

The Home Watch Community Marketing & Networking Guide

Build Local Visibility, Create Real Connections & Turn Community Involvement Into Referrals

Home Watch is a local business.

You can have a great website, professional social media pages, and strong branding, but homeowners still need to know your name.

One of the best ways to make that happen is to become part of the community you're trying to serve.

Community marketing isn't about walking into every Facebook group and posting an advertisement.

It's about showing up.

Answering questions.

Supporting other businesses.

Building relationships.

Being helpful.

And becoming a business people recognize before they ever need your services.

This guide will show you practical ways to increase your local visibility through Facebook groups, Nextdoor, networking organizations, community involvement, referral relationships, and simple daily engagement.

1. Don't Just Post. Participate.

One of the biggest mistakes businesses make on social media is:

Post → Leave → Come Back When It's Time to Post Again

Social media is supposed to be social.

Some of your best opportunities may actually happen on someone else's post.

People in your community are already having conversations about:

- Moving to the area
- Second-home ownership

- Seasonal travel
- Contractors
- Storm preparation
- Home maintenance
- Property management
- Local recommendations
- Real estate
- Neighborhood concerns
- Local businesses

Join those conversations.

Not every comment needs to mention your business.

Sometimes the best marketing is simply being helpful.

2. Find the Facebook Groups Your Clients Are Already Using

Don't limit yourself to Home Watch groups.

Your potential clients probably aren't spending their time there.

Look for groups such as:

- Local community groups
- Neighborhood groups
- HOA groups when accessible
- Second-homeowner groups
- Snowbird groups
- Relocation groups
- Local recommendation groups
- Local real estate groups
- Community discussion groups
- Local business groups
- Chamber groups
- Local family or parent groups when appropriate
- Groups for specific developments or communities

Search Facebook using terms such as:

[City] Community

[City] Residents

[County] Community

[Area] Recommendations

[Area] Homeowners

[Area] Businesses

[Area] What's Happening

The exact groups will vary depending on your market.

The important part is finding the places where the homeowners you want to reach are already spending their time.

3. Read the Rules First

Every Facebook group is different.

Before posting, read the rules.

Some groups allow business posts every day.

Some allow them once a week.

Some have designated promotional threads.

Some don't allow advertising at all.

That doesn't mean the group isn't valuable.

If advertising isn't allowed, you may still be able to participate in conversations, answer questions, and build relationships.

Respect the group.

You don't want to become the business everyone recognizes because you're constantly breaking the rules.

4. What Should You Do in Facebook Groups?

You don't need to post an advertisement every day.

Instead:

Answer Questions

If someone asks a question you genuinely know the answer to, help them.

Recommend Other Businesses

Know a great plumber?

Realtor?

HVAC company?

Cleaner?

Landscaper?

Recommend them.

Supporting other local businesses is also a great way to start building referral relationships.

Welcome New Residents

If someone posts that they're moving into the community, welcome them.

Congratulate Local Businesses

A business opens a new location?

Celebrates an anniversary?

Wins an award?

Support them.

Share Helpful Information

Storm approaching?

Freezing weather coming?

Community issue affecting homeowners?

Share useful information when the group's rules allow it.

Participate Like a Neighbor

Because you are one.

5. Don't Turn Every Conversation Into a Sales Pitch

Imagine someone posts:

"We're leaving for three months. What temperature should we leave our house at?"

You could immediately respond with an advertisement for your Home Watch company.

Or...

You could actually answer their question.

Give them helpful information.

Then, if appropriate, mention:

"We work with seasonal homeowners in this area, so this is something we see pretty often."

That's a completely different interaction.

Lead with the answer.

Not the advertisement.

6. Watch for Recommendation Posts

These are incredibly valuable.

People regularly ask:

"Does anyone know a good...?"

Watch for questions involving:

- Home Watch
- Property checks
- Seasonal homes
- Vacation homes
- Absentee homeowners
- Storm checks
- Contractors
- Home services
- Someone checking on a property while an owner is away

If the group allows businesses to respond, introduce yourself.

Keep it simple.

You don't need a paragraph about every service you offer.

Something like:

"Hi! I'm [Name] with [Business]. We're a professional Home Watch company serving [areas]. I'd be happy to answer any questions you have."

Then provide your website or contact information if appropriate and permitted by the group.

7. Become the Business People Recognize

Imagine someone posts:

"Can anyone recommend a Home Watch company?"

Ideally, you don't want to be the only person recommending your own business.

You want other people saying:

"Call _____."

That happens through relationships.

The more involved you are, the more people see your name.

The more connections you make, the more opportunities there are for someone else to recommend you.

Your community involvement today can create a referral months from now.

8. Use Nextdoor

Depending on your market, Nextdoor can be another valuable place to build local visibility.

Homeowners use it to discuss:

- Local recommendations
- Home services
- Neighborhood concerns
- Contractors
- Storms
- Safety
- Community events
- Local businesses

Make sure your business information is accurate.

Participate when appropriate.

Respond to recommendations.

Share useful local information.

Just like Facebook groups, avoid making every interaction promotional.

9. Your Chamber Is a Marketing Tool

If you belong to a local Chamber of Commerce, use the membership.

Don't simply pay the annual dues and put the Chamber logo on your website.

Attend events.

Introduce yourself.

Go to ribbon cuttings.

Participate in networking opportunities.

Follow other Chamber members online.

Tag the Chamber when you're attending an event.

Share their posts.

Comment on other members' posts.

Ask about:

- Member directories
- Educational opportunities
- Sponsorships
- Networking groups
- Speaking opportunities
- Community events
- Newsletter features
- Social media features

Your membership is much more valuable when you actually participate.

10. Tag Other Businesses

This is one of the easiest things you can start doing immediately.

If another business or organization is part of your post, tag them.

For example:

You attend a Chamber event.

Tag the Chamber.

You meet a Realtor for coffee.

Tag the Realtor and their company.

You attend an event at a local restaurant.

Tag the restaurant.

You sponsor a nonprofit event.

Tag the organization.

Why?

Because they may:

- Like your post
- Comment on it
- Share it
- Introduce your business to their followers
- Follow your page
- Remember you later

Now your post isn't limited to the people who already follow you.

You're creating opportunities for additional visibility.

11. Build Your Local Referral Network

Think about the other professionals who serve the same homeowners you do.

Potential referral partners may include:

- Realtors
- Real estate brokerages
- Property managers
- Insurance agents
- Home inspectors
- HVAC companies

- Plumbers
- Electricians
- Handymen
- Pool companies
- Landscapers
- Cleaning companies
- Pest control companies
- Roofing companies
- Restoration companies
- Moving companies
- Interior designers
- Senior relocation specialists
- Concierge companies
- Attorneys
- Financial professionals
- HOA professionals

These businesses don't necessarily compete with you.

Many serve the exact same homeowner.

That's an opportunity.

12. Start With Relationships, Not Referral Requests

Don't walk into a business and immediately ask:

"Will you refer your clients to me?"

Get to know them.

Learn what they do.

Ask who their ideal client is.

Find out how you can support them.

Follow their social media.

Engage with their posts.

Refer someone to them when appropriate.

Share their content.

Then referrals begin happening naturally.

Strong referral relationships work both ways.

13. Create a Referral Partner List

Create a simple spreadsheet.

Include:

- Business name
- Contact name
- Industry
- Email
- Phone
- Website
- Social media
- Date you met
- Last contact
- Notes
- Potential partnership opportunities

Then make relationship-building part of your monthly marketing.

Don't rely on remembering everyone you've met.

14. Schedule Coffee Meetings

Networking doesn't always need to happen at a big event.

Invite someone to coffee.

Try:

"I'd love to learn more about your business and the clients you serve. Would you have time to grab coffee sometime next week?"

That's it.

You're not pitching.

You're building a relationship.

Try scheduling one or two relationship-building meetings each month.

Over a year, that's 12–24 stronger local business connections.

15. Get Out From Behind the Computer

Digital marketing is important.

But sometimes the best marketing happens face-to-face.

Look for:

- Chamber events
- Business networking groups
- Realtor meetings
- Community associations
- HOA events
- Local expos
- Home shows
- Charity events
- Community festivals
- Business-after-hours events
- Educational events

Bring business cards.

Introduce yourself.

Ask people about their businesses.

Then connect with them online afterward.

16. Follow Up After Networking

This is where many people drop the ball.

You attend an event.

Collect business cards.

Meet ten people.

Then...

Nothing.

Follow up.

Within a day or two, send a quick email or message:

"It was great meeting you at _____. I enjoyed learning more about your business. I'd love to stay connected."

Then:

- Follow their business page
- Connect on LinkedIn
- Engage with their content
- Add them to your referral partner list

The event makes the introduction.

The follow-up builds the relationship.

17. Use LinkedIn for Professional Relationships

LinkedIn can be especially useful for connecting with:

- Realtors
- Property managers
- Insurance professionals
- Business owners
- Chamber members
- HOA professionals
- Referral partners

Don't simply connect and disappear.

Engage with their posts.

Congratulate them on milestones.

Share relevant professional content.

Comment when you genuinely have something to add.

Your LinkedIn network can become an extension of your local referral network.

18. Show Your Community Involvement Online

If you're participating in the community, share it.

Take a photo.

Post it.

Tag the organization.

You're showing homeowners that you're connected to the community where they own property.

Examples:

"Great morning connecting with local businesses at the _____ Chamber breakfast."

"We're proud to support _____ this weekend."

"Had a great time at _____ and loved connecting with so many local business owners."

Community content also gives your social media some personality and variety instead of making every post about your services.

19. Support Other Businesses Online

You don't have to create every piece of content yourself.

Spend a few minutes supporting other businesses.

Like.

Comment.

Share.

Tag.

Congratulate.

Recommend.

If a Realtor you know posts a new listing, congratulate them.

If your local HVAC company celebrates 20 years, comment.

If your Chamber welcomes a new member, welcome them too.

Relationships are built through small interactions over time.

20. Create a 15-Minute Community Engagement Routine

You don't need to spend hours scrolling through Facebook.

Set a timer.

Spend 5 Minutes in Local Groups

Look for questions you can answer.

Comment on a few community posts.

Watch for recommendation requests.

Spend 5 Minutes Supporting Local Businesses

Like and comment on posts from:

- Referral partners
- Chamber members
- Community organizations
- Other local businesses

Spend 5 Minutes Engaging With Your Own Accounts

Respond to:

- Comments
- Messages
- Reviews
- Tags
- Mentions

Then stop.

Fifteen intentional minutes is much more valuable than an hour of mindless scrolling.

21. Create a Weekly Group Work Schedule

If you belong to several groups, divide them up.

Monday

Check community groups.

Tuesday

Engage with local businesses.

Wednesday

Check homeowner and neighborhood groups.

Thursday

Engage with referral partners.

Friday

Check recommendation posts and weekend community activity.

You don't have to do everything every day.

Consistency matters more than spending hours at once.

22. Know When to Promote

There absolutely is a place for promotional content.

When the group allows it, share:

- Introduction posts
- Seasonal service reminders
- New services
- Special offers
- Educational events
- Community sponsorships
- Business milestones
- Accreditation information
- Home Watch education

But balance promotional posts with genuine participation.

If someone clicks your name after seeing a helpful comment, your profile and business page can do some of the selling for you.

23. Make Sure Your Personal Profile Supports Your Business

In many Facebook groups, you'll participate through your personal profile.

If someone sees your helpful comment and clicks your name, can they figure out what you do?

Consider including:

- Your business in your employment information
- A link to your business page

- A professional profile photo
- Appropriate public information about your business

You don't need to turn your personal profile into an advertisement.

Just make it easy for someone who's interested to find your business.

24. Create Content WITH Other Businesses

Instead of only tagging businesses, collaborate with them.

Examples:

Realtor + Home Watch

5 Things Seasonal Homeowners Should Know Before Leaving Their Property

HVAC Company + Home Watch

Why Temperature and Humidity Matter in an Unoccupied Home

Plumber + Home Watch

Simple Steps That Can Help Prevent Water Damage While You're Away

Insurance Agent + Home Watch

What Second-Home Owners Should Know Before Leaving for the Season

Storm Protection Company + Home Watch

Preparing Your Seasonal Home for Hurricane Season

Both businesses can share the content.

Both audiences see it.

Both businesses benefit.

25. Ask Partners to Share

If you've created something that includes another business, tell them.

Send a quick message:

"We included you in today's post and tagged your page. Feel free to share it with your audience!"

Don't assume they'll notice the notification.

Make sharing easy.

26. Look for Speaking Opportunities

You know things homeowners need to know.

Use that knowledge.

Offer to speak at:

- HOA meetings
- Realtor offices
- Chamber groups
- Community associations
- Homeowner events
- Networking organizations

Topics could include:

- Preparing a seasonal home before leaving
- Hurricane preparation
- Preventing common problems in unoccupied homes
- What Home Watch actually is
- Creating a seasonal homeowner checklist
- Returning home after an extended absence

Education gives you another way to get in front of potential clients and referral partners without making everything a sales pitch.

27. Your Community Marketing Checklist

Each month, try to:

- Participate consistently in local Facebook groups
- Check Nextdoor for relevant conversations
- Attend at least one local networking or community event
- Connect with at least one new potential referral partner
- Follow up with people you've recently met
- Tag local businesses or organizations in relevant posts
- Share or support other local businesses
- Post at least one community-focused piece of content
- Review your referral partner list

- Look for opportunities to educate rather than advertise
- Respond to recommendations when appropriate
- Stay active with your Chamber or other business organizations

28. Your Challenge: Do This Today

Don't wait until next month to start.

Choose three things today.

1. Join One Local Facebook Group

Find one group where homeowners in your service area are active.

Don't immediately advertise.

Start listening.

2. Connect With One Local Business

Choose a Realtor, contractor, Chamber member, or another business that serves the same homeowners you do.

Follow their page.

Engage with a post.

Introduce yourself.

3. Create One Community Post

Record a quick video introducing yourself.

Tell people:

- Who you are
- What your business does
- Where you serve

Then tag your local Chamber or another organization you're connected with.

That's it.

You've already started.

29. Remember: Visibility Happens Outside Your Own Page

Your Facebook page matters.

Your website matters.

Your Google Business Profile matters.

But don't spend all of your marketing time waiting for people to come to you.

Go where the conversations are already happening.

Show up in your community.

Support other businesses.

Answer questions.

Build relationships.

Be helpful.

Stay involved.

Because when someone eventually asks:

"Does anyone know a Home Watch company?"

You want your name to be one they already recognize.

Don't just promote your business. Become part of the community you're asking to support it.