



## 5 Instagram Post Ideas to Help You Stand Out as a Realtor

If you're ready to stop blending in and start creating content that *\*actually connects\** — here are 4 plug-and-play post ideas that are working RIGHT NOW to attract buyers *\*and\** sellers:

1. “When I market your home... I’m not just selling square footage.”

➡ Use this carousel post to shift the focus from features to feelings. You’re not just showing a kitchen—you’re showing the lifestyle. It helps sellers see the value of your strategy vs. the average agent.

2. “If I won the lottery, I wouldn’t say a word... but there would be signs.”

➡ This reel format grabs attention *\*fast.\** It’s witty, visual, and perfect for both buyers and sellers. Want to build your following? Start here.

3. “What the internet doesn’t tell you about moving to [CITY, ST]...”

➡ Local content that goes beyond Zillow. Talk traffic, taxes, schools, and real-life insight. Ideal for attracting relocation clients and boosting local reach.

4. “I wish someone told me this when I started in real estate...”

➡ This one builds trust *\*fast.\** Share a few lessons you’ve learned in your journey, and watch how many DMs come from new agents, buyers, and even sellers who relate.

- ➡ 5. Talk about a moment when a client almost gave up—but you helped them find the one

Let’s level up your IG presence and get you showing up like the top agent you are. 🙌

— Peter, Creator of 847 Studio | Realtor Social Media

## Want Done-for-You Social Media Content That Attracts Clients?

If you're tired of wondering what to post and how to grow your brand as a real estate agent —  
I've got you covered with plug-and-play Reels, posts, stories, and captions designed *just for REALTORS*.



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