



*50 Unique
Real Estate
Content
Ideas for Your
Profiles*

Social Media Content Starter Pack

- YouTube Video Ideas
- Facebook Post Ideas
- Instagram Post & Reel Ideas
- LinkedIn Post Ideas

Creative content
inspiration **exclusively**
gifted to Optimized
Real Grader Clients



www.realgrader.com



516-600-0102



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*Aim for 2- 3 videos per month
minimum*

YouTube Video Ideas

1. Virtual tours of new listings
2. Interview with clients discussing their experience working with you
3. Q&A sessions about the Real Estate market and industry trends
4. Tips and tricks for first-time homebuyers
5. Behind-the-scenes of a day in the life of a Real Estate Agent
6. Neighborhood and community spotlights
7. Property investment advice and opportunities
8. Time-lapse videos of renovations and remodels
9. Home staging demonstrations and tips
10. Success stories and testimonials from past clients

Want to learn about thumbnail creation, video editing, engagement, analytics, hashtags, and more?
Join the Real Grader Influencer Program to get even more exclusive content!

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Facebook Post Ideas

*Aim for 5 posts per week
minimum*

1. Neighborhood unique facts and history
2. Promotions for upcoming open houses and events
3. Home maintenance tips and tricks
4. Frequently asked questions about real estate
5. Local market updates and trends
6. Sharing helpful resources for homebuyers, such as mortgage calculators and home-buying checklists
7. Behind-the-scenes of your day-to-day work
8. Your new listings and what makes them unique
9. Client testimonials and success stories
10. Community spotlights, such as new restaurants or shops

**Need even more inspiration, or
posting done for you?
Join the Real Grader Influencer
Program to get even more exclusive
content and automatic custom posts
just for you!**





*Aim for 5 posts per week
minimum*

Instagram Post Ideas

1. Beautiful photos of new listings and open houses
2. Before-and-after photos of home renovations
3. Highlighted features of each listing, such as a fireplace or swimming pool
4. Stunning views of the surrounding neighborhoods and landscapes
5. Inspirational quotes about homeownership
6. Client reviews and testimonials
7. Photos of happy clients in front of their new homes
8. Monthly recaps of your Real Estate victories
9. Appreciation Spotlight of a Team Member or Partner
10. #Throwback posts of historic homes or old listings

Want to learn about engagement, caption creation, ideal posting times, and more, or just have posting done for you?
Join the Real Grader Influencer Program to get even more exclusive content and automatic custom posts just for you!

 **REAL GRADER**



***Aim for 3 posts per week
minimum***

Instagram Reel Ideas

1. Quick tours of properties for sale
2. Time-lapse videos of home staging
3. Sneak peek of a new development or listing to build suspense
4. Fun behind-the-scenes of your team working together
5. DIY home project inspiration
6. Why you became a Real Estate Agent and the top 3 things you've learned so far
7. How-To's: Hire an agent, get a mortgage, save for a house
8. Property investment advice and opportunities
9. Real Estate-themed parodies and skits
10. Share the top 10 things to do in the neighborhood

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LinkedIn Post Ideas

*Aim for 2 posts per month
minimum*

1. Industry news and updates
2. Thought leadership posts on the Real Estate market and trends
3. Articles and blog posts related to the industry
4. Tips and tricks for networking and building business relationships in the Real Estate industry
5. Professional headshots and team photos
6. Promotions for upcoming events and webinars
7. Share your own personal tips for success in the Real Estate industry
8. Q&A sessions with other industry professionals
9. Transitioning to Real Estate from a different career path
10. The economic potential of your local neighborhoods

**Want to learn about networking and
building professional relationships?
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