

Monthly Realtor Content Plan

Week 1

Post 1: Think selling your home is all about timing?

Key Talking Points:

- Share why pricing matters more than timing.
- Discuss common pricing myths.
- Quick example of a smart pricing strategy.

CTA: DM me for a free home value check.

Caption Idea: Timing isn't everything—pricing is ■. Want to know your home's true value? Let's chat!

Post 2: First-time buyers, this one's for you...

Key Talking Points:

- Talk about what pre-approval really means.
- Why it gives buyers confidence.
- How it saves time when making offers.

CTA: Click the link in bio for my pre-approval checklist.

Caption Idea: Pre-approval = confidence + speed. Let's get you ready to buy!

Post 3: What do buyers REALLY want in 2025?

Key Talking Points:

- Highlight top 3 home features trending.
- Why these features add value.
- Tips for sellers to highlight them.

CTA: Need tips to stage your home? Message me today.

Caption Idea: Trendy features = higher offers ■. Let's make your home stand out!

Post 4: Here's one thing that scares buyers off...

Key Talking Points:

- Highlight inspection red flags.
- Why fixing small issues first matters.
- Quick story about a smooth inspection.

CTA: Ask me for my pre-inspection checklist.

Caption Idea: Inspections don't have to be scary. Small fixes = big wins!

Week 2

Post 1: Thinking of waiting to buy until rates drop?

Key Talking Points:

- Explain why waiting could cost more.
- Share cost of waiting example.
- Mention equity gains lost.

CTA: DM me for a personalized cost of waiting analysis.

Caption Idea: Waiting might cost you more ■. Let's run the numbers together.

Post 2: Want your listing to shine online?

Key Talking Points:

- Talk about professional photos.
- Importance of curb appeal.
- Virtual tours as a must-have.

CTA: Ask me how to prep your home for the spotlight.

Caption Idea: Online curb appeal = more offers. Ready to prep your home?

Post 3: Here's a homebuyer myth we need to bust...

Key Talking Points:

- You don't need 20% down.
- Highlight loan programs.
- Share example of low down payment success.

CTA: Message me for today's low down payment options.

Caption Idea: 20% down? Nope. You've got options ■■.

Post 4: Sellers: want to close faster?

Key Talking Points:

- Importance of paperwork ready.
- Respond quickly to offers.
- Work with trusted partners.

CTA: DM me to learn how my process keeps closings on track.

Caption Idea: Speed matters—close with confidence! ■

Week 3

Post 1: What's your home really worth today?

Key Talking Points:

- Share market update.
- Discuss online value estimator issues.
- Talk about importance of agent CMA.

CTA: Message me for a free CMA report.

Caption Idea: Zillow doesn't always get it right. Let's find out your REAL value ■.

Post 2: Ever wondered what happens after your offer is accepted?

Key Talking Points:

- Talk about escrow process.
- Inspections and appraisals.
- Final walk-through.

CTA: DM me for my 'Under Contract' roadmap.

Caption Idea: Offer accepted? Here's what happens next ■.

Post 3: Buyers, here's a mistake to avoid...

Key Talking Points:

- Don't make big purchases.
- Don't co-sign loans.
- Keep finances steady until closing.

CTA: Ask me for a do's and don'ts checklist.

Caption Idea: Big purchases before closing = ■. Protect your deal!

Post 4: What sets me apart from other agents?

Key Talking Points:

- Personal service focus.
- Strong negotiation skills.
- Proven track record.

CTA: Let's talk about your real estate goals.

Caption Idea: It's not just about buying/selling—it's about YOU. Let's work together!

Week 4

Post 1: Curious how buyers choose between homes?

Key Talking Points:

- Talk about emotional vs. logical choices.
- Highlight importance of staging.
- Share a quick buyer story.

CTA: Need staging tips? DM me today.

Caption Idea: Staging isn't extra—it's essential. Let's showcase your home!

Post 2: Realtors: want to grow your referral base?

Key Talking Points:

- Talk about networking strategies.
- Client appreciation events.
- Staying top of mind.

CTA: Ask me how I build long-term relationships.

Caption Idea: Referrals keep your business thriving. Let's grow yours!

Post 3: Should you sell before you buy?

Key Talking Points:

- Pros and cons of each path.
- Bridge loan solutions.
- Real-life example.

CTA: DM me to discuss your options.

Caption Idea: Sell first? Buy first? Let's find YOUR best strategy.

Post 4: Want to save thousands over the life of your loan?

Key Talking Points:

- Importance of shopping rates.
- Small differences add up.
- How agents guide clients to trusted lenders.

CTA: Message me for my trusted lender list.

Caption Idea: Smart buyers shop smart lenders. Let's save you money ■.