

Instagram Post & Reel Ideas for Realtors

- 01** Introduce yourself and DON'T talk all about real estate. Post a selfie and/or film a Reel/IGTV!
- 02** Talk about your day-to-day. Your behind the scenes. Life as a Realtor.
- 03** Use carousel posts when sharing your listings. Posts with 8 – 10 slides receive more engagement!
- 04** Discuss what YOU have to offer. It's easy to post about your sales, but what about YOU? Why are clients choosing to work with YOU specifically?
- 05** Repurpose content. Have a post that performed well? Expand on it. Recreate it in a new light.
- 06** Take part in trends! See all the funny videos and challenges? Do one and put your own real estate spin on it.
- 07** Have a team? Running a brokerage? Introduce your team members and share agent spotlights.

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- 08** Gather video footage over time of beautiful homes/rooms you have seen. Stitch them together to make a Reel!
- 09** Make a funny post or Reel about the reality of Zestimates, then discuss the benefits of working with a Realtor.
- 10** Take your followers on a tour of your latest listing using a Reel!
- 11** Create a post or a Reel with a home seller checklist. Use a Reel to have list items pop up while you talk about them.
- 12** Give a market update. Use Reels or IGTV to go into the details about the current housing trends and stats.