

120 Real Estate Post Ideas + Captions + Calendar

Six categories of post ideas, fill-in captions, a 4-week rotation, and the hashtag formula.

Listings and property 20 ideas

- Just-listed announcement with price, bed and bath count, and one standout feature
- Video walkthrough of the newest listing uploaded natively or linked in bio
- "What \$500K buys you in [city]" comparison of two or three current listings
- Before-and-after staging reveal: same room, two photos side by side
- Neighborhood map showing walkability to schools, parks, and groceries
- Open house announcement with date, time, and the one reason to show up
- Price-reduced alert with the new asking price and original list price shown together
- Sold post: list price, sale price, and days on market in one graphic
- Property detail close-up of a kitchen island, fireplace, primary suite, or view
- "Listing of the week" feature with one specific detail that makes it stand out
- Aerial or drone view of a large lot, waterfront property, or corner location
- Virtual tour link with a caption that gives buyers one specific reason to click
- New construction progress update with a comparison photo from 60 days earlier
- "Under contract in [X] days" post celebrating a fast accepted offer
- Luxury listing close-up of one detail buyers will not see in the photo grid alone
- "This one will not last" teaser post with the asking price and neighborhood
- Outdoor living space highlight: patio, pool, or deck with approximate dimensions
- Home at golden hour showing the exterior at its best angle and light
- "Three reasons to love this kitchen" detail carousel with one fact per slide
- Move-in-ready listing with a summary of renovations completed in the past two years

Real estate education 20 ideas

- "What does earnest money mean?" plain-language explainer with a typical percentage range
- "How offers work" carousel: offer, counteroffer, acceptance, and binding contract stage
- Closing cost breakdown: who pays what and the typical percentage range for each line
- First-time buyer checklist: what to do 90 days before starting the home search
- Pre-qualification vs. pre-approval: what each means and which one sellers respect
- "What is a contingency?" explainer with one real example from a recent transaction
- Myth vs. fact: "You need 20% down to buy a home" (most loans require far less)
- "What happens at a home inspection?" step-by-step walkthrough post
- Timeline from accepted offer to closing: average number of days at each stage
- Appraisal vs. market value: why they differ and what it means for the deal
- "Five things to fix before listing your home" quick checklist
- How to read a closing disclosure: the three numbers that matter most

- "What does 'as-is' mean when you see it in a listing?"
- "What is a seller's market?" definition with a current local example
- HOA red flags: three questions to ask before making an offer in a managed community
- "Why you need your own buyer's agent, not the listing agent" explainer
- Bridge loan basics for move-up buyers who want to buy before they sell
- Interest rate vs. APR: a one-sentence explanation of the difference
- "What happens if the appraisal comes in low?" step-by-step outcome post
- Home warranty basics: what is typically covered, what is excluded, and cost range

Local community 20 ideas

- Best coffee shops within walking distance of [neighborhood] with one sentence on each
- New restaurant opening in the area: name, cuisine type, and address
- Weekend events guide for [city] with three concrete picks and times
- "Hidden gem" local spot that most people in the area still do not know about
- School district spotlight: grades served and one notable fact about programs offered
- Parks and trail feature with operating hours, amenities, and a photo
- "Things to do in [neighborhood] this weekend" quick list with map links
- Local market update: current median price and average days on market for the month
- New business opening nearby with context on what it replaces and why it matters
- Local cause or nonprofit you support with a donation link or upcoming event date
- Construction or road closure update that affects commutes or access in the area
- "This is what makes [neighborhood] different from the rest of [city]" opinion post
- Farmers market or community festival: date, location, and best item to look for
- Seasonal photo: fall foliage on [street], holiday lights on [block], or first snow
- Year-end local stats: total homes sold and median price change vs. the prior year
- "Best streets to walk in [city]" Reel or photo carousel with one caption per stop
- Local sports team recognition after a meaningful win or end-of-season milestone
- New amenity opening nearby: gym, grocery store, library expansion, or park upgrade
- Historical fact about [neighborhood]: when it was built, what it was before, or who settled it
- "Top five reasons people move to [city]" with one specific data point per reason

Personal and behind-the-scenes 20 ideas

- Agent introduction or updated bio post with a current headshot
- A day in the life: three appointments, one caption-length note from each
- "Why I got into real estate" written in one focused paragraph
- Team or office introduction with each person's specialty area listed

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- Client testimonial with a specific result: days on market, price over asking, or timeline
- Your favorite listing from this year and the one thing that made it stand out
- Work anniversary with one stat from the year: homes sold, total volume, or a milestone
- Book or podcast recommendation relevant to buyers, sellers, or fellow agents
- A deal that almost fell apart, what happened, and what saved it
- "Before I became an agent..." story from a previous career or turning-point moment
- Your own home purchase story and the one thing you would do differently now
- Vendor recommendation (lender, inspector, stager) with one sentence on why you trust them
- "Questions I get asked every week" with your direct, clear answers to each one
- New certification or continuing education completed and what it means for clients
- Charitable giving or community event you participated in this quarter, with a photo
- Morning routine or work habit that keeps you focused across back-to-back deal days
- "My best advice for first-time sellers" in two or three short, direct sentences
- What you are reading or learning right now in real estate and why it matters
- An early career mistake and the specific lesson it left behind
- Goals for the quarter or the year, stated concretely without revealing client details

Engagement and interactive 20 ideas

- "This or that?" poll: open floor plan vs. separate rooms
- "Caption this home photo" with an unusual or visually striking listing shot
- "Guess the asking price" with the reveal posted in the comments that same evening
- "Would you live here?" audience vote on a distinctive or polarizing property style
- "What is your must-have home feature?" open question at the end of the caption
- Home design trivia: "What is this architectural detail called?"
- "Tag a friend who needs to see this listing"
- Fill-in-the-blank: "My dream home has ___"
- "Comment your move-in timeline: 3 months, 6 months, or a year from now?"
- Buyer vs. seller market poll specific to your city this month with current data
- "Pick a room" photo carousel where followers vote for their favorite space
- Reaction post to a trending home renovation or real estate listing video
- "What would you renovate first in this house?"
- "Which exterior color?" renovation poll with two paint options shown side by side
- "Drop your city if you are thinking about relocating this year"
- "Like if you are a first-time buyer, share if you are moving up"
- Ask Me Anything in Stories using the question sticker for a 24-hour window

- "What surprised you most about buying or selling your first home?"
- "Best home feature you have ever seen in a listing?" open question
- "What is the one thing you wish you knew before you bought your first home?"

Promotional and business 20 ideas

- Current listings roundup: three active properties shown together in one graphic
- "I have buyers looking for [property type] in [neighborhood]. Know anyone?"
- Free home valuation offer with a clear and simple next step
- Just-sold summary: list price, sale price, and days on market on one card
- "Now accepting listings in [neighborhood] for the spring market"
- Monthly market update video with two or three concrete data points
- Year-end production summary: homes sold, total volume, or closed transaction count
- Award or recognition post with the specific credential, organization, and ranking
- Five-star review from a recent client, shared with permission
- "Want to know what your home is worth in today's market?"
- Open house results post: number of visitors, offers received, and outcome
- "Currently helping [X] buyers find homes in [city]. Reach out."
- Feature your online presence: Zillow profile, Google reviews, and your website
- Seasonal listing push tied to a real local market pattern, not a generic claim
- Partnership introduction: lender, title company, or inspector you work with regularly
- Listing video announcement for [address] with a link or embed of the full tour
- "Ask me about video marketing for your listing" post with a finished example attached
- Referral ask: "Know someone thinking about buying or selling this year?"
- Milestone post: 100th transaction, 5-year anniversary, or a production record
- "Ready to talk about your move?" post with your contact info and a calendar link

Fill-in captions

- Listing post:** Just listed: [Address] in [Neighborhood]. [Beds] beds, [Baths] baths, [Sqft] sq ft, asking \$[Price]. [One standout feature of the property]. Book a showing at the link in bio.
- Listing post:** SOLD. [Address] went under contract in [X] days at \$[Sale Price]. Thinking about listing yours this season? Let's talk.
- Listing post:** What \$[Price] buys you in [City] right now: [Two-sentence description of the property and its value relative to the market]. More at the link in bio.
- Education post:** Earnest money is the deposit you put down when your offer is accepted, typically 1 to 3 percent of the purchase price. It shows the seller you are serious. You get it back if the deal falls through due to a failed inspection or a financing contingency.
- Education post:** Pre-qualification vs. pre-approval: pre-qual is a quick credit check. Pre-approval is a full underwriting review. Sellers take pre-approval letters seriously. Get the full pre-approval letter before you walk into your first showing.

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- Local community post:** [Restaurant name] just opened on [Street] in [Neighborhood]. They serve [cuisine type] and the [specific dish or detail]. Worth booking a table before the wait list starts.
- Local community post:** [Neighborhood] market update, [Month] [Year]: [X] homes sold, median price \$[Amount], average [Y] days on market. [One sentence on what this means for buyers or sellers right now].
- Personal post:** [X] years in real estate. This year I [specific milestone: closed X homes, hit a volume record, earned a certification]. If you are buying or selling in [city], I would love to help. Reach out anytime.
- Engagement post:** This or that: open floor plan or separate rooms? Drop your vote in the comments.
- Engagement post:** Guess the asking price on this one. Comment your answer and I will post the reveal tonight.
- Promotional post:** I have buyers looking for [property type] in [neighborhood] with a [price range] budget. If you know anyone thinking about selling, send them my way. [Your contact info or link in bio]

The 4-week rotation one post per weekday

- Monday: listing or property post
- Tuesday: education post
- Wednesday: local community post
- Thursday: personal or behind-the-scenes
- Friday: engagement question or poll
- Weekly: one video slot minimum; batch all five posts in one hour

Hashtag formula 5-10 per post

- 3 location tags: #[City]RealEstate #[Neighborhood] #[City]Homes
- 2-3 topic tags matched to the post category
- 1-2 property tags: #[PropertyType] #JustListed / #OpenHouse
- 1 branded tag you use on every post
- Skip #realestate alone: 10M+ posts, zero local reach