# **Social Media Posts**

The following pages contain captions for posts on Facebook, Instagram, LinkedIn, and Pinterest. Corresponding images and videos can be found on the [February 2025 MVP Page](https://dashboard.thepaperlessagent.com/december-2024-monthly-value-program/) or in the February 2025 zip file.

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# Facebook & Instagram

## Post 1 - 4 Home Remodeling Projects with the Highest ROI

**Facebook - US & Canada**

*(Use with “*4 Home Remodeling Projects with the Highest ROI*” graphic)*

🚪✨ Want to boost your home's value without breaking the bank? Check out these 4 remodeling projects with the highest ROI! From replacing your garage door (a whopping 193.9% ROI!) to giving your kitchen a modern refresh, these upgrades can make your home stand out and attract buyers.

💡 Curious about which upgrades make the biggest impact in your area? Read the full blog for details and tips to get started.

[Link to Blog]

**Instagram - US & Canada**

*(Use with “POST” graphic)*

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#HomeImprovement #RealEstateTips #RemodelingROI

## Post 2 - Real Estate Terminology “As Is”

**Facebook - US & Canada**

*(Use with “*Real Estate Terminology “As Is”*” graphic)*

A home listed “as is” is being sold in its current condition. In other words, the seller will not make any repairs or improvements before closing.

Selling your home “as is” comes with both pros and cons:

✅ Pro: You’ll skip the expense of possible repairs.

❌ Con: You may receive a lower price for your home.

✅ Pro: With less prep, you can often list your home faster.

❌ Con: It may take longer to sell.

✅ Pro: A well-priced, “as is” home can often generate offers.

❌ Con: Major issues can make it harder for potential buyers to get financing.

There are a lot of factors to consider when deciding to list your home. Call us to discuss the specifics of your situation.

📲 [insert your phone number]

📧 [insert your email address]

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#realestateagent #realestatetips #homeseller #homesellertips #forsaleasis

## Post 3 - Curb Appeal is King

**Facebook - US & Canada**

*(Use with “Curb Appeal is King” video)*

In today’s changing market, buyers have more options—and they’re pickier than ever. First impressions matter, and your home’s exterior can make or break it! 💥

Focusing on curb appeal projects like a fresh garage door, a sleek entry door, or adding stone veneer can give you the highest ROI and help your home stand out. 🏡✨

Thinking about selling? Check out my latest blog post for the top 4 projects with the highest return on investment!

[Link to Blog]

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Thinking about selling? Check out my latest blog post for the top 4 projects with the highest return on investment! (Link in Bio)

#CurbAppeal #RealEstateTips #FirstImpressionsMatter

## Post 4 - February Market Trends

**Facebook - US & Canada**

*(Use with “February Market Trends” carousel)*

🏡📊 February real estate trends are here! Here’s what you need to know this month:

* 🕒 Pre-spring buyers are already on the hunt.
* 📉 Mortgage rates are steady, for now.
* 🏠 Listing early can help you beat the rush!

Thinking about buying or selling? February is a great time to make your move. Let’s chat about your real estate goals!

📲 [insert your phone number]

📧 [insert your email address]

**Instagram - US & Canada**

*(Use with “February Market Trends” carousel)*

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📧 [insert your email address]

#RealEstateMarket #FebruaryTrends #HomeBuyingTips"

## Post 5 - Remodeling Checklist

**Facebook - US & Canada**

*(Use with “*Remodeling Checklist*” video)*

🔨 *Thinking about starting a remodeling project?* 🔨

Before you dive into demo day, take a step back and set yourself up for success:  
 ✨ Outline your goals: Are you improving aesthetics, boosting resale value, or making necessary repairs?  
 ✨ Get inspired: Browse Houzz, Pinterest, or even local open houses to spark ideas.  
 ✨ Prioritize your budget: Know your “must-haves” vs. “nice-to-haves” to stay on track.  
 ✨ Create a plan: Define your project scope, timeline, and phases to keep things organized.

Ready to turn your vision into reality? Read the full blog for tips and resources to help you start strong.

[Link to Blog]

**Instagram - US & Canada**

*(Use with “*Remodeling Checklist*” video)*

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#HomeRemodeling #RealEstateTips #DIYDreams #ProjectPlanning

## Post 6 - Maximize Your Home's Resale Value

**Facebook - US & Canada**

*(Use with “Maximize Your Home's Resale Value” graphic)*

💡 *Looking to maximize your home’s resale value?* Here are the *Top 3 Remodeling Projects with the Highest ROI* from the 2024 Cost vs. Value Report:

1️⃣ **Garage Door Replacement**:  
 💰 ROI: 193.9%  
 ✅ A sleek, modern garage door transforms curb appeal and adds functionality.

2️⃣ **Steel Entry Door Replacement**:  
 💰 ROI: 188.1%  
 ✅ Boost curb appeal, energy efficiency, and security with this budget-friendly upgrade.

3️⃣ **Manufactured Stone Veneer**:  
 💰 ROI: 153.2%  
 ✅ Add texture and luxury to your exterior with this durable and cost-effective accent.

Whether you're selling soon or just want to invest smartly in your home, these projects deliver high impact without breaking the bank.

👉 *Check out the full blog for details and pro tips.*

[Link to Blog]

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#HomeImprovement #RemodelingROI #CurbAppeal #KitchenRemodel #RealEstateTips

# 

## Post 7 - How Much Does a Home Really Cost?

**Facebook - US & Canada**

*(Use with “*How Much Does a Home Really Cost?*” graphic)*

💰 How Much Does a Home REALLY Cost to Buy? 💰

Spoiler alert: It’s not just the sticker price! Here's what to factor in when planning your home purchase:

🏡 Down Payment: Typically 3-20% of the home's price (varies based on loan type).  
 📑 Closing Costs: Around 2-5% of the home’s price—think appraisal fees, title insurance, and more.  
 🛠️ Home Inspections & Repairs: A must for peace of mind and future planning.  
 💵 Mortgage Insurance: Required if your down payment is less than 20%.  
 📆 Monthly Costs: Beyond the mortgage payment, don’t forget property taxes, homeowners insurance, and HOA fees (if applicable).

✨ Planning to Buy? Knowing these costs up front helps you make smarter decisions and avoid surprises. Let's talk about your budget and options!

📲 [insert your phone number]

📧 [insert your email address]

**Instagram - US & Canada**

*(Use with “*How Much Does a Home Really Cost?*” graphic)*

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# ✨ Planning to Buy? Knowing these costs up front helps you make smarter decisions and avoid surprises. Let's talk about your budget and options!

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# #HomeBuying #RealEstateTips #FirstTimeBuyer #MortgagePlanning #DreamHome

# 

## Post 8 - Inspiration Sources for Your Next Remodel

**Facebook - US & Canada**

*(Use with “Inspiration Sources for Your Next Remodel” video)*

🎨 *Feeling stuck on remodeling ideas?* Get inspired by these resources:  
  
🌟 Houzz for photo galleries & contractor recommendations  
🌟 Pinterest to create vision boards  
🌟 Open houses to see what’s trending locally  
🌟 Local showrooms for the latest finishes and fixtures

Check the blog for the full list of ideas to spark creativity!

[Link to Blog]

**Instagram - US & Canada**

*(Use with “Inspiration Sources for Your Next Remodel” video)*

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# Check the blog for the full list of ideas to spark creativity!

Link in Bio!

# #DesignInspiration #HomeRemodelIdeas #FindYourStyle

# 

## Post 9 - Why February is the Perfect Time to Make Your Move!

**Facebook - US & Canada**

*(Use with “Why February is the Perfect Time to Make Your Move!” graphic)*

🏠✨ *Thinking about buying or selling this year? February is the perfect time to plan your move!*

📊 Here’s why acting now can set you up for success:  
  
1️⃣ Market Momentum: The real estate market is picking up as spring approaches—get ahead of the competition!  
2️⃣ Winter Advantage: Listings are fewer, but so are buyers—less competition means more opportunity.  
3️⃣ Prepare to List: Now’s the time to tackle small updates and improvements for top dollar when selling.

🔑 Whether you’re looking to upsize, downsize, or invest, I’m here to guide you every step of the way.

📲 [insert your phone number]

📧 [insert your email address]

**Instagram - US & Canada** *(Use with “Why February is the Perfect Time to Make Your Move!” graphic)*

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# 📊 Here’s why acting now can set you up for success: 1️⃣ Market Momentum: The real estate market is picking up as spring approaches—get ahead of the competition! 2️⃣ Winter Advantage: Listings are fewer, but so are buyers—less competition means more opportunity. 3️⃣ Prepare to List: Now’s the time to tackle small updates and improvements for top dollar when selling.

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# #RealEstateTips #FebruaryMoves #DreamHomeGoals #MarketReady

# 

# LinkedIn

## Maximize Your Homes Value

**US & Canada**

*(Use with “Blog Post Image” and “LinkedIn Post”)*

🏡 Maximize Your Home’s Value with These High-ROI Renovation Projects! 🚪✨

Thinking about upgrading your home or preparing to sell? Discover the top remodeling projects that deliver the biggest bang for your buck—plus tips to make your home stand out in today’s market.

Read more to learn how small upgrades can make a big impact! ⬇️

#HomeImprovement #RealEstateTips #CurbAppeal #ROI

# Pinterest

1. Maximize Your Home's Value with These High-ROI Remodeling Projects

**US & Canada**

*(Use with “Pinterest Image”)*

**TITLE:** Maximize Your Home's Value with These High-ROI Remodeling Projects!

Looking to invest in your home and see a big return? 🏠 These 4 remodeling projects offer the highest ROI, according to the 2024 Cost vs. Value Report:

🔹 Garage Door Replacement – ROI: 193.9%  
🔹 Steel Entry Door Replacement – ROI: 188.1%  
🔹 Manufactured Stone Veneer – ROI: 153.2%  
🔹 Minor Kitchen Remodel – ROI: 96.1%

Boost curb appeal, enhance functionality, and attract buyers with these impactful upgrades. Whether you're planning to sell or just want to love your home even more, these projects deliver major results. 💪✨

📌 Save this pin for inspiration and start planning your next home improvement project today!

#HomeRemodeling #ROIProjects #CurbAppeal #HomeImprovementTips #RemodelingIdeas

# Social Media Recommendations

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 are our current recommendations for your social media strategy for real estate.

* [Facebook and Instagram](#_day8t7l7q677) 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.
* [LinkedIn](#_r8m9qhtb6q) very often ranks highly on search results for individuals, and having a profile on the platform is a way for prospects to evaluate your professionalism. Publishing the MVP LinkedIn article on your profile helps give prospects researching you a positive impression.
* [Pinterest](#_2xay9h1lbmsf) 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.