

FREE MINI GUIDE FOR REAL ESTATE AGENTS

THE WEEKEND CONTENT TOOLKIT



Seven adaptable hooks. One useful topic.
Three platform-native posts.

YOUR QUICK START

- 1 Pick one hook on page 2.
- 2 Replace [AREA], [NAME], and [BROKERAGE] with your real details.
- 3 Adapt the three-post example on page 3 to your audience.
- 4 Check facts, permissions, and disclosures before posting.

One clear answer can become useful content on several channels. Start with a real question your buyers or sellers ask.

01 / HOOK LIBRARY

Seven hooks worth adapting

Choose one. Add your own verified detail and a clear next step.

01

Before you tour a home in [AREA], answer these three questions.

USE WITH Buyer carousel or short video

02

One question I ask sellers before we build a listing plan: [QUESTION].

USE WITH Seller education post

03

What does a showing tell you - and what does it not tell you?

USE WITH Buyer FAQ; separate impressions from inspections

04

Thinking about moving to [AREA]? Start with this decision.

USE WITH Local guide using verified information

05

A small seller-prep task to consider before listing photos: [TASK].

USE WITH Practical checklist

06

The tradeoff I ask buyers to rank before we search: [TRADEOFF].

USE WITH Conversation starter

07

A question worth bringing to your first agent consultation: [QUESTION].

USE WITH Saveable pin or short text post

Make it yours: add one verified local detail, one practical takeaway, and one next step. Never invent market statistics, client results, or listing details.

02 / WEEKEND SPRINT

One topic, three native posts

Core topic: three questions before a home tour.

FRIDAY / INSTAGRAM CAROUSEL

- 1 Buying in [AREA]? Ask these 3 questions before you tour.
- 2 What payment range have you discussed with a qualified lender?
- 3 Which three home features matter most to you?
- 4 Where could you compromise - and where could you not?
- 5 Bring your answers to a buyer consultation.

Caption: A productive home search starts with clear priorities. Before you book a tour in [AREA], write down your financing conversation, top three needs, and tradeoffs you would consider. Save this for your planning session. [NAME] · [BROKERAGE] · [REQUIRED DISCLOSURE]

SATURDAY / THREADS

The question before a home tour is not only 'What is available?' It is 'What matters most to me?' Start with your financing conversation, three priorities, and one tradeoff you would accept. Which feature would be non-negotiable for you in [AREA]?

SUNDAY / PINTEREST

Pin title: 3 Questions to Ask Before Touring Homes in [AREA]

Image text: Before You Tour: 3 Questions

Description: Planning a home search in [AREA]? Clarify your financing conversation, top three priorities, and acceptable tradeoffs before you tour. Save this buyer planning checklist for later. [NAME] · [BROKERAGE].

Destination: A relevant buyer resource or your website. Open the link before publishing.

03 / ADAPTATION

Keep your voice. Keep the facts.

Copy this prompt, fill the brackets, then review every output.

COPY-AND-PASTE AI PROMPT

Act as my editorial assistant for a real estate education post. My audience is [AUDIENCE] in [AREA]. My topic is [ONE VERIFIED QUESTION]. Use only these checked facts: [FACTS I HAVE CHECKED]. My voice is [3 ADJECTIVES]. Draft: (1) a five-slide Instagram carousel with caption, (2) one short Threads post that invites discussion, and (3) one Pinterest title, image headline, and search-friendly description. Keep each version native to its platform. Do not invent statistics, listings, client stories, legal claims, or guarantees. Flag missing facts in brackets for me to verify. End with a low-pressure next step.

TIP Use the same verified answer across platforms; rewrite the format, opening, and CTA for each.

Five-point publishing check

- ☐ Every market fact, price, and timeline is current and verified.
- ☐ Photos, addresses, testimonials, and client details have permission.
- ☐ Identity, brokerage, and required local disclosures are present.
- ☐ Brackets and unsupported promises are removed.
- ☐ The destination link opens the intended page.

READY FOR MORE THAN ONE WEEKEND?

MAKE YOUR NEXT 30 DAYS EASIER TO PLAN.

The Real Estate Agent AI Content System gives you a ready-to-customize month of content for Instagram, Threads, and Pinterest.

- 30 daily content sets across three platforms
- 90 real estate content hooks
- 25 guided AI adaptation prompts
- Editable XLSX and CSV calendars
- Scripts, repurposing guidance, and publishing checks

One-time price: \$27. Add your verified local details and voice, then publish at a rhythm that fits your business.

GET THE FULL 30-DAY SYSTEM • \$27

app.java.top/products/3dca6e17-068d-48a8-a845-47e0e24f5d97