

WHAT TO POST ON INSTAGRAM ON YOUR REAL ESTATE BUSINESS ACCOUNT



WORKING WITH SELLERS

To get started, choose a couple of properties that you'll use as your first Instagram projects. If it's your listing:

- Ask if you can take a picture of the owners signing the listing
- A photo of the for sale sign going up
- Some photos of the house staged nicely for potential buyers
- Some pictures of prospects looking through the house
- The sold sign going up
- The owners packing up
- Children helping to pack up
- Handing over the keys to the new buyers

Don't forget that you can also use 15 second videos in place of the suggestions I have above for photos.

WORKING WITH BUYERS

Do you have buyers that don't mind being photographed?

- Take photos at all the homes you take them to view.
- Let them get creative with their expressions and keep posting them at every property they view up to the moment until they find the one that they buy.
- You're basically creating a scrapbook of the selling or buying process for your clients and letting prospective clients take that journey with them, thus making them a little more relaxed and ready for the taking the plunge. Oh yes. And great advertising for you!

