

SPRING CLEANING: SOCIAL RESET FOR REALTORS

CLASS 2 – Plant, Grow & Build a Realtor Presence That Attracts Clients



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Last Class: You Cleaned It Up

- Profiles updated
- Contact info fixed
- First impression improved

Now... we grow it

👉 Clean profile + no content = in



TODAY'S FOCUS

We are building attraction

You will learn:

- What to post
- How often to post
- How to stay visible without stress



THE BIG SHIFT

Stop thinking: “What do I post?”

Start thinking: “What do my clients need to see?”

Your content should:

- Build trust
- Show activity
- Make you relatable
- Position you as the expert (area expert)



THE 4 TYPES OF POSTS (CORE SYSTEM)

1. Personal (Connection)

- Life moments
- Behind the scenes
- “Human” content

2. Professional (Credibility)

- Listings
- Closings
- Market activity

3. Educational (Value)

- Tips for buyers/sellers
- գործընթաց explanations
- FAQs

4. Engagement (Conversation)

- Questions
- Polls
- “This or That”



PERSONAL POSTS (EXAMPLES)

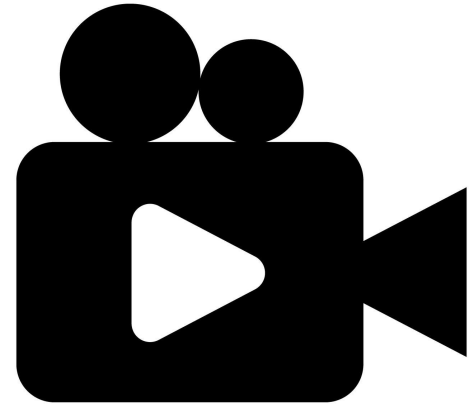
People work with people they like

Post ideas:

- “Day in the life of a Realtor”
- Coffee, showing homes, errands
- Family / pets (light + appropriate)

👉 Builds connection and relatability

Don't forget VIDEO is GREAT



Show you are active

Post:

- Just listed
- Under contract
- Just sold
- Showing homes

👉 Activity = credibility



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EDUCATIONAL POSTS (EXAMPLES)

This builds **TRUST** fast

Post ideas:

- “3 tips before buying a home”
- “What sellers should know right now”
- “Mistakes to avoid”

 You become the expert

ENGAGEMENT POSTS (EXAMPLES)

Get people interacting

Post:

- “Would you pick kitchen A or B?”
- “Pool or no pool?”
- “What’s your dream home style?”

👉 More engagement = more visibility



HOW OFTEN TO POST

Keep it **SIMPLE**

- 3 -4 times per week is enough
- Consistency > perfection

Example:

- Monday: Personal
- Wednesday: Educational
- Friday: Professional
- Weekend: Community/Event



WHERE TO POST

Focus on:

- Facebook
 - Instagram
 - YouTube
 - (Optional: LinkedIn, TikTok)
- 👉 You do NOT need to be everywhere
- 👉 Be consistent where you are

QUICK CONTENT IDEAS (FAST WINS)

Post this week:

- A selfie or video at a showing
- A quick tip for buyers
- A “just listed” or “market update”
- A simple question post/video



WHAT STOPS REALTORS FROM POSTING/VIDEO

Common issues:

- “I don’t know what to post”
- “I don’t want to be on video”
- “I don’t have time”

Solution:

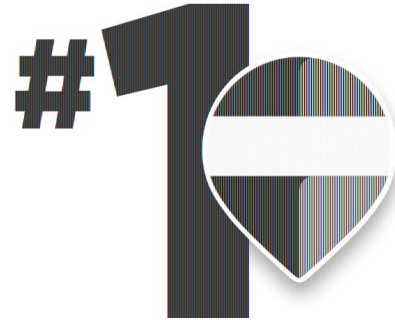
- 👉 Keep it simple
- 👉 Done is better than perfect.

FINAL MESSAGE

You don't need to be perfect—just present

- Show up
- Stay consistent
- Be real
- VIDEO

👉 That's what attracts clients



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