

How to Get Real Estate Leads From Craigslist in 10 Steps

FREE VISUAL GUIDE

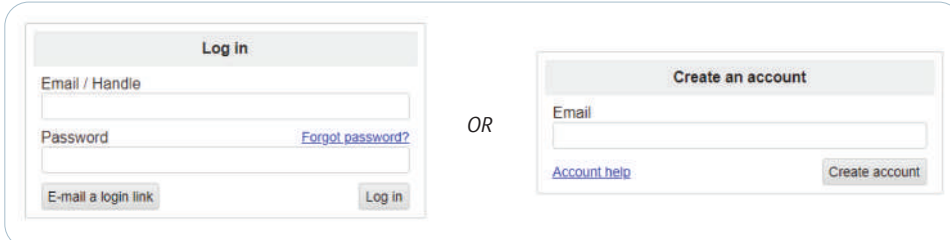
1. Create A Craigslist Account

▶ Click “my account.”



Craigslist homepage for the Tampa Bay Area

▶ Enter your email address under the “Create an account” section.



Craigslist Log-in/Sign-in page

2. Choose a Location & Posting Category

▶ Click “create a posting” to draft your real estate post.



- ▶ Choose **“housing offered”** as the type of posting.

please limit each posting to a single area and category, once per 48 hours

what type of posting is this: (see [prohibited](#) list before posting.)

- job offered
- gig offered (i'm hiring for a short-term, small or odd job)
- resume / job wanted
- housing offered**
- housing wanted
- for sale by owner
- for sale by dealer
- wanted by owner
- wanted by dealer
- service offered
- community
- event / class

Choosing the type of posting on Craigslist

- ▶ Click **“real estate - by broker”** as the category of your property.

please choose a category: (see [prohibited](#) list before posting.)

- rooms & shares
- apartments / housing for rent
(no shares, roommates, or sublets please!)
- housing swap
- office & commercial
(\$5 per post)
- parking & storage
- real estate - by broker**
- real estate - by owner
- sublets & temporary
- vacation rentals

Choose a category of Craigslist post

3. Agree to Craigslist’s Real Estate Posting Guidelines

- ▶ Read Craigslist’s posting guidelines and click **“I will abide by these guidelines”** to proceed to the next page.

- **Lead capture, loans/financing, services, offers to buy, lists/directories, and/or driving users to a website are not allowed.**
- **Please do include:**
 - all relevant information about the specific property you are selling
 - multiple high-quality photographs of the specific property on offer
 - street address, and location on craigslist map
- **Please do NOT include:**
 - cartoon or graphic images, photographs of yourself or other people
 - links to “more information” elsewhere
 - photos with “click below,” contact info, or other writing
 - search links, or information about multiple properties
 - advertisement for services of any kind, including financing or loan information
 - advice about buying and/or selling and/or market conditions

Craigslist real estate posting guidelines

4. Add Listing Information: Title, Location, & Description

- ▶ Enter your listing details in the fields highlighted in green (e.g., posting title, postal code, and posting description). Note that fields not highlighted in green are optional.

Individual property listings only. Please include all relevant property information, including images. No lists, search links, financing, services, advice, etc.

posting title city or neighborhood postal code

description

Adding listing information to your Craigslist post

5. Add Posting & License Details

- ▶ Include other listing information to give buyers a more detailed view of the property.

posting details

price \$

sqft 0

housing type apartment

laundry -

parking -

bedrooms -

bathrooms -

furnished
 no smoking
 wheelchair accessible
 air conditioning
 EV charging

available on select date

open house dates - - -

unlicensed licensed

license information

- ▶ Add your contact information so buyers can reach out to you immediately for inquiries.

contact info

email Your email address

email privacy options [2]
 CL mail relay (recommended)
 no replies to this email

phone/text

show my phone number phone calls OK text/sms OK

phone number extension

contact name

location info

show address

street cross street city

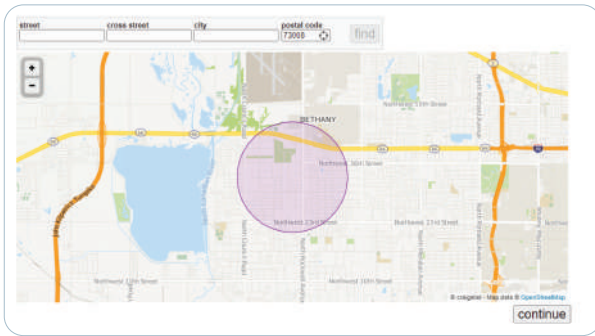
ok for others to contact you about other services, products or commercial interests

continue

Adding contact details to your Craigslist listing post

6. Add Location & Map

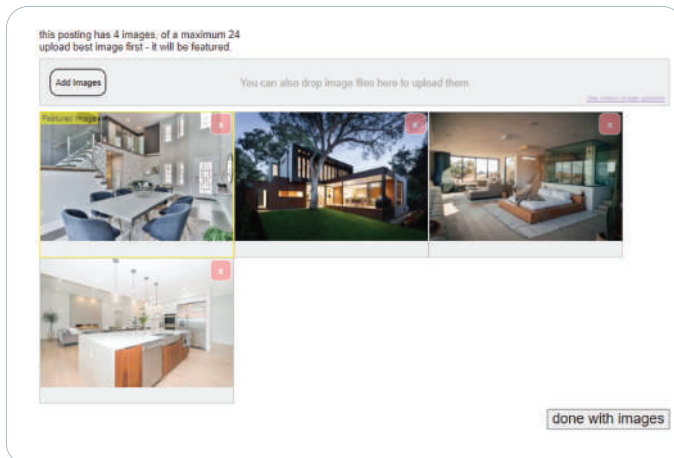
- ▶ Include your listing's location, i.e., street, cross street, city, and postal code using Craigslist's mapping feature.



Craigslist mapping function

7. Add High-quality Listing Photos

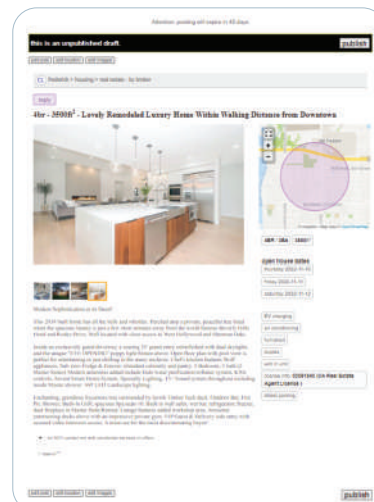
- ▶ Upload up to 24 high-quality listing photos to capture buyers' attention.



Upload images on Craigslist

8. Review Draft of Post & Publish

- ▶ Make sure that all listing information and details are accurate.
- ▶ Click the “publish” button after reviewing the draft.
- ▶ Remember to check your inbox to confirm the posting.



Reviewing Craigslist post draft

9. Add New Leads to a CRM

- ▶ Use automatic Craigslist posting software like Real Geeks and monitor Craigslist-generated leads on your lead manager CRM.

Remember: You have agreed not to post listings from any other offices unless you have permission.

1 Log in to Craigslist or Enter your email without signing in:

2 Craigslist Area Enter the Craigslist URL for your area:

3 Pick a Search Pick your search parameters **Current Search:** Search having Office Id-22014, 509, 512 sorted with latest first

Choose Your Template

Type	MLS Number	Address - Neighborhood - Building	Price	Last Posted
	81323978	77 Plumosa LN, East Santa Cruz County Larkin Valley // Aptos Pines	\$169,000.00	<input type="button" value="Post"/>
	81323809	274 TREICHEL LN, East Santa Cruz County Aptos // Green Valley Road //	\$599,000.00	<input type="button" value="Post"/>
	81323774	707 SEACLIFF DR, Seaciff Seaciff //	\$2,489,000.00	<input type="button" value="Post"/>
	81323659	105 APTOS RIDGE CL, East Santa Cruz County Larkin Valley //	\$2,179,000.00	<input type="button" value="Post"/>

Real Geeks Craigslist posting tool

10. Renew & Repost as Frequently as Permitted

- ▶ Renew your post every 48 hours to keep your real estate post at the top of the list.
- ▶ Repost after 30 to 45 days to keep your listing visible and move it to the top of the list.

(page: 1 2 postings 1 - 50 of 58 total)

status	manage	posting title	
Deleted	undelete	auto part for car - \$89	van
Active	edit delete	Skilled home interior painter -	sfo
Active	edit delete	Pontoon boat - \$25000	sfo
Active	edit delete renew	Cool bike - \$150	sfo

Renew your real estate post on Craigslist