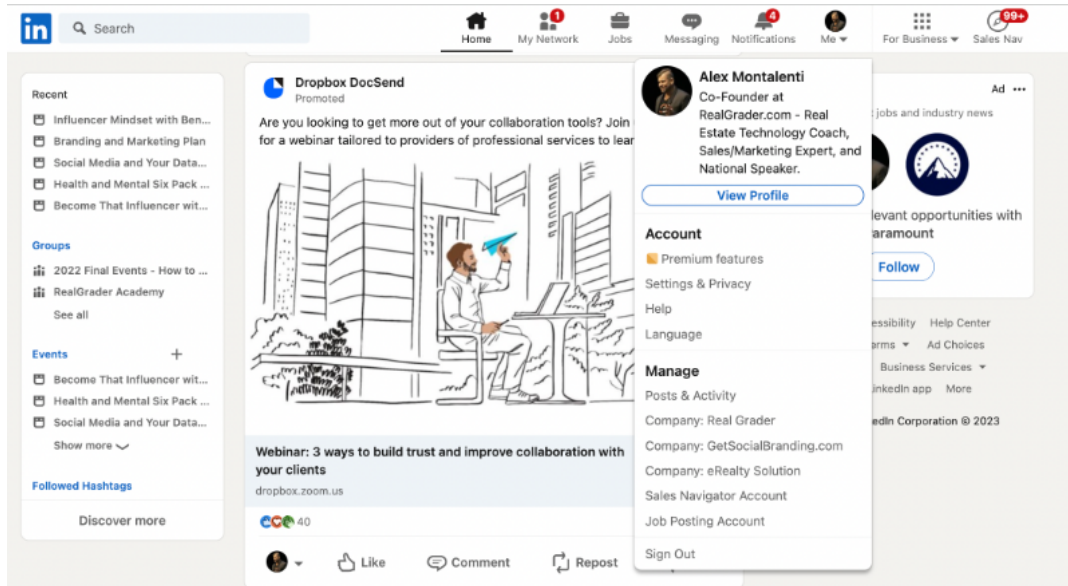
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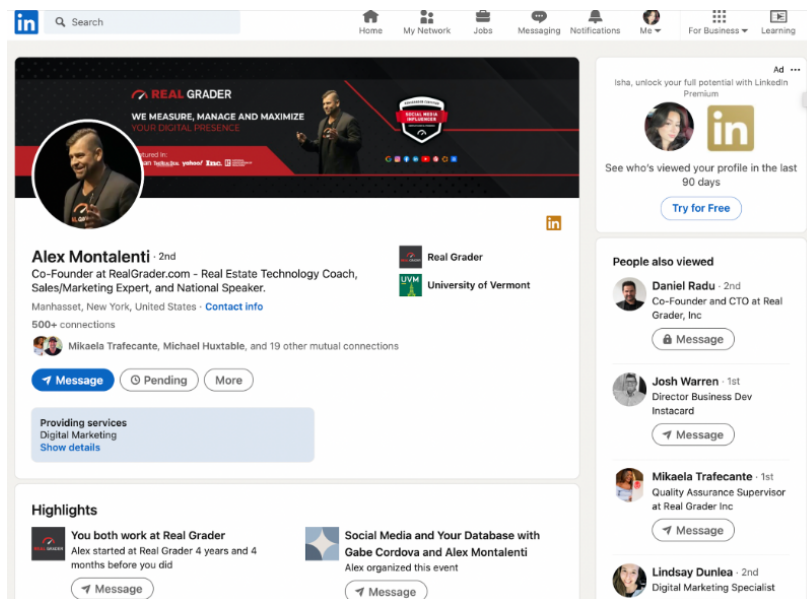


ME-FEATURE SETTINGS

Under your profile picture in the right hand corner and select settings. and privacy under Account. This is where you can update any aspects of location, account access, what is visible to your network, etc.



This is what an optimized profile looks like:

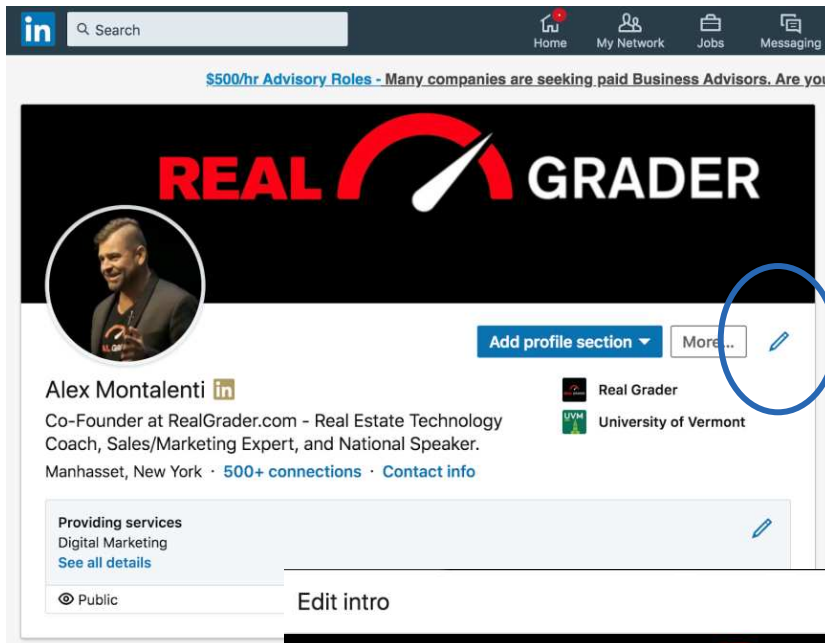


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The circled portion has a pencil that is the edit button where you can edit or update your basic info, current position, education, and location on your profile.



TIP: Update your current position(s) with an accurate and intriguing headline. Make sure to also fill out you education work fields to show your experience.

Public Edit intro

REAL GRADER

First Name *
Alex

Last Name *
Montalenti

Headline *
Co-Founder at RealGrader.com - Real Estate Technology Coach, Sales/Marketing Expert, and National Speaker.

Current Position
Co-Founder and CRO at Real Grader

Show education in my intro

Education

Save



Your "About" section of your profile is vital when showing what you have to offer and what experience you have. Create a simple but well-rounded summary of who you are.

Edit about [X]

You can write about your years of experience, industry, or skills. People also talk about their achievements or previous job experiences.

Alex is a leading technology innovator, serial entrepreneur, and coach to realtors. With more than 20 years of experience, he is responsible for the creation of multiple digital marketing companies and the development of training programs that have reached hundreds of thousands of real estate professionals. Alex focuses on social media growth, digital branding, technology solutions, reputation management, and sales growth. His company Real Grader has been featured at Inman, the Real Deal, Yahoo Finance, Realtor.com and they recently won a 2CC Award for generating over 1 million dollars through a single marketing funnel.

The son of a Romanian immigrant, Alex began developing solutions by helping his mother, now a retired real estate agent. It was 1999, the time when the internet disrupted the industry and hundreds of realtors saw themselves struggling with technology. Alex helped his mom get an 80,000-dollar commission check

1,888/2,600

Skills

Show your top skills — add up to 5 skills you want to be known for. They'll also appear in your Skills section.

Social Media [X] Online Marketing [X] SEO [X] Public Speaking [X]

+ Add skill

Suggested based on your profile [X]

Consulting + Facebook + Online Advertising + Advertising +

Marketing +

Save

In editing this section, the skills section is also available to edit and showcase the 5 top skills you have and want to show your network! Also don't forget to click the "save" button at the bottom right.

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Your "Experience" section should be updated constantly to your current job, position, or business. You can even include a small description to show your network a little bit of what you have experience in.

Experience

Co-Founder and CRO
Real Grader
Feb 2018 - Present · 5 yrs 3 mos
Miami/Fort Lauderdale Area

RealGrader developed a new technology to measure, manage and maximize your online reputation.

We analyze your online presence across relevant marketing sites and social media platforms including: Google, Facebook, Instagram, LinkedIn, YouTube, Zillow, Realtor, and Homes. Our proprietary algorithm reveals strengths and weaknesses. We build, optimize and maximize profiles and give tools and education to have a stellar online reputation. We offer a powerful Digital Business Card Solution, Profile Optimization and Done for You Social Media Marketing services.

ADD MORE TO YOUR PROFILE

Pressing the "Add profile section" brings a pop-up menu (on the right side) where you can add anything from education, positions, or skills. LinkedIn even shows other details you can add to elevate your profile. You can always come back and edit or add new details in this section.

Alex Montalenti
Co-Founder at RealGrader.com - Real Estate Technology Coach, Sales/Marketing Expert, and National Speaker.
Manhasset, New York, United States · [Contact info](#)
500+ connections

[Open to](#) [Add profile section](#) [More](#)

Providing services
Digital Marketing
[Show details](#)

Show recruiters you're open to work — you control who sees this.
[Get started](#)

Add to profile [Close]

Core [Up Arrow]

Start with the basics. Filling out these sections will help you be discovered by recruiters and people you may know

- Add education
- Add position
- Add career break
- Add skills

Recommended [Down Arrow]

Additional [Down Arrow]

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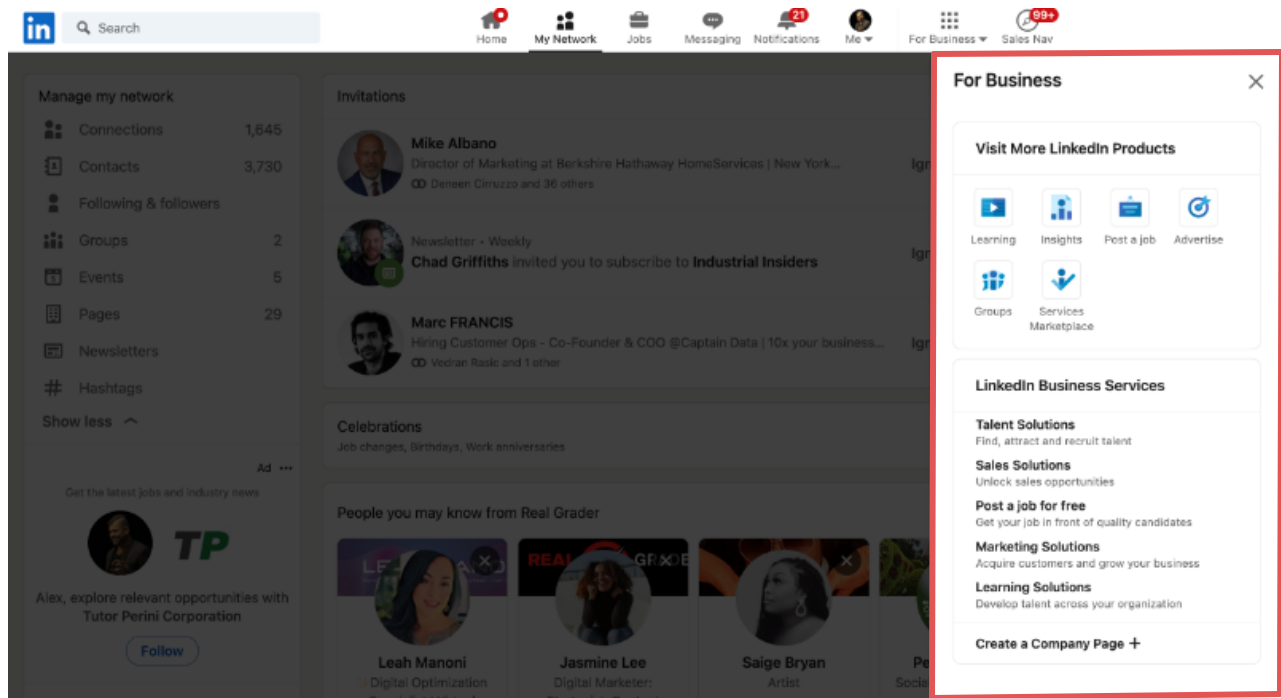
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BUSINESS FEATURE

This feature allows you to go even further on the elements LinkedIn has to offer. From posting jobs, reviewing insights, access to LinkedIn learning courses to build more skills, etc. They even offer business services on solutions in certain areas like marketing and talent search.

You should'nt take these steps until you have fully set up your profile and have built your network because these are more advanced steps.





SALES NAVIGATOR

LinkedIn has become one of the strongest social tools in society. When registering for premium features on LinkedIn, anyone can receive a free month. You can give it a try and determine for yourself whether or not you can genuinely use this to your advantage.

There are things to think about before registering, so make your decision on the aspects you believe will be helpful for your current position.

Additionally, getting premium is advised only after you have mastered LinkedIn, have already created posts, and have optimized connections so you can access more data.

SHOULD YOU GO PREMIUM?

These are the three main features you have access to try for a month for free and then make a decision based on your needs.

The image shows a screenshot of the LinkedIn Premium website. At the top left is the LinkedIn logo with 'PREMIUM' next to it. At the top right is a 'Start my free trial' button. Below this are three main feature cards:

- More InMail credits:** Shows a smartphone screen with an InMail message and a '2.6x more effective than emails alone' graphic. Below the card is the text: 'Expand your network. Contact peers, industry leaders, or potential partners with InMail. It's 2.6x more effective than emails alone.'
- Unlimited search:** Shows three business cards for 'Freshing Digital Marketing', 'Flexis Advertising Agency', and 'Fixdex Partners Public Relations'. Below the card is the text: 'Connect with new companies. Enjoy the freedom to explore all businesses in the world's largest professional network.'
- Who's Viewed Your Profile:** Shows a computer monitor displaying a profile view. Below the card is the text: 'Turn views into opportunities. See who's viewed your profile over the last 90 days, and who looks next.'

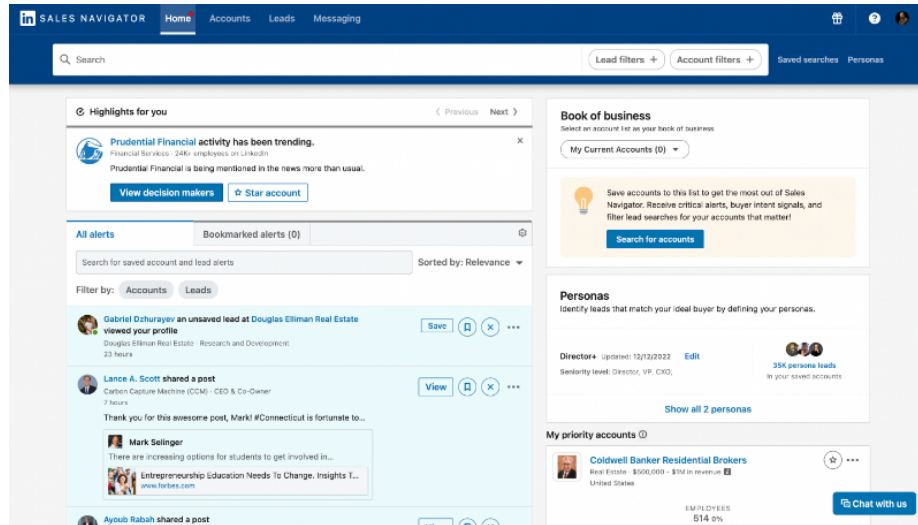
At the bottom of the screenshot is a large green box with the text: 'See what Premium can do for you. Get one month free. Cancel anytime.' and a 'Try free for 1 month' button.

LINKEDIN ACCOUNT

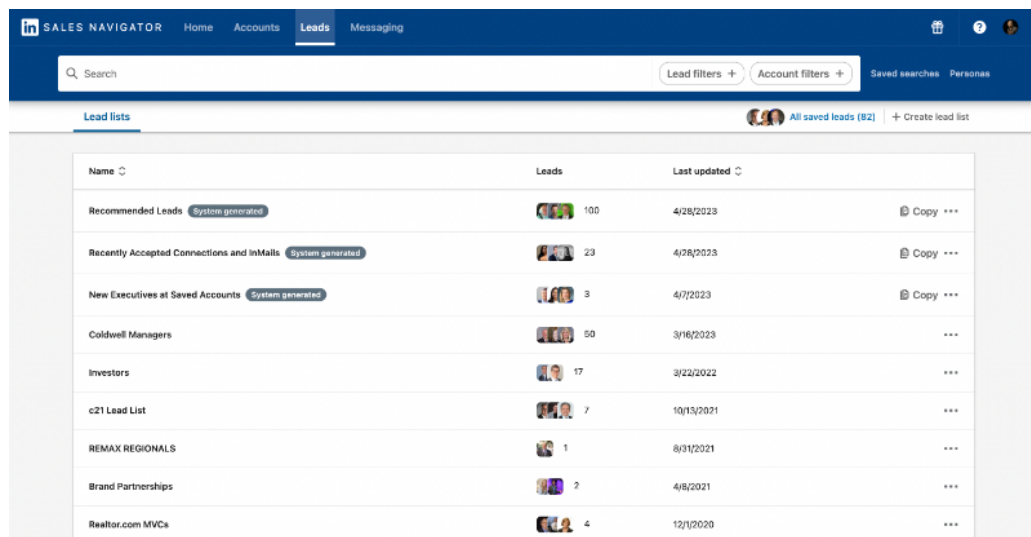
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This is how it appears if you are an unlocked as a premium member under the "sales navigator" tab.



As long as you don't disregard your current leads, premium is a go-to option if you need more leads. Premium will assist you with tools that improve your sales navigation to locate new leads and organize them, advertise for employment should the need arise, and have access to more comprehensive information on your contacts if you require additional information from businesses and individuals.



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In "sales navigator" you can categorize connections and create lists of groups of people or companies you want to target for advertising or lead generation. You can also create list of leads to easily access them afterward.

The screenshot displays the LinkedIn Sales Navigator interface. On the left, a sidebar contains various filters under the heading "1 filter applied". A red arrow points to the "Geography" section, which includes the following selected filters: "New York City Metropolitan Area", "Nassau County, New York, United States", "United States", and "Miami, Florida, United States". The main content area shows a search for "douglas elliman" with 176+ results. The results list includes profiles for Karl D., Heather Matthews, Malcolm Smart, Yanina B., Brooklyn Solia, Zoe Chen, and Zi-que Hagood. Each profile entry includes a checkbox, a "Save" button, and a "Save" button.

Overlaid on the bottom right is a "Create lead list" modal window. It features a search bar with "Chad Carroll" and "2nd" entered. Below the search bar, there is a "List name" field containing "Elliman Top Producers" and a character count of "21/75". A note states: "This lead will be saved in this new list and 'My saved leads'." Below this is a "List description" field with a placeholder text: "E.g. leads to follow up with by the end of Q4". At the bottom of the modal are "Cancel" and "Create and save" buttons.

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LEAD RECOMMENDATIONS

LinkedIn even creates a system generated section labeled "recommended leads" for you to connect with new leads and organized under your lead lists to go refer back to and build your network and clientele.

The screenshot shows the LinkedIn Sales Navigator interface. At the top, there's a navigation bar with 'SALES NAVIGATOR', 'Home', 'Accounts', 'Leads', and 'Messaging'. Below this is a search bar and filter buttons for 'Lead filters' and 'Account filters'. The main content area is titled 'Lead lists' and shows a table of lead lists. A red box highlights the '+ Create lead list' button. The table lists various lead lists with columns for Name, Leads, and Last updated.

| Name | Leads | Last updated |
|---|-------|--------------|
| Recommended Leads <small>System generated</small> | 100 | 4/28/2023 |
| Recently Accepted Connections and InMails <small>System generated</small> | 23 | 4/28/2023 |
| New Executives at Saved Accounts <small>System generated</small> | 3 | 4/7/2023 |
| Coldwell Managers | 50 | 3/16/2023 |
| Investors | 17 | 3/22/2022 |
| c21 Lead List | 7 | 10/13/2021 |
| REMAX REGIONALS | 1 | 8/31/2021 |
| Brand Partnerships | 2 | 4/9/2021 |
| Realtor.com MVCs | 4 | 12/1/2020 |

The screenshot shows the LinkedIn Sales Navigator interface for the 'Recommended Leads' section. It displays a summary of 100 total results, with filters for 'Changed jobs in past 90 days' (3), 'Mentioned in the news in past 30 days' (1), and 'Posted on LinkedIn in past 30 days' (52). Below the summary is a table of recommended leads with columns for Name, Account, Geography, Outreach activity, and Date added. A red box highlights the '100 Total results' count.

| Name | Account | Geography | Outreach activity | Date added |
|--|--------------------------------------|--|-------------------|------------|
| Sean Burke <small>2nd 1 List Commercial Real Estate Broker</small> | Equinox Advantage Estate, I INC (+1) | Bethlehem, Pennsylvania, United States | No activity | 4/28/2023 |
| James Brown <small>2nd 1 List Co-Founder</small> | Real Home Solutions (+2) | Castle Rock, Colorado, United States | No activity | 4/28/2023 |
| Séan Donovan <small>2nd 1 List CEO</small> | RED SKY Consulting | Denver Metropolitan Area | No activity | 4/28/2023 |
| Roger Aguinaldo <small>2nd 1 List Managing Partner</small> | Forest Hills Capital Management (+3) | New York City Metropolitan Area | No activity | 4/28/2023 |

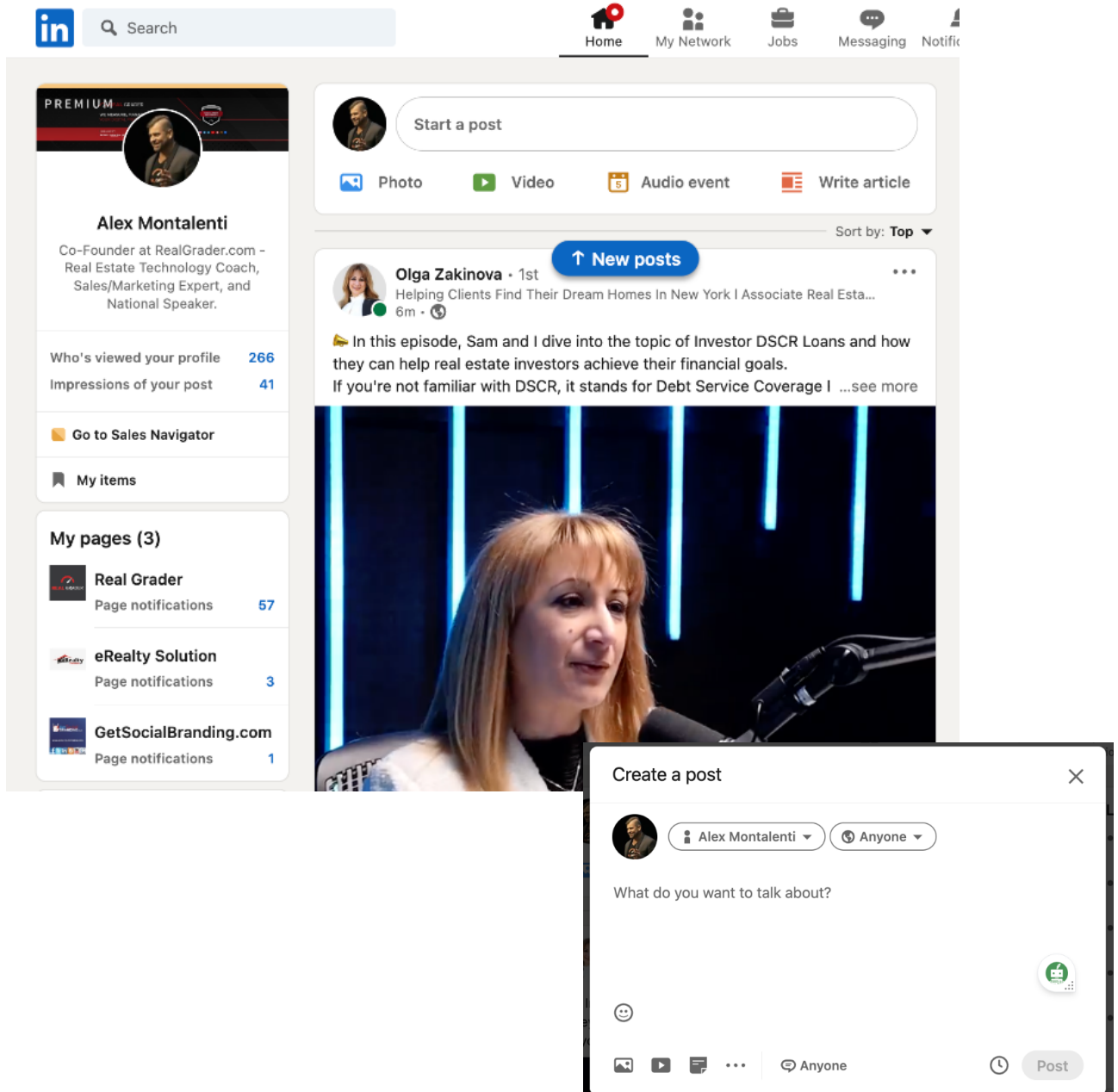
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HOW TO CREATE POSTS

To create a post you can easily click on the Start a Post box and add media you like. You can add elements from photos, videos, polls, even find experts.



YOUR LINKEDIN ACCOUNT CHECKLIST



- Create About Section
- Delete Duplicate Accounts
- Expand Your Network
- Use Job Search Feature
- Use Messaging Feature
- Set Up Notifications
- Use Home Feature
- Update Me-Feature
- Use the Edit Buttons
- Write a Personal Summary
- Include Details and Additional Sections
- Use Work Feature
- Use Sales Navigator
- Consider a Premium Account
- Discover Recommendations
- Create Posts