



MAY 2020: WHAT TO POST INSTEAD OF LISTINGS

- Share a snapshot of you with some favorite clients and tag them! Write a caption that tells your audience who they are, how you helped them, and what you are most looking forward to seeing them again.
- *"I worked with Joe and Nancy to help them buy their first condo. Nancy and I met through book club and we have been great friends ever since! @nancyinstagram and @joeinstagram, we are so overdue for a catch-up and [my husband] and I can't wait to do dinner again soon!"*
- Share a beautiful photo from a past listing. Talk about why you loved the property and what you love about the neighborhood.
- *I sold this gorgeous colonial to a wonderful family three years ago, and I'm sure they are loving how the backyard opens up to the forest preserve. I still think about how gorgeous the views were from the kitchen and living room.*
- Pull up a a stunning listing in your neighborhood the MLS on your computer, then snap an iPhone photo of it. Say something positive about the local market and encourage would-be buyers to contact you to start their home search.
- Have you remodeled your own home lately? Share a before/after photo of the space and talk about what you did to make the transformation.
- Copy and paste a client testimonial onto on of your testimonial templates. Share it with a message about how much you enjoyed working with that client.
- Going for a walk in your neighborhood? Snap a shot of a favorite piece of local art or architecture and give a quick fact or trivia tidbit about it.

