



UNITED MORTGAGE RESOURCE LIBRARY

Realtor Instagram Playbook

A complete guide to building your personal brand, attracting qualified buyers, creating engaging content, and growing your real estate business through Instagram.



PROFESSIONAL BUSINESS GUIDE

UNITED MORTGAGE

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Introduction

Instagram has become one of the most powerful marketing tools for Realtors. When used strategically, it helps build trust, showcase expertise, attract qualified buyers, and grow a recognizable personal brand.



Instagram Is More Than Social Media

Today's buyers often discover Realtors online before ever making contact. Your Instagram profile is more than a collection of photos—it's your digital first impression.

The most successful Realtors use Instagram to educate, build relationships, showcase their expertise, and stay top of mind with their local community. By consistently sharing valuable content, you create trust long before someone is ready to buy or sell.

This playbook provides practical strategies to help you optimize your profile, create engaging content, increase visibility, and grow your real estate business using Instagram.

Whether you're just getting started or looking to improve your current strategy, these best practices can help you build a stronger online presence and attract more qualified buyers.

What You'll Learn



How to optimize your Instagram profile



Content ideas that generate engagement



Reel strategies that increase visibility



Story ideas that build trust



Organic growth techniques



Best practices for long-term success



PRO TIP

Consistency is more important than perfection. A professional Instagram presence is built by showing up regularly, providing value, and building authentic relationships with your audience.


Optimizing Your Instagram Profile





Your Instagram profile is your digital business card. A professional, optimized profile builds credibility, attracts qualified buyers, and encourages visitors to follow and connect with you.

01  **Professional Profile Photo**
Use a high-quality, professional headshot with good lighting and a clean background.


02  **Write a Clear Bio**
Explain who you help, the area you serve, and why someone should follow or contact you.

03  **Add a Strong Call-to-Action**
Encourage visitors to schedule a consultation, browse listings, or contact you directly.


04  **Include a Website Link**
Use the link in your bio to direct visitors to your website, property search, or contact page.

05  **Create Story Highlights**
Organize Highlights into categories such as:

- Listings
- Buyers
- Sellers
- Testimonials
- Open Houses
- About Me

06  **Use Consistent Branding**
Maintain consistent colors, fonts, profile imagery, and messaging to strengthen brand recognition.

 **FIRST IMPRESSIONS MATTER**
Visitors decide within seconds whether to follow your account. A polished profile instantly communicates professionalism, trust, and credibility.

 **PRO TIP**
Before creating more content, optimize your profile. Every post sends people back to your profile, so make sure it's ready to convert visitors into followers and future buyers.

Content Strategy & Posting Ideas



The most successful Realtors don't post randomly—they create content that educates, builds trust, and keeps them top of mind with future buyers.



Educational Posts

Teach buyers about financing, the homebuying process, market trends, and frequently asked questions.



Property Spotlights

Showcase new listings with professional photos, short videos, and key property features.



Behind-the-Scenes Content

Share your daily work, property tours, client meetings, and what it's really like to be a Realtor.



Client Success Stories

Celebrate closings, testimonials, and happy buyers (with permission) to build trust and credibility.



Community Content

Highlight local restaurants, parks, schools, businesses, and neighborhood events to position yourself as the local expert.



Personal Branding

Share your personality, values, interests, and why you're passionate about helping buyers find a home.



CONTENT FORMULA

A balanced Instagram strategy educates, inspires, and connects. The goal isn't to constantly sell—it's to consistently provide value that builds trust over time.



PRO TIP

A simple content mix works best:

40% Educational • 30% Lifestyle & Community • 20% Listings • 10% Personal Branding

This balance keeps your audience engaged while naturally positioning you as a trusted real estate professional.

Reels That Generate Engagement



Instagram Reels are one of the fastest ways to increase visibility, reach new audiences, and showcase your expertise as a Realtor.



Home Tour Reels

Walk viewers through a property's best features in 30–60 seconds using smooth, engaging footage.



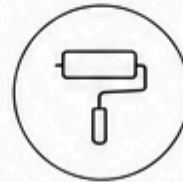
Real Estate Tips

Answer common buyer questions with short, educational videos that provide immediate value.



Neighborhood Spotlights

Introduce local restaurants, parks, schools, and attractions to help buyers discover the community.



Before & After Transformations

Show staging improvements, renovations, or property upgrades that make a home stand out.



Day in the Life

Take followers behind the scenes and show what it's like to work as a Realtor.



Frequently Asked Questions

Create quick videos answering questions about financing, inspections, offers, closing costs, or the buying process.



REELS DRIVE DISCOVERY

Instagram often shows Reels to people who don't already follow you, making them one of the most effective ways to grow your audience organically.



PRO TIP

Capture attention in the first three seconds. Start every Reel with a strong visual, an interesting question, or a compelling statement that encourages viewers to keep watching.

Instagram Stories That Build Relationships



Stories create authentic, everyday connections with your audience. They keep you visible, encourage engagement, and help future buyers get to know the person behind the business.



Behind-the-Scenes

Show your daily activities, listing appointments, open houses, and client meetings.



Ask Questions

Use polls, quizzes, and question stickers to encourage interaction and learn more about your audience.



Share Market Updates

Post quick updates about local market trends, new listings, and recently sold properties.



Celebrate Successes

Share closing days, accepted offers, client milestones, and team achievements.



Answer Frequently Asked Questions

Use Stories to answer common questions about buying, selling, financing, or the local market.



Show Your Personality

Share hobbies, community events, favorite local businesses, or moments from your day to help followers connect with you.



STAY TOP OF MIND

Instagram Stories keep your profile active and visible throughout the day, helping you stay connected with your audience in a natural and authentic way.



PRO TIP

Post several Stories throughout the day instead of uploading everything at once. Consistent activity keeps your profile visible and encourages more engagement from your audience.

Growing Your Audience Organically

Growing on Instagram isn't about chasing followers—it's about attracting the right audience. Focus on building a community of local buyers, homeowners, and people who trust your expertise.



Engage Every Day

Reply to comments, answer direct messages, and interact with your audience consistently.



Use Local Hashtags

Include relevant location-based hashtags to increase visibility within your target market.



Collaborate with Local Businesses

Partner with restaurants, coffee shops, lenders, interior designers, and other local professionals to reach new audiences.



Tag Locations

Always tag neighborhoods, cities, and businesses when appropriate to improve local discovery.



Be Consistent

Create and follow a realistic posting schedule to stay visible and relevant.



Build Genuine Relationships

Focus on meaningful conversations instead of simply increasing follower numbers.



QUALITY OVER QUANTITY

An engaged audience of local buyers is far more valuable than thousands of followers who will never purchase a home in your market.



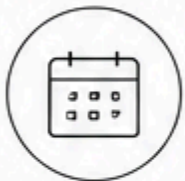
PRO TIP

Spend at least 15–20 minutes each day engaging with your audience. Meaningful interactions help increase visibility, strengthen relationships, and improve long-term growth.

Instagram Best Practices



Long-term success on Instagram comes from consistency, authenticity, and delivering value. Following proven best practices helps you build credibility and stay top of mind with future buyers.



Post Consistently

Maintain a regular posting schedule to stay visible and build trust with your audience.



Use High-Quality Visuals

Invest in professional photos and well-lit videos that reflect your brand.



Write Valuable Captions

Educate, inspire, or solve a problem before asking your audience to take action.



Respond Promptly

Reply to comments and direct messages quickly to build stronger relationships.



Monitor Your Insights

Review your analytics regularly to understand which content performs best.



Stay Authentic

Let your personality shine through while maintaining a professional image.



CONSISTENCY CREATES TRUST

People follow Realtors they know, like, and trust. Showing up consistently with valuable content builds stronger relationships over time.



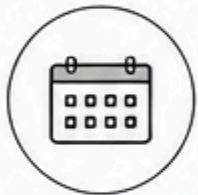
PRO TIP

Focus on helping your audience—not selling to them. Educational and authentic content naturally generates more engagement, trust, and long-term business opportunities.

Common Instagram Mistakes to Avoid



Even great content can underperform if you make common Instagram mistakes. Avoid these habits to improve your visibility, build credibility, and grow a stronger audience.



Posting Inconsistently

Disappearing for weeks at a time makes it difficult to build trust and stay visible.



Selling Too Often

Avoid turning every post into a sales pitch. Focus on educating, inspiring, and providing value.



Ignoring Comments and Messages

Engagement builds relationships. Respond promptly to comments and direct messages.



Using Low-Quality Photos or Videos

Professional visuals create stronger first impressions and increase engagement.



Copying Other Realtors

Develop your own voice and personal brand instead of imitating others.



Ignoring Analytics

Review Instagram Insights regularly to understand what content performs best and adjust your strategy accordingly.



LEARN, ADAPT & IMPROVE

Every successful Instagram account evolves over time. The key is to measure your results, learn from your audience, and continuously improve your content.



PRO TIP

Don't chase trends just because they're popular. Create content that reflects your expertise, serves your local market, and builds long-term trust with your audience.

30-Day Instagram Content Plan



Consistency is the key to growing on Instagram. Use this simple 30-day content plan to stay organized, provide value, and build stronger relationships with future buyers.

01

WEEK 1 — Build Your Brand



- Introduce yourself
- Share your story
- Post a professional headshot
- Share a buyer tip
- Publish one Reel
- Post daily Stories

02

WEEK 2 — Educate Your Audience



- Explain the homebuying process
- Share a market update
- Post a neighborhood spotlight
- Answer a frequently asked question
- Publish one Reel
- Post daily Stories

03

WEEK 3 — Build Trust



- Share a buyer success story
- Post a client testimonial
- Showcase a property
- Go behind the scenes
- Publish one Reel
- Post daily Stories

04

WEEK 4 — Grow Your Business



- Share a personal branding post
- Collaborate with a local business
- Review your Instagram Insights
- Ask your audience a question
- Publish one Reel
- Post daily Stories



CONSISTENCY WINS

You don't need to post perfectly—you need to post consistently. Small, intentional actions every week create long-term growth and stronger relationships.



PRO TIP

Plan your content one week in advance and schedule your posts whenever possible. Having a content plan reduces stress and helps you stay consistent throughout the month.

Your Trusted Mortgage Partner

Helping Realtors strengthen their online presence while providing trusted mortgage solutions that create a seamless experience for their buyers.



Build Your Brand. Grow Your Business.

A strong Instagram presence helps buyers discover you, but having the right mortgage partner helps them confidently move forward.

United Mortgage partners with Realtors to provide responsive communication, reliable financing solutions, and personalized support throughout every stage of the homebuying journey.

Together, we help buyers move from scrolling on social media to successfully purchasing their dream home.



Why Partner with United Mortgage?

- ✓ Fast Pre-Approvals
- ✓ Wide Variety of Loan Programs
- ✓ Dedicated Mortgage Experts
- ✓ Responsive Communication
- ✓ Reliable Closing Support
- ✓ Personalized Financing Solutions
- ✓ Trusted Realtor Partnerships



Have Questions? We're Here to Help.

Whether you're working with first-time homebuyers, repeat buyers, or real estate investors, our experienced mortgage team is here to support you and your buyers every step of the way.



Phone:
(800) 579-1622



Email:
Info@UnitedMtg.net



Website:
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