

READY-TO-POST CONTENT KIT

30 Days of Listing & Market Update Captions
for Real Estate Agents



<https://doneforyoudownloads.com>

HOW TO USE THIS KIT

Every caption below is written to be copied, filled in with your details, and posted — no blank page, no overthinking it. Just swap out anything in [brackets] with your own listing info, local details, or client story.

A few quick tips before you dive in:

- Post 3–5 times a week for the best consistency without burning yourself out.
- Mix categories — don't post five "Just Listed" captions in a row. Variety keeps your feed interesting.
- The hashtag prompts are starting points. Swap in your city/neighborhood name and 2–3 of your most-used local tags.
- Pair every caption with a photo — a listing photo, a quick phone video, or even a simple graphic works.

Your 4-Week Posting Calendar

Don't know what to post when? Use this simple weekly rhythm — it mixes listings, value, and personality so your feed never feels one-note.

Monday

Market Update or Tip

Starts the week with value — builds trust before you ever ask for a sale.

Wednesday

Just Listed / Open House

Midweek visibility for weekend showings.

Friday

Sold / Under Contract / Testimonial

Social proof going into the weekend, when people are scrolling more.

Saturday/Sunday

Local Spotlight or Personal

Weekend content feels less "salesy" and builds connection.

Make It Sound Like You

Every caption in this kit is a starting point, not a script. Real estate agents who sound like themselves — not like a template — get more comments, more DMs, and more trust. That's where AI comes in.

Each caption below has its own "AI Prompt" underneath it (highlighted in gold).

Copy that prompt into ChatGPT or Claude along with the caption above it, fill in the three brackets once, and the AI will rewrite the caption in your actual voice:

- [my tone] — 2-3 words that describe how you talk. Examples: warm and casual, confident and to-the-point, upbeat and a little funny.
- [your go-to phrase] — something you actually say a lot, in real life or in past posts. Examples: "let's make it happen," "no pressure, just info," "here's the deal."
- [a question / a call-to-action] and [X words] — how you usually end a post and about how long you want it.

Once you fill those in for the first prompt, you can reuse the exact same tone/phrase answers for every other prompt in this kit — you're just changing the caption each time. That's how you get 30 posts that all sound like you, without writing 30 posts from scratch.

30 Ready-to-Post Captions

Just Listed (5)

1. Just Listed

Just listed in [Neighborhood]! [X] beds, [X] baths, [X] sq ft, and priced at [\$Price]. This one won't last — comment "INFO" and I'll send you the full details today.

Hashtag prompt: #JustListed #[CityName]RealEstate

AI Prompt: "Using [my tone: e.g., warm, confident, playful] as my voice, rewrite the caption above about announcing a brand-new listing so it sounds like ME, not a template. Keep the same core message, but change the wording, structure, and any jokes so it matches how I actually talk to my clients. I often say things like [your go-to phrase]. End with [a question / a call-to-action] and keep it under [X] words."

2. Just Listed - Feature

The feature that sold ME on this listing before it even hit the market: [feature, e.g. the wrap-around porch / chef's kitchen / finished basement]. See it for yourself — link in bio for the full gallery.

Hashtag prompt: #NewListing #[Neighborhood]Homes

AI Prompt: "Using [my tone: e.g., warm, confident, playful] as my voice, rewrite the caption above about highlighting your favorite feature of a new listing so it sounds like ME, not a template. Keep the same core message, but change the wording, structure, and any jokes so it matches how I actually talk to my clients. I often say things like [your go-to phrase]. End with [a question / a call-to-action] and keep it under [X] words."

3. Just Listed - Story Format

New on the market 🏡 [Address/Neighborhood] — [X] bed / [X] bath. Swipe to see why this one is going to move fast. DM me to schedule a private showing.

Hashtag prompt: #JustListed #HomeForSale

AI Prompt: "Using [my tone: e.g., warm, confident, playful] as my voice, rewrite the caption above about a quick, swipeable new-listing teaser so it sounds like ME, not a template. Keep the same core message, but change the wording, structure, and any jokes so it matches how I actually talk to my clients. I often say things like [your go-to phrase]. End with [a question / a call-to-action] and keep it under [X] words."

4. Just Listed - Investor Angle

Investors, this one's for you: [Address/Neighborhood], currently [rented at \$X/month or estimated rental value]. Solid numbers, solid location. Ask me for the full breakdown.

Hashtag prompt: #InvestmentProperty #[CityName]Realtor

AI Prompt: "Using [my tone: e.g., warm, confident, playful] as my voice, rewrite the caption above about pitching a listing to investor buyers so it sounds like ME, not a template. Keep the same core message, but change the wording, structure, and any jokes so it matches how I actually talk to my clients. I often say things like [your go-to phrase]. End with [a question / a call-to-action] and keep it under [X] words."

30 Ready-to-Post Captions

5. Just Listed - Countdown

First showings start [Day/Date] for this beauty in [Neighborhood]. Want in before the crowd? Message me and I'll walk you through it privately first.

Hashtag prompt: #ComingSoon #JustListed

AI Prompt: "Using [my tone: e.g., warm, confident, playful] as my voice, rewrite the caption above about building anticipation before showings start so it sounds like ME, not a template. Keep the same core message, but change the wording, structure, and any jokes so it matches how I actually talk to my clients. I often say things like [your go-to phrase]. End with [a question / a call-to-action] and keep it under [X] words."

Open House (3)

6. Open House Invite

Open house this [Day] from [Time] to [Time] at [Address]! Bring your coffee and your questions — I'll be there all afternoon. Tag someone who needs to see this one.

Hashtag prompt: #OpenHouse #[CityName]Homes

Open House (3)

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Open house this [Day] from [Time] to [Time] at [Address]! Bring your coffee and your questions — I'll be there all afternoon. Tag someone who needs to see this one.

Hashtag prompt: #OpenHouse #[CityName]Homes

AI Prompt: "Using [my tone: e.g., warm, confident, playful] as my voice, rewrite the caption above about inviting people to an upcoming open house so it sounds like ME, not a template. Keep the same core message, but change the wording, structure, and any jokes so it matches how I actually talk to my clients. I often say things like [your go-to phrase]. End with [a question / a call-to-action] and keep it under [X] words."

7. Open House Reminder

Reminder: open house TODAY, [Time]–[Time], at [Address]. No appointment needed — just stop by. See you there!

Hashtag prompt: #OpenHouseToday

AI Prompt: "Using [my tone: e.g., warm, confident, playful] as my voice, rewrite the caption above about a same-day open house reminder so it sounds like ME, not a template. Keep the same core message, but change the wording, structure, and any jokes so it matches how I actually talk to my clients. I often say things like [your go-to phrase]. End with [a question / a call-to-action] and keep it under [X] words."

30 Ready-to-Post Captions

8. Open House Recap

Thank you to everyone who stopped by the open house at [Address] this weekend! If you missed it, I'm happy to schedule a private tour — just send me a message.

Hashtag prompt: #OpenHouseRecap #[Neighborhood]

AI Prompt: "Using [my tone: e.g., warm, confident, playful] as my voice, rewrite the caption above about thanking people who came to an open house so it sounds like ME, not a template. Keep the same core message, but change the wording, structure, and any jokes so it matches how I actually talk to my clients. I often say things like [your go-to phrase]. End with [a question / a call-to-action] and keep it under [X] words."

Price & Status Updates (2)

9. Price Improvement

Price improvement alert  [Address] is now listed at [\$NewPrice] — that's [\$Amount] less than before. Same great home, even better value. Let's go see it.

Hashtag prompt: #PriceReduced #[CityName]RealEstate

AI Prompt: "Using [my tone: e.g., warm, confident, playful] as my voice, rewrite the caption above about announcing a price improvement on a listing so it sounds like ME, not a template. Keep the same core message, but change the wording, structure, and any jokes so it matches how I actually talk to my clients. I often say things like [your go-to phrase]. End with [a question / a call-to-action] and keep it under [X] words."

10. Back on Market

Back on the market! [Address] is available again due to [buyer financing / timing — keep it brief and neutral]. Don't miss your second chance at this one.

Hashtag prompt: #BackOnMarket #JustListed

AI Prompt: "Using [my tone: e.g., warm, confident, playful] as my voice, rewrite the caption above about announcing a listing is back on the market so it sounds like ME, not a template. Keep the same core message, but change the wording, structure, and any jokes so it matches how I actually talk to my clients. I often say things like [your go-to phrase]. End with [a question / a call-to-action] and keep it under [X] words."

30 Ready-to-Post Captions

Under Contract & Sold (4)

11. Under Contract

Under contract in [X] days! 🎉 Huge congrats to my clients on [Address/Neighborhood]. If you're thinking about selling, let's talk about what your home could do.

Hashtag prompt: #UnderContract #SoldByMe

AI Prompt: "Using [my tone: e.g., warm, confident, playful] as my voice, rewrite the caption above about celebrating a listing going under contract quickly so it sounds like ME, not a template. Keep the same core message, but change the wording, structure, and any jokes so it matches how I actually talk to my clients. I often say things like [your go-to phrase]. End with [a question / a call-to-action] and keep it under [X] words."

12. Sold - Buyer Side

SOLD 🏠 So proud to have helped [First Name / "my clients"] find their new home in [Neighborhood]! Watching someone get their keys never gets old.

Hashtag prompt: #JustSold #HappyClients

AI Prompt: "Using [my tone: e.g., warm, confident, playful] as my voice, rewrite the caption above about celebrating helping a buyer close on their new home so it sounds like ME, not a template. Keep the same core message, but change the wording, structure, and any jokes so it matches how I actually talk to my clients. I often say things like [your go-to phrase]. End with [a question / a call-to-action] and keep it under [X] words."

13. Sold - Seller Side

Another one sold! Congrats to my sellers on [Address] — from list to close in [X] days. If you're curious what your home could sell for, send me a message.

Hashtag prompt: #SoldByMe #[CityName]Realtor

AI Prompt: "Using [my tone: e.g., warm, confident, playful] as my voice, rewrite the caption above about celebrating a successful sale for your sellers so it sounds like ME, not a template. Keep the same core message, but change the wording, structure, and any jokes so it matches how I actually talk to my clients. I often say things like [your go-to phrase]. End with [a question / a call-to-action] and keep it under [X] words."

14. Multiple Offers

This listing received [X] offers in [X] days. If you're selling and want to know what buyers are willing to pay for a home like yours, let's chat.

Hashtag prompt: #SoldByMe #SellersMarket

AI Prompt: "Using [my tone: e.g., warm, confident, playful] as my voice, rewrite the caption above about showcasing a listing that received multiple offers so it sounds like ME, not a template. Keep the same core message, but change the wording, structure, and any jokes so it matches how I actually talk to my clients. I often say things like [your go-to phrase]. End with [a question / a call-to-action] and keep it under [X] words."

30 Ready-to-Post Captions

Market Updates (5)

15. Market Stat - Days on Market

Homes in [City/Neighborhood] are averaging [X] days on market right now. Wondering what that means for your sale timeline? Send me a message and I'll break it down for you.

Hashtag prompt: #MarketUpdate #[CityName]RealEstate

AI Prompt: "Using [my tone: e.g., warm, confident, playful] as my voice, rewrite the caption above about sharing local average-days-on-market data so it sounds like ME, not a template. Keep the same core message, but change the wording, structure, and any jokes so it matches how I actually talk to my clients. I often say things like [your go-to phrase]. End with [a question / a call-to-action] and keep it under [X] words."

16. Market Stat - Price Trend

[City/Neighborhood] home prices are [up/down] [X]% compared to this time last year. Curious what your home is worth in today's market? I'll run a free report for you.

Hashtag prompt: #MarketTrends #HomeValues

AI Prompt: "Using [my tone: e.g., warm, confident, playful] as my voice, rewrite the caption above about sharing a year-over-year local price trend so it sounds like ME, not a template. Keep the same core message, but change the wording, structure, and any jokes so it matches how I actually talk to my clients. I often say things like [your go-to phrase]. End with [a question / a call-to-action] and keep it under [X] words."

17. Market Stat - Inventory

Inventory in [City/Neighborhood] is [tight/growing] right now — here's what that means if you're buying or selling this season. Comment "MARKET" and I'll send you the full update.

Hashtag prompt: #RealEstateMarket #[CityName]Homes

AI Prompt: "Using [my tone: e.g., warm, confident, playful] as my voice, rewrite the caption above about explaining what local inventory levels mean for buyers/sellers so it sounds like ME, not a template. Keep the same core message, but change the wording, structure, and any jokes so it matches how I actually talk to my clients. I often say things like [your go-to phrase]. End with [a question / a call-to-action] and keep it under [X] words."

18. Rate Update

Mortgage rates moved to [X]% this week. Here's what that actually means for your monthly payment on a [\$Price] home. Want the numbers run for your specific situation? DM me.

Hashtag prompt: #MortgageRates #HomeBuyingTips

AI Prompt: "Using [my tone: e.g., warm, confident, playful] as my voice, rewrite the caption above about explaining a mortgage rate change in plain terms so it sounds like ME, not a template. Keep the same core message, but change the wording, structure, and any jokes so it matches how I actually talk to my clients. I often say things like [your go-to phrase]. End with [a question / a call-to-action] and keep it under [X] words."

30 Ready-to-Post Captions

19. Local Market Recap

Here's your [Month] market recap for [City]: [X] homes sold, average price [\$X], average days on market [X]. Save this post for reference!

Hashtag prompt: #MonthlyMarketUpdate #[CityName]RealEstate

AI Prompt: "Using [my tone: e.g., warm, confident, playful] as my voice, rewrite the caption above about recapping the month's local market numbers so it sounds like ME, not a template. Keep the same core message, but change the wording, structure, and any jokes so it matches how I actually talk to my clients. I often say things like [your go-to phrase]. End with [a question / a call-to-action] and keep it under [X] words."

Buyer & Seller Tips (5)

20. Buyer Tip - Pre-Approval

Before you start touring homes, get pre-approved — not just pre-qualified. Here's the difference (and why it matters when you're competing for a home): [brief explanation]. Questions? I've got answers.

Hashtag prompt: #HomeBuyingTips #FirstTimeHomeBuyer

AI Prompt: "Using [my tone: e.g., warm, confident, playful] as my voice, rewrite the caption above about explaining pre-approval vs. pre-qualification to buyers so it sounds like ME, not a template. Keep the same core message, but change the wording, structure, and any jokes so it matches how I actually talk to my clients. I often say things like [your go-to phrase]. End with [a question / a call-to-action] and keep it under [X] words."

21. Buyer Tip - Hidden Costs

3 costs first-time buyers forget to budget for: [closing costs / home inspection / moving costs]. Don't let these catch you off guard — let's plan for them together.

Hashtag prompt: #HomeBuyerTips #[CityName]Realtor

AI Prompt: "Using [my tone: e.g., warm, confident, playful] as my voice, rewrite the caption above about warning first-time buyers about hidden costs so it sounds like ME, not a template. Keep the same core message, but change the wording, structure, and any jokes so it matches how I actually talk to my clients. I often say things like [your go-to phrase]. End with [a question / a call-to-action] and keep it under [X] words."

22. Seller Tip - Staging

One simple staging tip that can make a real difference in how buyers see your home: [decluttering counters / neutral paint / curb appeal]. Small changes, bigger offers.

Hashtag prompt: #SellerTips #HomeStaging

AI Prompt: "Using [my tone: e.g., warm, confident, playful] as my voice, rewrite the caption above about sharing a simple, practical staging tip so it sounds like ME, not a template. Keep the same core message, but change the wording, structure, and any jokes so it matches how I actually talk to my clients. I often say things like [your go-to phrase]. End with [a question / a call-to-action] and keep it under [X] words."

30 Ready-to-Post Captions

23. Seller Tip - Timing

Thinking about selling this [season]? Here's what buyers in [City] are looking for right now — and how to position your home to stand out.

Hashtag prompt: #SellingTips #[CityName]RealEstate

AI Prompt: "Using [my tone: e.g., warm, confident, playful] as my voice, rewrite the caption above about advising sellers on timing and buyer expectations so it sounds like ME, not a template. Keep the same core message, but change the wording, structure, and any jokes so it matches how I actually talk to my clients. I often say things like [your go-to phrase]. End with [a question / a call-to-action] and keep it under [X] words."

24. FAQ Format

Question I get asked all the time: "[common question, e.g. How much is my home worth / How much do I need for a down payment]?" Here's my honest answer: [short answer]. Got a question of your own? Ask away in the comments.

Hashtag prompt: #RealEstateFAQ #AskARealtor

AI Prompt: "Using [my tone: e.g., warm, confident, playful] as my voice, rewrite the caption above about answering a frequently asked client question so it sounds like ME, not a template. Keep the same core message, but change the wording, structure, and any jokes so it matches how I actually talk to my clients. I often say things like [your go-to phrase]. End with [a question / a call-to-action] and keep it under [X] words."

Local & Community Spotlight (3)

25. Local Business Feature

Shoutout to [local business name] in [Neighborhood] — if you haven't tried [what they offer] yet, you're missing out. Supporting local is part of what makes this community great.

Hashtag prompt: #[CityName]Local #CommunitySpotlight

AI Prompt: "Using [my tone: e.g., warm, confident, playful] as my voice, rewrite the caption above about spotlighting a local business you love so it sounds like ME, not a template. Keep the same core message, but change the wording, structure, and any jokes so it matches how I actually talk to my clients. I often say things like [your go-to phrase]. End with [a question / a call-to-action] and keep it under [X] words."

26. Neighborhood Spotlight

Why I love [Neighborhood]: [1–2 reasons — schools, parks, walkability, restaurants]. If you're considering a move here, I'd love to show you around.

Hashtag prompt: #[Neighborhood]Living #[CityName]RealEstate

AI Prompt: "Using [my tone: e.g., warm, confident, playful] as my voice, rewrite the caption above about sharing why you personally love a neighborhood so it sounds like ME, not a template. Keep the same core message, but change the wording, structure, and any jokes so it matches how I actually talk to my clients. I often say things like [your go-to phrase]. End with [a question / a call-to-action] and keep it under [X] words."

30 Ready-to-Post Captions

27. Local Event

Don't miss [local event name] happening [date] at [location] — great way to spend the weekend with the family. See you there!

Hashtag prompt: #[CityName]Events #CommunityLove

AI Prompt: "Using [my tone: e.g., warm, confident, playful] as my voice, rewrite the caption above about promoting an upcoming local community event so it sounds like ME, not a template. Keep the same core message, but change the wording, structure, and any jokes so it matches how I actually talk to my clients. I often say things like [your go-to phrase]. End with [a question / a call-to-action] and keep it under [X] words."

Personal & Trust-Building (3)

28. Client Testimonial

"[Short client quote about their experience working with you]." — Thank you [Client Name/Initials] for trusting me with one of the biggest decisions of your life. This is why I do what I do.

Hashtag prompt: #ClientTestimonial #[CityName]Realtor

AI Prompt: "Using [my tone: e.g., warm, confident, playful] as my voice, rewrite the caption above about sharing a client testimonial so it sounds like ME, not a template. Keep the same core message, but change the wording, structure, and any jokes so it matches how I actually talk to my clients. I often say things like [your go-to phrase]. End with [a question / a call-to-action] and keep it under [X] words."

29. Behind the Scenes

A little behind-the-scenes look at what a normal Tuesday looks like for a realtor: [showings / paperwork / client calls]. It's not always glamorous, but I love every part of it.

Hashtag prompt: #RealtorLife #DayInTheLife

AI Prompt: "Using [my tone: e.g., warm, confident, playful] as my voice, rewrite the caption above about giving a behind-the-scenes look at your workday so it sounds like ME, not a template. Keep the same core message, but change the wording, structure, and any jokes so it matches how I actually talk to my clients. I often say things like [your go-to phrase]. End with [a question / a call-to-action] and keep it under [X] words."

30. Personal/Values

Real talk: buying or selling a home is emotional, not just financial. My job is to make sure you feel informed and supported through every step — not just get the deal done. That's the kind of realtor I aim to be for my clients.

Hashtag prompt: #RealEstateValues #[CityName]Realtor

AI Prompt: "Using [my tone: e.g., warm, confident, playful] as my voice, rewrite the caption above about sharing your personal values as an agent so it sounds like ME, not a template. Keep the same core message, but change the wording, structure, and any jokes so it matches how I actually talk to my clients. I often say things like [your go-to phrase]. End with [a question / a call-to-action] and keep it under [X] words."

Need Help?

BOOK A SESSION

Feeling overwhelmed by marketing, technology, or setting up your systems? You're not alone. With nearly two decades of marketing and technology experience, I help business owners simplify the process and create practical solutions that save time and generate results. During this personalized one-on-one Zoom session, we'll tackle the areas that matter most to your business. Whether you need help with marketing strategy, website updates, CRM setup, automation, or organizing your digital tools, you'll receive expert guidance and actionable solutions tailored to your goals.

[Book Your Session](#)



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