

Real Estate

Content Planner



About this Planner

Ready to kick start your social media marketing and grow a following as a real estate agent? Here at Plann, we want to take the confusion and guesswork out of using social media to skyrocket your success as a real estate business.

Whether you're building your real estate business from scratch or levelling up your existing marketing efforts, we've got you covered with this customizable, strategy-driven content planner.



Get ready for:

- [Content Inspiration](#)
- [Caption Starters](#)
- [Handpicked Hashtags](#)
- [Repurposing Tips](#)
- [Social Templates](#)

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30 Days of Content

Real Estate Content Planner

Build an engaged community with 30 days of compelling social posts, curated for a real estate business.

INTRODUCE
YOURSELF &
YOUR AGENCY

SHOW A
CURRENT LISTING

SHARE A
RECENT REAL
ESTATE STAT

BTS OF
YOU STAGING
A HOME

WHAT YOUR
FIRST YEAR OF
REAL ESTATE
LOOKED LIKE

3 THINGS I WISH
I KNEW BEFORE
BECOMING A
REAL ESTATE
AGENT

DAY IN THE
LIFE OF A REAL
ESTATE AGENT

ADVICE FOR
NEW AND
UPCOMING REAL
ESTATE AGENTS

RANK REAL
ESTATE TV
SHOWS FROM
MOST REALISTIC
TO LEAST
REALISTIC

SHARE YOUR TOP
5 PROPERTIES
YOU'VE SOLD OF
ALL TIME

SHARE
A LISTING

5 THINGS TO
LOOK FOR IN
YOUR NEXT
PROPERTY

LIFE OF A REAL
ESTATE AGENT:
EXPECTATION
VS. REALITY

SHARE 5 DON'T
OF REAL ESTATE

#OOTD WHAT
OUR TEAM WORE
TO THE OFFICE
TODAY

SHARE YOUR
MOST LUXURY
PROPERTY

THE BEST
SUBURBS TO
BUY A PROPERTY
IN YOUR CITY

GO LIVE ON
INSTAGRAM AND
ANSWER FAQs

SHARE LOCAL
MARKET STATS

LOCAL SUBURB
GUIDE: THE BEST
THINGS TO DO

SHARE RECENT
SALES PHOTO

SHARE A
TEAM EVENT

SHARE
A LISTING

CLIENT
TESTIMONIAL

JUST
SOLD POST

PURCHASING
YOUR FIRST
HOME Q&A

HOUSE TOUR

SHARE A MEME
RELATED TO
REAL ESTATE.

SHARE A
'THIS OR THAT'
POST - REAL
ESTATE EDITION

MONTHLY
WRAP-UP

Free Templates for Real Estate Businesses

To help you streamline your social marketing process even further, we've created a full set of captions, hashtags + pre-designed templates for all 30 days! We've even included some tips for repurposing this content across your different social channels

