



LINKED IN POSTING GUIDE FOR SAMANTHA WILDER

PURPOSE OF YOUR LINKED IN CONTENT

Your LinkedIn content should help people see you as a real estate operations professional and associate broker, not simply as an assistant and not as an agent looking for buyers and sellers.

You are not trying to become a social media personality.

You are building professional credibility.

The goal is for a broker, team leader, closing attorney, title professional, property-management company, or corporate real estate employer to look at your profile and quickly understand that you know how the business works behind the scenes.

Your content should demonstrate that you understand:

- Real estate operations
- Contracts
- Transaction management
- Brokerage file requirements
- Closing coordination
- Client communication
- Agent support
- Process improvement
- Problem-solving
- Professional discretion

You do not need to advertise that you are looking for a job in every post. Your experience should make the argument for you.

LINKED IN POSITIONING

Recommended headline:

Associate Broker | Real Estate Operations | Brokerage Administration | Transaction Management | Contract-to-Close Coordination

Your primary professional message:

I am a licensed broker who understands the operational side of real estate. I know how to manage transactions, organize files, monitor deadlines, communicate with clients and transaction partners, support agents, and create systems that help a brokerage operate more efficiently.

Your profile and posts should not lead with:

- Real Estate Agent
- Realtor

- Helping people buy and sell homes
- Call me for your real estate needs

Those statements would position you for the exact type of work you are not seeking.

YOUR LINKED IN VOICE

Write the way you would explain something to a respected broker, closing attorney, or experienced agent.

Be direct. Be specific. Use real examples without sharing confidential details.

Do not try to sound inspirational in every post. Do not use corporate phrases you would never say in person. Do not overuse words such as passionate, dynamic, visionary, game-changing, thought leader, or rock star.

You do not need to make every post sound perfect. You need it to sound like you.

Your strongest tone is:

- Experienced
- Practical
- Calm
- Direct
- Observant
- Professional
- Results-focused

POSTING WHILE YOUR SEARCH IS CONFIDENTIAL

Until your current employers know you are exploring other opportunities, do not suddenly begin posting that you are open to work.

Do not publish a post announcing that you are seeking a new position. Do not publicly criticize your current role, workload, compensation, office structure, or leadership. Do not post anything that could reasonably be interpreted as describing a current conflict.

You can begin building your professional presence quietly. Update your profile without making a public announcement. Connect selectively with brokers, closing attorneys, title professionals, lenders, property managers, real estate operations professionals, and people you already know.

Comment thoughtfully on professional posts. Prepare several posts in advance and save them until you are comfortable publishing. Do not use the public Open to Work profile frame while your search is confidential.

WHAT YOU CAN POST BEFORE YOUR SEARCH IS PUBLIC

- General lessons about real estate operations
- The value of organized transaction systems
- The importance of client communication
- Lessons you have learned from managing closings
- Professional observations about contracts and deadlines
- The value of having a dependable second point of contact
- What earning your broker license taught you

- General process-improvement ideas
- Recognition of closing attorneys, lenders, inspectors, and other transaction partners
- Professional milestones that do not mention your search

WHAT NOT TO POST

- Client names
- Property addresses
- Contract details
- Private transaction problems
- Confidential production information
- Internal brokerage procedures that belong to your employer
- Photographs of contracts, transaction files, closing documents, calendars, or computer screens
- Complaints about agents, clients, attorneys, lenders, contractors, or coworkers
- Legal interpretations or advice
- Anything that suggests you are speaking on behalf of your current brokerage unless you have permission
- Claims about numbers or accomplishments that you would not be comfortable explaining
- Stories that make another person look incompetent, even when you leave out the name

POSTING SCHEDULE

QUIET PHASE

Use this schedule while your current employer does not know you are exploring opportunities.

MONDAY

Spend 10 minutes reviewing posts from local brokers, real estate organizations, closing attorneys, lenders, title professionals, and business leaders.

Leave one thoughtful comment. Do not write only, "Great post."

Add something meaningful, such as:

- This is such an important part of the process. Clear expectations at the beginning can prevent a lot of confusion later.
- I have seen how much easier a transaction becomes when everyone knows the deadline and understands who owns the next step.
- The work behind a smooth closing is often invisible, but it makes a tremendous difference for the client.

WEDNESDAY

Send two or three connection requests to people you genuinely know or have worked with.

Use a simple message:

I have enjoyed working with you through local real estate transactions and would be glad to stay connected here.

FRIDAY

Spend 15 minutes drafting or refining one future post. Do not publish it yet unless the topic is completely neutral and you are comfortable with your current employers seeing it.

PUBLIC PROFESSIONAL PHASE

Once your current employers know about your career plans, or once you have moved into a new position, begin publishing one original post each week. One useful post every week is better than posting every day for two weeks and then disappearing.

Recommended weekly rhythm:

- Monday: Comment meaningfully on one or two industry posts.
- Tuesday or Wednesday: Publish one original post.
- Thursday: Respond to anyone who commented on your post.
- Friday: Connect with two or three relevant professionals.

After six to eight weeks, you can consider posting twice a week if it feels natural. You do not need to post more frequently to build a credible presence.

EIGHT-WEEK LINKED IN CONTENT SCHEDULE

WEEK ONE

TOPIC

Why you chose the operations side of real estate

SUGGESTED OPENING

I have learned that the part of real estate I enjoy most happens between the signed contract and the closing table.

POINTS TO INCLUDE

- You enjoy contracts, organization, transaction details, and problem-solving.
- You like understanding what needs to happen next.
- You enjoy helping agents and clients navigate the process.
- You value your broker license, but your long-term professional direction is operations rather than personal sales production.

POSSIBLE POST

I have learned that the part of real estate I enjoy most happens between the signed contract and the closing table.

I enjoy reviewing the contract, identifying the deadlines, organizing the documents, coordinating with lenders and closing attorneys, and making sure everyone understands what needs to happen next.

I value my broker license and everything I have learned from working directly with buyers and sellers. At the same time, I have discovered that my strongest professional lane is real estate operations.

A successful transaction needs a good agent. It also needs someone watching the details that can easily be missed.

That is the work I enjoy doing.

WEEK TWO

TOPIC

What clients do not see between contract and closing

SUGGESTED OPENING

A signed contract is not the end of the real estate process. In many ways, it is where the operational work begins.

POINTS TO INCLUDE

- Contingencies must be tracked.
- Inspections and repairs must be coordinated.
- Financing and appraisal requirements must be monitored.
- Closing attorneys need documents and information.
- Dates frequently change.
- Clients need regular communication.

POSSIBLE POST

A signed contract is not the end of the real estate process. In many ways, it is where the operational work begins.

There are inspection periods, financing requirements, appraisal deadlines, repair agreements, earnest money records, closing documents, title questions, lender updates, and dozens of smaller details that have to be managed.

Most clients never see all of that work.

They should not have to.

A well-managed transaction allows the client to focus on the move instead of wondering whether an important deadline or document has been missed.

WEEK THREE

TOPIC

Why a simple checklist matters

SUGGESTED OPENING

Some of the most effective real estate systems are not complicated.

POINTS TO INCLUDE

- A checklist can prevent missing documents.
- The best system is one people will actually use.
- A simple visual process can improve accountability.
- Consistency matters more than complexity.

POSSIBLE POST

Some of the most effective real estate systems are not complicated.

A clear checklist can help an office identify missing documents, track upcoming responsibilities, and prepare a file for closing or review.

The best system is not always the most expensive software.

The best system is the one people understand, use consistently, and can rely on when the office becomes busy.

Real estate moves quickly. A simple process that prevents one missed deadline or missing document has already earned its value.

WEEK FOUR

TOPIC

The value of being a second point of contact

SUGGESTED OPENING

Clients should never feel that they have no one to call when their agent is unavailable.

POINTS TO INCLUDE

- Agents are often in showings, appointments, negotiations, or closings.
- A knowledgeable second contact reduces frustration.
- The second person must understand the transaction and know the limits of the role.
- Good communication improves the client experience.

POSSIBLE POST

Clients should never feel that they have no one to call when their agent is unavailable.

Agents spend their days in showings, appointments, negotiations, inspections, and closings. They cannot always answer immediately.

A knowledgeable second point of contact can provide an update, explain what is still needed, or make sure a concern reaches the right person.

That does not replace the agent.

It supports the agent and gives the client confidence that the transaction is still moving.

WEEK FIVE

TOPIC

What earning your broker license taught you

SUGGESTED OPENING

Earning my broker license changed the way I looked at real estate transactions.

POINTS TO INCLUDE

- The license strengthened your understanding of contracts, responsibility, and brokerage operations.
- It helped you see the larger business.
- You became more aware of compliance and documentation.
- The experience clarified your interest in operations.

POSSIBLE POST

Earning my broker license changed the way I looked at real estate transactions.

I had already spent years working with contracts, listings, deadlines, inspections, repairs, lenders, closing attorneys, and clients.

The licensing process helped me look at that work through a broader brokerage lens.

It strengthened my understanding of the responsibility behind the documents, the importance of complete files, and the role strong operations play in protecting the client, the agent, and the brokerage.

It also confirmed that my professional interests extend beyond personal sales. I am most interested in the systems and people that keep the entire business moving.

WEEK SIX

TOPIC

Handling a delayed closing

SUGGESTED OPENING

When a closing is delayed, people often assume someone has failed.

POINTS TO INCLUDE

- Many delays involve lenders, underwriting, appraisals, title issues, or connected transactions.
- The first responsibility is to identify what has changed.
- Communication should be calm and factual.
- Clients need the next step, not more panic.

POSSIBLE POST

When a closing is delayed, people often assume someone has failed.

Sometimes there is a mistake. Often, however, the delay involves underwriting, an appraisal, a title requirement, a document correction, or another transaction connected to the sale.

The first responsibility is to determine what changed, who owns the next action, and which other deadlines may be affected.

Clients do not need more panic added to an already stressful situation.

They need clear information, realistic expectations, and someone who will continue following up until the transaction is ready to move forward.

WEEK SEVEN

TOPIC

What agents need from office operations

SUGGESTED OPENING

Good brokerage operations should make it easier for agents to serve their clients.

POINTS TO INCLUDE

- Agents need clear processes.
- They need reliable answers.
- They need reminders and accountability without unnecessary micromanagement.
- They need to know when an issue must be escalated to the broker.
- Operations should support production and compliance.

POSSIBLE POST

Good brokerage operations should make it easier for agents to serve their clients.

Agents need clear procedures, reliable systems, organized transaction files, and someone who can answer routine questions without every issue being sent directly to the broker.

They also need accountability.

Missing documents, overlooked deadlines, and inconsistent communication can affect the client and expose the brokerage to unnecessary risk.

Strong office operations do not compete with an agent's work.

They create the structure that allows good agents to do their best work.

WEEK EIGHT

TOPIC

Your professional direction

Publish this only when your search is no longer confidential.

SUGGESTED OPENING

After nearly six years in real estate, I am ready to take the next step in my career.

POINTS TO INCLUDE

- You want to remain in real estate.
- You are seeking operations, office management, brokerage administration, or transaction management.
- You are not pursuing a commission-based agent role.
- Mention your license, experience, and strengths.
- Invite private conversations.

POSSIBLE POST

After nearly six years in real estate, I am ready to take the next step in my career.

I entered the industry in a support position, earned my Alabama salesperson license in 2021, and earned my broker license in 2024.

My experience includes real estate operations, contract administration, transaction coordination, listing management, file review, closing preparation, agent support, client communication, and process improvement.

I want to remain in the real estate industry, but I am not seeking a traditional commission-based agent role.

I am exploring opportunities in brokerage operations, office management, transaction management, and real estate administration.

I am especially interested in a position where I can help create strong systems, support agents and clients, manage transaction workflows, and make daily operations more efficient.

I welcome confidential conversations with brokers, real estate teams, closing offices, property-management companies, and other real estate organizations that may need this type of support.

ADDITIONAL POST IDEAS

- What makes a transaction file ready for closing
- Why missing signatures matter
- What a good transaction calendar should accomplish
- The difference between completing a task and managing a process
- What makes client communication effective
- Why follow-through is one of the most valuable real estate skills
- What you have learned from working with closing attorneys
- What you have learned from coordinating remote closings
- Why operations professionals need to understand contracts
- How a brokerage benefits from written procedures
- What new agents need during onboarding
- Why not every transaction problem requires conflict
- How repair credits can simplify certain negotiations
- Why a closing delay can affect more than one family
- What professionalism looks like when a transaction becomes stressful

- The importance of knowing when to escalate an issue to the qualifying broker

SIMPLE FORMULA FOR WRITING POSTS

- Begin with one clear statement.
- Explain the situation in two or three short paragraphs.
- Share what you learned.
- End with one useful takeaway.
- You do not have to end every post with a question.
- You do not have to add a motivational quote.
- You do not have to use ten hashtags.
- You do not have to tell readers to agree with you in the comments.
- Write something worth reading and stop when you have made the point.

HASHTAGS

Use no more than three relevant hashtags.

Possible options:

#RealEstateOperations
#BrokerageOperations
#TransactionManagement
#RealEstateLeadership
#RealEstateCareers
#ClientExperience
#ProcessImprovement
#ContractToClose

Do not use the same three hashtags on every post.

ENGAGEMENT GUIDE

Comment on posts where you have something real to add.

Good people to follow and engage with include:

- Local brokers
- Brokerage owners
- Closing attorneys
- Title professionals
- Mortgage professionals
- Property managers
- Builders and developers
- Corporate real estate professionals
- Experienced transaction coordinators
- Real estate trainers
- Local chambers of commerce
- North Alabama business leaders

Do not use comments to announce that you are searching for a job. Do not immediately send a resume to everyone who accepts your connection request. Build the relationship first.

A thoughtful comment may lead someone to view your profile. Your profile should then make your experience and professional direction clear.

MONTHLY LINKED IN CHECK

At the end of each month, review:

- Which posts received thoughtful responses
- Which professionals viewed your profile
- Which people connected with you
- Which topics felt natural to write about
- Which posts sounded most like you
- Whether your profile still reflects the type of position you want
- Whether any confidential details need to be removed
- Whether you are attracting operations and management conversations rather than agent-recruiting messages

The goal is not to collect the largest number of views. The goal is to help the right people understand what you can do.