



Post like a Pro

Simplified
Social Media Content



April 2026 Spring Into Action!

Hey Friend! Spring is HERE and so is your best opportunity to connect, convert, and close. April is prime time for real estate. Use these fresh ideas to stay top of mind, build your brand, and GROW your business! -Sam





Week 1

4/1 wed

April Fools Day! Post something playful. "I tried to tell a buyer the market was slow. They didn't believe me either." Keep it light, keep it human, and remind folks you're the agent who actually has a sense of humor.

4/2 thu

Share a "Spring Cleaning for Your Finances" tip. Now is a great time for buyers to pull their credit report, pay down small balances, and get pre-approval ready before the right home shows up.

4/3 fri

Share 3 small things to check before listing a home this spring: clean HVAC filters, fresh lightbulbs, and boosted curb appeal. Remind your audience that small tweaks lead to much bigger wins when the "For Sale" sign goes up.

4/4 sat

Feature a local spring event or festival happening in your community this weekend. Position yourself as the neighborhood expert, not just the home expert.



Week 2

4/5 sun

Sunday Sanctuary. Share a cozy spring morning photo. Open windows, fresh flowers, morning coffee. Ask your audience what their favorite thing about spring at home is.

4/6 mon

Post an educational piece on what "Days on Market" really means and why a well-priced home in spring moves FAST. Bonus points for a short video take.



Post Like a Pro!



Week 2 (cont)

4/7 tue

Run a poll: "Which curb appeal upgrade gives you the most bang for your buck? Fresh mulch, a new front door, or potted flowers?"

4/8 wed

Share your favorite behind-the-scenes moment from a recent showing or listing appointment. Authenticity builds trust faster than any ad.

4/9 thu

Post a "First-Time Buyer Tip" about the difference between pre-qualification and pre-approval, and why sellers care which one you have.

4/10 fri

Highlight a local restaurant or small business you love. Show your community you're invested in more than just real estate.

4/11 sat

Share a "Just Listed" or "Coming Soon" graphic. Spring inventory is moving. Make sure your followers know what's out there.

Week 3

4/12 sun

Easter Sunday! Post a warm, festive graphic wishing your community a happy holiday. Keep it simple, keep it warm.

4/13 mon

Post a market update. What are homes selling for in your area right now? Use a Home Value graphic and real numbers to position yourself as the local expert.



"Hey Now, You're A (social media) All Star!"

- Smash Mouth



Week 3 (cont)

4/14 tue

Tax Day is tomorrow! Post a reminder about the home-related tax deductions buyers and owners often miss. Mortgage interest, property taxes, and home office deductions for the self-employed.

4/15 wed

Tax Day! Share a lighthearted take: "The only thing better than a tax refund? Putting it toward a down payment." Link the idea to a conversation about first-time buyer programs.

4/16 thu

Post an educational piece on "Contingencies." What they protect, which ones matter most in a competitive market, and when to use them strategically.

4/17 fri

Feature a client success story or a glowing review. Let your sphere see what working with you actually feels like. Use a testimonial graphic from Designs.

4/18 sat

SOI Saturday! Share your weekend open house schedule or a peek at a property you're excited about. Ask followers what feature they'd most want in their next home.

Week 4

4/19 sun

Post a "Sunday Reset" graphic with an inspiring quote about new beginnings. Spring is the season of fresh starts, and so is homeownership.

4/20 mon

Share a "Spring Market Reality Check" post. What are you actually seeing out there? Multiple offers? Low inventory? Buyers getting creative? Give your honest take. People trust real over polished.





Week 4 (cont)

4/21 tue

Post a "Dream Outdoor Space" poll: Are you Team Fire Pit, Team Pool, or Team Wraparound Porch? Engagement content that doubles as buyer preference research.

4/22 wed

Earth Day! Post about sustainable home features buyers are asking for. Solar panels, smart thermostats, energy-efficient windows. Green homes are a growing conversation.

4/23 thu

Share the 36-Touch SmartPlan newsletter! Ask your followers who's getting it and who's not. Remind them that capturing emails in Command is how you stay in the game year-round.

4/24 fri

Post a quick tip on "What to Fix Before You List." Focus on the things that kill deals in inspection: aging HVAC, roof condition, water intrusion. Small repairs, big peace of mind.

4/25 sat

Post a "Just Closed" graphic from Designs. Celebrate the win and remind your sphere that the market is moving. Keys in hand is the best content there is.

Week 5

4/26 sun

Post a "Sunday Wrap-Up." Recap your week, highlight a market moment, and share one thing you're looking forward to in May. Show your audience the person behind the agent.

4/27 mon

Debunk a common seller myth: "I should wait until summer to list." Share why late April and May are historically peak selling windows. More buyers, more competition, better prices.





Week 5 (cont)

4/28 tue

Run a "What's Your Home Worth?" call to action. Share a Home Value graphic and invite followers to DM you for a personalized market analysis. Direct lead gen, spring style.

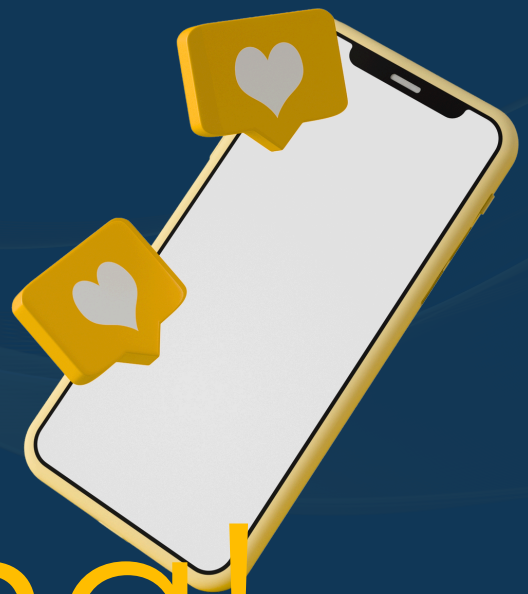
4/29 wed

Post an educational piece on "Buying and Selling at the Same Time." The bridge loan, the contingency offer, the timing dance. It's one of the most common fears. Own the answer.

4/30 thu

Close out April strong. Share one win from the month. A deal closed, a client helped, a lesson learned. Ask your followers what their biggest real estate question is heading into May. Set the table for May before April even ends.

Thanks
for
following!



@sincerelysamual

