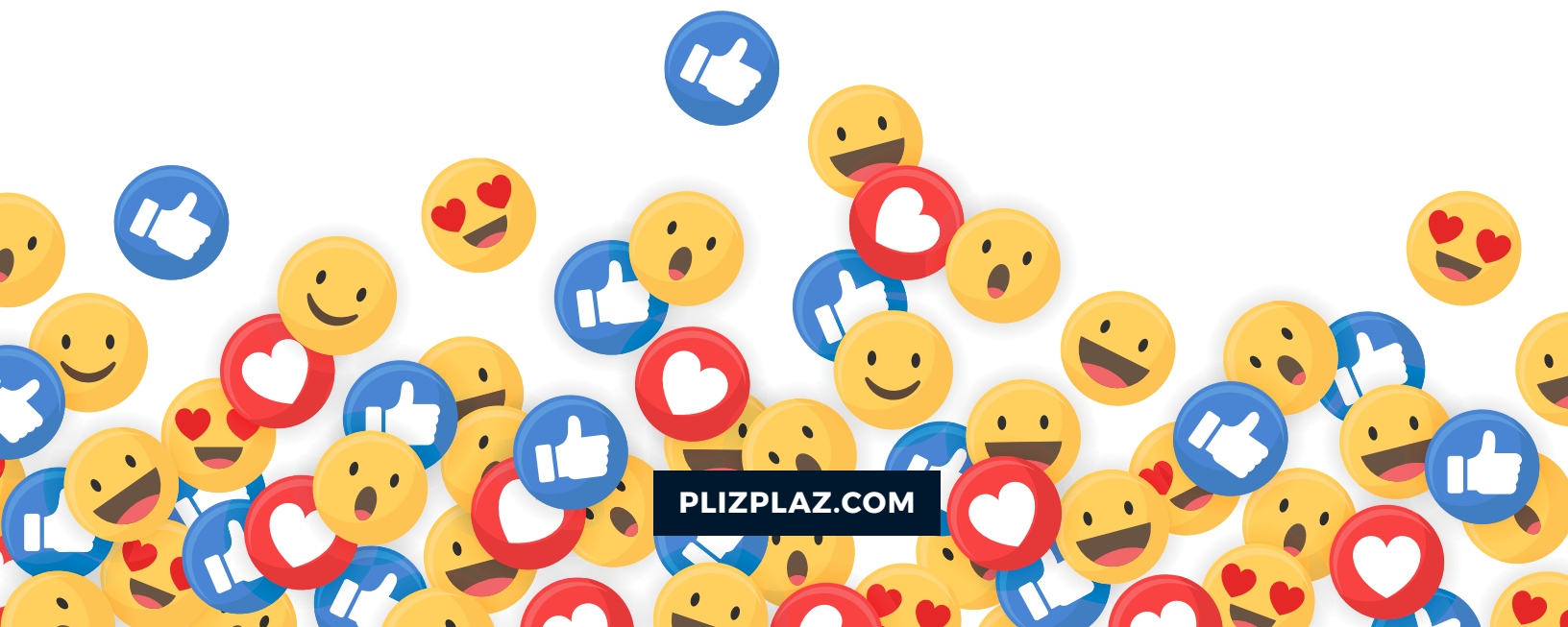


90

**SOCIAL MEDIA  
CONTENT IDEAS**

*for* **REAL ESTATE**



# 90 SOCIAL MEDIA CONTENT IDEAS FOR REAL ESTATE - PART 1

## Stunning houses

01. Beautiful house exteriors
02. Gorgeously decorated interiors
03. Unusual architecture features

## Quotes

04. About real estate
05. About life
06. About your personal interests

## Tips for Buyers

07. "Get ready for your house search"
08. "Take advantage of your inspection"
09. "Prepare for Closing Day"

## Tips for Sellers

10. Home valuation
11. How to stage
12. Showing your home

## Behind the scenes

13. On your way to meet a client
14. Staging a home
15. Preparing for an Open House

## Before and After

16. Renovated houses
17. An area changing through time
18. Your career through the years

## Neighborhoods

19. Schools, restaurants, business
20. Your town's history
21. Local news

## Clients Spotlight

22. Closing Day picture
23. Success stories
24. Testimonials

## Open House

25. "Coming Soon"
26. "Come today!"
27. Give Updates During the Day

## Market Statistics

28. Historic Market Stats
29. National and Local Market Stats
30. Comparisons

## Ask Questions

31. "What are your plans for the day?"
32. "What is your favorite...?"
33. "Fill the blank"

## Educate

34. Real estate terminology
35. Share a "How to" process
36. Share tools that you use

## Make them choose

37. "This or That?"
38. "Choose A, B or C"
39. "If you could....?"

## Listings Updates

40. "Just listed!"
41. "Under Contract"
42. "Sold!"

## Funny memes

43. Life as a real estate agent
44. House hunting
45. Being a homeowner

# 90 SOCIAL MEDIA CONTENT IDEAS FOR REAL ESTATE - PART 2

## Special Dates

46. Holiday season
47. Commemorative days
48. School holidays

## Q&A

49. "Talk to me about real estate"
50. "Got questions about your home search?"
51. "Selling your home?"

## Events

52. Professional events you attend
53. Local events
54. National events

## Fun Facts

55. About yourself
56. About real estate
57. About your area

## Videos

58. Tour a listed home
59. Tell your story
60. Show a neighborhood

## Ask for feedback

61. Ask what your audience wants you to post about
62. Ask them when their preferred time is to visit homes
63. Ask if they would visit a house without seeing pictures first

## Professional photos

64. Of yourself
65. Of your team
66. Of your office

## Casual selfies

67. Of yourself
68. With your family
69. With your friends/team

## Other people's content \*

70. Posts where you are mentioned
71. Your agency's posts
72. Content you love

\* REMEMBER TO ASK FOR PERMISSION

## #TBT

73. How it started, how it's going
74. The first home you sold
75. Personal milestones

## Free Resources

76. Moving Day Checklist
77. House Hunting Checklist
78. Home Selling Checklist

## Decoration Tips

79. Home renovation
80. Gorgeous furniture
81. Best paint choices for sellers

## Other agent's listings \*

82. Video tour
83. Photos and comments
84. Updates

\* REMEMBER TO ASK FOR PERMISSION

## Personal Touch

85. Your hobbies
86. Your family
87. Your daily routines

## Be direct

88. "Need to sell your home? Get in touch!"
89. "Need to find your next home? Get in touch!"
90. "Need help with Real Estate? Get in touch"

# ARE YOU READY TO TAKE YOUR SOCIAL MEDIA PRESENCE TO A WHOLE NEW LEVEL, BUT DON'T WANT TO DO IT YOURSELF ?

## LET US DO THE HEAVY LIFTING **FOR YOU!**

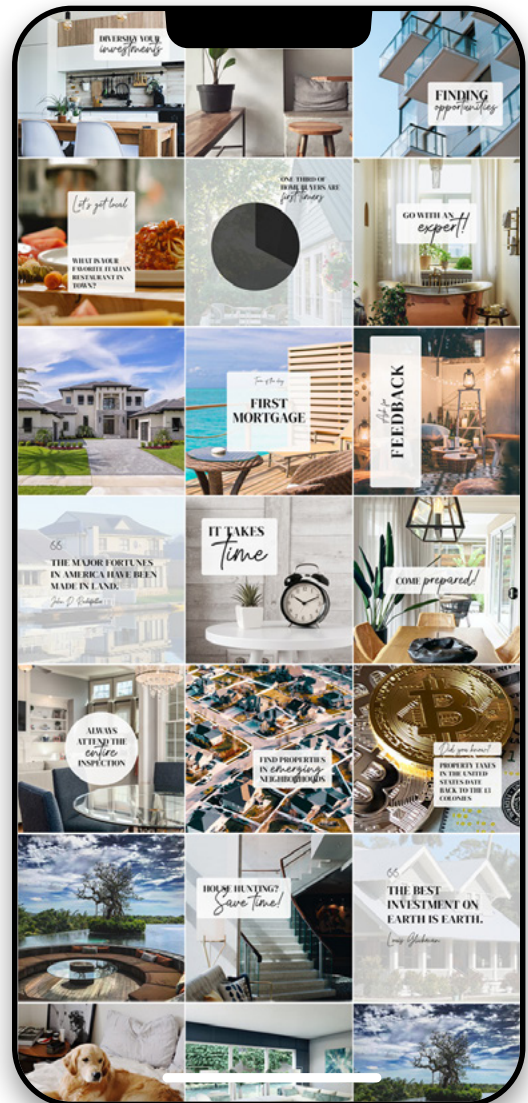
We have a huge collection of beautiful images and eye-catching designs that we will *post for you*, together with engaging captions and popular hashtags. You can also add a personalized signature, your own colors, and your logo!

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- ✓ Show everyone that you are active, and you know the business!
- ✓ Stay top-of-mind with frequent posting
- ✓ Reach potential new clients with every new post
- ✓ Become the go-to expert and get ready for more referrals
- ✓ Special partnerships with teams and agencies
- ✓ Receive tips to make the most of your social accounts
- ✓ FREE resources for you to share with your audience.

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# BOOST YOUR SOCIAL MEDIA PRESENCE, DONE FOR YOU AND ON BUDGET!

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“

Creating and scheduling content on social media was a big hassle for me. I am not a good writer so coming up with catchy captions was not easier, until I found PlizPlaz. I can't describe how happy I am. Now I don't have to deal with social media content - PlizPlaz takes care of it. Couldn't be more satisfied!

**KATHERINE**

“

I highly recommend PlizPlaz to every real estate professional trying to elevate their business. It has saved me a lot of time, and now I can finally focus on converting leads into clients while PlizPlaz works 24/7 to build a powerful social media presence for me.

**ALBERTO**

