



# THE POWER OF SOCIAL MEDIA


## Boosted Posts Yield More Exposure Online

700 million minutes are spent on Facebook each month. Here at The Jessica McCreary Real Estate Team, we utilize social media marketing to your advantage to promote your listing and sell your home.

**ARCHIVE BLOG**

May 11, 2017

**Tags:** [Buy a home in shadow creek ranch](#), [Home for sale shadow creek ranch](#), [Home in shadow creek ranch](#), [Neighborhood spotlight shadow creek ranch](#), [Pastor's home](#), [Pastoral neighborhood](#), [Shadow Creek Ranch](#), [Shadow creek ranch home](#)



The value of time is priceless. If you are searching for an area that offers all the comforts with minimal drive times, look no further than Shadow Creek Ranch. The city of Pearland claims the 3,500 acre master planned community. The city initially named Mark Bell was a siding switch on the DuPont, Santa Fe and Colorado railway in 1882. The name changed to Pearland in November 1989 due to the abundance of pear trees in the area.

**ACCESSIBILITY**

It is safe to say that anyone would rather be just about anywhere else besides sitting in Houston traffic. Instead of waiting, take a drive on Highway 288, and you will feel Shadow Creek Ranch in the 288 Corridor just south of Beltway 8. If you need to take a taxi, the neighborhood is more or less closer to nearby suburbs away from the Texas Medical Center, Hobby Airport, and Downtown.

**WORK PROXIMITY**

Approximately 3,000 businesses have locations near the community in the Central Business District just south of 288. Some of which include Shell Oil, Exxon Mobil, CenterPoint, Chevron, S J Pipe Corporation, Halliburton, U of H, and Continental Airlines.

**EAT, PLAY, AND SHOP!**


Stop over to Shadow Creek Crossing Shopping Center to hit the gym, and grab a bite when you need groceries, run over to the HEB in the Shadow Creek Ranch Shopping Center after that. Need items in bulk? Run over to the Sam's Club right off Highway 288. Need some new shoes? Drop by the Pearland Town Center to visit Old Navy, Macy's, or the other retail stores. All of your errands can be done in a jiffy. After all that, you may be beat. If so, take a break by the 250 acre lake.

For more information, [click here](#) for an interactive map.

**SHADOW CREEK RANCH REAL ESTATE PROFILE**

County / Zip Code	Fort Bend & Harris County / 77584
Single Family Properties	6,361
Average Bedrooms	3.06
Average Baths	2.01
Median Square Feet	2,000
Median Lot Square Feet	8027
Median Year Built	2013
Median Appraised Value	\$284,250
Neighborhood Value Range	\$210 - \$374 K
Median Sold Price / Sale's	\$199,79
Median Appraised Value / Sale's	\$115.17

**FEATURED PROPERTY | 14005 BRIGHT GLEN**



Lovely one-story split floor with easy access to FM 251 and Beltway 8. Beautiful high ceilings, archedways, floor-to-ceiling windows, crown molding, covered patio and lots of storage. Includes a study with French doors, master suite and walk-in wardrobe, and modern open concept living room. Screened-in porch is great for entertaining guests. In addition to stainless steel appliances, the master has vaulted ceilings with a huge walk-in closet, garden tub, and a separate shower. [Click here](#) for more pictures. This is a must see!

### WE PROMOTE YOUR LISTING THROUGH THE FOLLOWING AVENUES:

- **Neighborhood Spotlight** - Highlights areas of interest near your neighborhood and in your community. Appears on the blog, optimized Facebook post, and Pinterest.
- **Facebook Listing Campaign** - Professional photos, video slideshow, optimized post, & targeted ad place for the property
- **Open House Event** (if applicable) - Optimized & boosted event created on the Facebook Business Page.
- **Analytics** - Marketing department utilizes their knowledge and expertise to analyze the data to determine number of people reached and best target audiences to boost posts to.
- **Listing Flyer** – info-graphic flyer about the home in relation to other areas of interest, this flyer will appear on our Pinterest page
- **Other Social Media Outlets** - In addition to Facebook, we post your listing videos to Instagram & LinkedIn.

### NEIGHBORHOOD SPOTLIGHT:

Our marketing department will craft a neighborhood spotlight blog post as a way to promote your neighborhood. It creates an exposure opportunity for the new property listing, and is promoted through social media via a Facebook post, and will appear on our Pinterest page as well.