Posting on social media builds your online reputation as a knowledgeable source of industry information. The more consistently you post quality info, the more the people in your market will start to recognize you as a real estate professional in their area… and eventually, trust you with their business.

The following pages contain posts for Facebook, Instagram, LinkedIn, and Pinterest.

**Facebook and Instagram**

Facebook and Instagram are the largest social media networks today, and they are necessary components for any successful digital marketing strategy. Your clients are there, they expect you to be there, and if you’re not, it will reflect poorly on your perceived competence. We recommend that you post at least once a week to these platforms.

1. Finding a New Home for Your Next Stage of Life

*(Use with “Post 1” option from the zip file)*

Like a plant that’s outgrown its pot 🌱, you deserve a space that enables you to thrive in your new stage of life 🌼. But what does that look like? 🤔

Here are the top factors today’s buyers are looking for in their next home:

💍 COUPLES:

✔️ Affordability

✔️ Equity potential

✔️ Close proximity to work and play

👶 FAMILIES:

✔️ Room to grow

✔️ Functional space

✔️ Close proximity to quality schools

🕊️ EMPTY NESTERS:

✔️ Accessibility

✔️ Low maintenance

✔️ Close proximity to family, caregivers, and hobbies

So is it time to find a space that better fits your current stage of life? ⬆🏡⬇

Head to our latest blog for more info on how your home can (and should!) offer the perfect mix of amenities and affordability for your needs.

[insert link to post or “Link in Bio”]

#emptynester #moveuphome #firsttimehomebuyer #familyhome #realestate #realtor #realestateagent #realestatetips #homebuyer #homeseller #homeowner #loveyourhome

2. What to Consider Before Downsizing

*(Use with with “Post 3” option from the zip file)*

“Empty Nesters!” 🕊️

📙 Definition: A parent whose children have grown and moved away from home.

If you’ve recently found yourself in this stage of life, you may be thinking about selling your family home and downsizing to a condo or small house to make things more manageable ⬇🏡

Which is great timing, because the real estate market has never been hotter and now is a great time to cash in on all that equity you’ve gained! 🤑

Check out our latest blog post for more info on what to consider before downsizing your home ➡️ [insert link to post or “Link in Bio”]

**💡** Looking for a professional you can trust to guide you through this next chapter in your real estate journey? Reach out to our team to schedule a free seller consultation! 📲

#emptynester #realestate #realtor #realestateagent #realestatetips #homebuyer #homeowner #loveyourhome #homefeatures #househunting #buyersagent #downsizing #homeseller

3. Things to Confess to Your Partner Before Buying

*(Use with “Post 2” option from the zip file)*

Thinking of taking the next BIG step with your partner?! 💑 We recommend clearing the air 🌬️ before starting your house-hunting journey 🏡

:::Things To Discuss:::

📐 Features: The number of bedrooms, bathrooms and layout can make a big difference in your day-to-day life. Does one of you want a larger suburban home to grow into and the other a low-maintenance bungalow in the city?

📍 Location & Lifestyle: What will commuting look like for each of you? Where are your interests and hobbies located, and do they differ?

💳 Credit Score: Does one of you have great credit and the other… well, not so much? Discuss how this could impact your homeownership goals.

You probably already know living together requires some compromise, which is why we recommend discussing these important factors before looking for a home that fits both your needs.

House-hunting with a partner? Comment below 👇 with the features that are on top of your list!

We can help you find homes in our area that fit BOTH your needs. Contact us today:

📲 [Insert your phone number]

📧 [Insert your email address]

#firsttimehomebuyer #realestate #realtor #realestateagent #realestatetips #homebuyer #homeowner #loveyourhome #homefeatures #househunting #buyersagent #firsttimebuyer

4. Housing Needs Are Cyclical  
 *(Use with “Animated Video”)*

**Title:** Housing Needs Are Cyclical

We know there can be a lot of emotions that go along with moving during a major life transition...

Excitement over this new period in your life 🎉 … melancholy over moving out of a home with lots of memories 🏡… perhaps even anxiety over making sure your finances 💸 work out so you can achieve everything your heart ❤️ is set on.

✨ Helping people imagine the possibilities ✨ and create solutions to achieve their dreams 🙌 is what really motivates us!

Read our latest blog to learn more about finding a new home for your next stage of life.

[insert link to post or “Link in Bio”]

#emptynester #moveuphome #firsttimehomebuyer #familyhome #realestate #realtor #realestateagent #realestatetips #homebuyer #homeseller #homeowner #loveyourhome

**LinkedIn**

We recommend setting up a LinkedIn profile because the site very often ranks highly on search results for individuals, and it’s a way for prospects to evaluate your professionalism. Publishing the MVP LinkedIn article on your profile helps give prospects researching you a positive impression.

1. Finding a New Home for Your Next Stage of Life

*(Use with “LinkedIn Image” and “LinkedIn Post” from the zip file)*

What feature is currently missing from your home? Here are some important things to consider when deciding if you should move up or down, based on the stage of life you are in...

COUPLES: affordability, equity potential, and close proximity to work and play.

FAMILIES: room to grow, functional space, and close proximity to quality schools.

EMPTY NESTERS: accessibility, low maintenance, and close proximity to family, caregivers, and hobbies.

Check out our latest article for more tips on how to find a neighborhood that offers the perfect mix of amenities and affordability for your family.

#emptynester #moveuphome #firsttimehomebuyer #familyhome #realestate #realtor #realestateagent #realestatetips #homebuyer #homeseller #homeowner #loveyourhome

**Pinterest**

Pinterest boasts a large and engaged audience that could be a vibrant source of business… if you dedicate the time and energy to developing it as such.

We believe that your time is best spent on Facebook and Instagram first. Only after you’ve mastered those platforms should you consider adding others to your arsenal.

1. Finding a New Home for Your Next Stage of Life

*(Use with “Pinterest Image” options from the zip file)*

**Title:** Finding a New Home for Your Next Stage of Life

What feature is currently missing from your home? Here are some important things to consider when deciding if you should move up or down, based on the stage of life you are in...

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