GUIDE · SOCIAL MEDIA FOR AGENTS

Social Media Marketing for Real Estate Agents

Most agents know they should be on social media. Few have a system: what to post, how often, and how a post turns into a client. This guide walks through the system we run for Kap Rate Living agents in Florida and Illinois — and what you can take from it whether you do it yourself or have it done for you.

01 · THE FOUNDATION

Consistency beats creativity

The agents who win on social media are not the most creative ones. They are the ones who show up every week, in the same voice, about the same market, for years. The algorithm rewards it, and so do the people quietly watching before they ever send a message.

Pick the channels you can actually sustain. Instagram and Facebook are where most buyer and seller attention lives; LinkedIn and TikTok widen your reach if you can keep them fed. It is better to run two channels well than five channels badly.

Your voice is the other half of the foundation: the way you explain things, the market you cover, the neighborhoods you know. Content that sounds like anyone converts no one.

- ✓ Show up on a schedule — same days, every week.

- ✓ Pick two or three channels you can sustain, not every app at once.
- ✓ Keep one consistent voice: your market, your specialties, your style.
- ✓ Talk to one person, not an audience — write like you'd text a client.

02 · WHAT TO POST

A weekly cadence that fills itself

Five post types cover almost everything a residential agent needs. Rotate them through the week and you never have to stare at a blank content calendar.

MONDAY

Local market insight

A price, inventory, or rate observation for your area. This is the content that makes people see you as the local expert, not just another agent.

TUESDAY

Behind the scenes

A showing, a walkthrough, a signing. Buyers and sellers hire people, and this is the content that builds that trust.

WEDNESDAY

Client question answered

Answer one question you heard this week — about credit, inspections, timing. One question answered well becomes a post that keeps working for years.

THURSDAY

Community spotlight

A local business, park, or event. It widens your reach to people who live where you sell and signals you're genuinely local.

FRIDAY

Listing or just-closed story

The proof post. Even a rental lease shows activity. Consistent proof posts are what make past clients think of you when a friend asks for an agent.

Filming on your phone is enough. Straightforward, local, and frequent beats polished and rare.

Three posts you can adapt this week

Illustrative templates—not published KR Love campaigns or client results. Use your own photos, confirm every property detail, and obtain permission before sharing client stories.

> TAMPA BAY · SELLER EDUCATION
>
> **Photo or video:** A short phone video explaining how you prepare a listing.
>
> "Thinking about selling in Tampa Bay? Before you book photos, focus on clear surfaces, working lights, and a tidy entry. Small preparation steps help buyers see the home—not the clutter. What part of getting ready feels hardest?"
>
> **Next conversation:** Reply to the question with a preparation checklist, rather than immediately asking for a listing appointment.

> CHICAGO · BUYER EDUCATION
>
> **Photo or video:** Your own exterior photo or a talking-to-camera video; no private documents.

> “Buying a Chicago condo? The unit is only part of the decision. Ask about assessments, association rules, and which documents you can review before you commit. Want a list of questions to bring to your next showing?”
>
> **Next conversation:** Offer the checklist and ask which part of the buying process they are working through.

> EITHER MARKET · BEHIND THE SCENES
>
> **Photo or video:** An authorized property walkthrough, without clients in frame.
>
> “A walkthrough is more than a look at the finishes. I help buyers turn observations into questions for the seller and their inspector. What would you want to understand before making an offer?”
>
> **Next conversation:** Answer the specific question. Avoid giving a diagnosis that belongs to a qualified inspector.

Keep brokerage identification and any required disclosures on your posts. Build a focused Meta campaign →

03 · FROM POSTS TO LEADS

Content earns attention. Ads and follow-up earn clients.

Organic posts build the trust that makes people choose you. But attention only becomes business when it is connected to lead capture and follow-up: campaigns that put your content in front of buyers and sellers in your market, inquiries that reach you while they are still warm, and a CRM that keeps the long-term leads from going cold.

At Kap Rate Living, Meta ad campaigns are created and set up for your market and specialties, and the inquiries they generate route directly to you as lead notifications.

KapFlow captures them and your CRM keeps nurture, appointments, and deals organized from first inquiry to signed agreement. Ad spend is paid by the agent — the brokerage takes no markup. Close 12+ transactions a year and you may qualify for 60 days of covered ad spend (eligibility requirements apply).

1	Create content that shows your market and your voice.
2	Run Meta campaigns that put it in front of local buyers and sellers.
3	Capture every inquiry the moment it comes in.
4	Follow up in the CRM until the conversation is ready.
5	Close the file — and start the loop again.

04 · THE DONE-FOR-YOU VERSION

How KR Love runs this system for you

Everything in steps one through three is a job. KR Love is the in-house content team that does it for Kap Rate Living agents — included with every plan.

- ✓ Onboarding captures your voice, audience, market, specialties, and style.
- ✓ The team designs posts, writes captions, and builds the graphics for you.
- ✓ Approved content is scheduled and published to the channels in your plan.
- ✓ Channel access varies by plan: Plus adds LinkedIn and TikTok; Prime covers the full set.

Instagram | Facebook | LinkedIn | TikTok | Pinterest | Threads | YouTube

INCLUDED WITH EVERY PLAN

Done-for-you social media. No monthly fee.

The same plans are offered in Florida and Illinois. You pay when you close, capped for the year — not a monthly brokerage bill.

Join Kap Rate Living ↗

See the full marketing system →

Want the system run for you?

Talk to the broker for your state, or go straight to joining.

Join Kap Rate Living ↗ | Contact us