

# Types of Content Every REALTOR® Should Post

As a real estate agent, building a strong online presence is crucial to reaching potential clients and showcasing your expertise in the industry. In today's digital world, social media platforms are a powerful tool to connect with your audience and establish your personal brand. In this marketing guide, we will explore the different types of content that every REALTOR® should post to engage their followers, promote their listings, and position themselves as a trusted and knowledgeable resource in the real estate market.

## □ PROPERTY LISTINGS

Highlight new listings, open houses, and price reductions, along with eye-catching photos and property details.

## □ PERSONAL BRAND CONTENT

Share photos and stories that showcase your personal interests and hobbies, giving followers a sense of who you are as a person and what sets you apart as a real estate agent.

## □ NEIGHBORHOOD SHOWCASES

Showcase local neighborhoods and communities, highlighting the best things about each area and showcasing your knowledge of the local real estate market.

## □ HOMEOWNER TIPS

Share home improvement and maintenance tips, such as decorating ideas, energy-saving tips, and home safety advice, to demonstrate your expertise and provide value to followers.

## □ BEHIND-THE-SCENES

Share behind-the-scenes photos and videos of your day-to-day life as a real estate agent, giving followers a glimpse into your work and personality.

## □ CLIENT TESTIMONIALS

Share positive reviews and testimonials from satisfied clients, demonstrating your track record and reputation.

### ❑ LOCAL CONTENT

Posting local content as a real estate agent helps showcase your expertise in the local market, build your reputation in the community, and establish you as a trusted and knowledgeable resource for potential clients.

### ❑ MARKET UPDATES

Share current market trends and statistics, such as home sales data and price changes, to showcase your expertise and stay top of mind with potential clients.

### ❑ COMMUNITY INVOLVEMENT

Share photos and stories about your involvement in local events, charities, and organizations, demonstrating your commitment to the community.

### ❑ EDUCATIONAL CONTENT

Sharing educational content establishes expertise and positions you as a trustworthy resource in real estate.

### ❑ PROMOTIONAL CONTENT

Posting promotional content as a real estate agent helps to promote your brand, increase visibility for your listings, and generate leads for potential clients.

### ❑ RELATABLE CONTENT

Posting relatable content helps build trust and establish a connection with potential clients, ultimately leading to increased engagement and sales.

