

# 30 Days of Social Media Content for Realtors

*Post consistently without stress or guesswork.  
Designed to help you stay visible, build trust, and attract buyers &  
sellers.*

## **Week 1 – Authority & Trust**

- Day 1: Introduce yourself + who you help*
  - Day 2: 3 mistakes buyers make in your market*
  - Day 3: What your job actually involves*
  - Day 4: A common real estate myth (and the truth)*
  - Day 5: Before/after client story*
  - Day 6: Your favorite local spot*
  - Day 7: Answer a common buyer question*
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## **Week 2 – Education**

- Day 8: Steps to buying a home (simple)*
  - Day 9: What affects home prices*
  - Day 10: Renting vs buying*
  - Day 11: What to expect at closing*
  - Day 12: How to prepare your home to sell*
  - Day 13: Market update (simple insight)*
  - Day 14: FAQ you get all the time*
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## **Week 3 – Social Proof & Lifestyle**

*Day 15: Why clients choose you*

*Day 16: Client win or testimonial*

*Day 17: Behind the scenes of your day*

*Day 18: Tools you use in your business*

*Day 19: A mistake you see people make*

*Day 20: Personal story (relatable)*

*Day 21: Weekend local recommendation*

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## **Week 4 – Conversion (Soft)**

*Day 22: Who you help and how*

*Day 23: What makes your service different*

*Day 24: Explain your buying/selling process*

*Day 25: Answer “Is now a good time to buy?”*

*Day 26: Your approach to negotiations*

*Day 27: How people can work with you*

*Day 28: Client question + answer*

*Day 29: Biggest misconception in real estate*

*Day 30: Clear CTA (book a call / DM you)*

## **Want to organize your content and automate this?**

This is the free system I use to plan, deliver content, and follow up automatically.

👉 [Click Here!](#)