



FREE FROM JUWISSEL STUDIO

30 Real Estate Content Ideas *that get seen*

A month of done-for-you post ideas for agents, brokers, loan officers and property managers — so you never stare at a blank screen again. Steal these, make them yours, and post.

juwiselstudio.com · © 2026 Juwisel Studio LLC

Your 30-day idea bank

Rotate these across Instagram, Facebook, TikTok and Pinterest. Aim for 3 value posts per 1 promo.

EDUCATE (BUILD TRUST)

1. **3 mistakes first-time buyers make** — and how to avoid them.
2. **What a pre-approval actually does** for your offer.
3. **Closing costs, explained** in plain English.
4. **Why your Zestimate is probably wrong.**
5. **The first two weeks on market** matter most — here's why.
6. **Earnest money:** what it is and where it goes.
7. **Renting vs. buying** — the real math for your area.
8. **5 questions to ask before hiring an agent.**

SHOW YOUR MARKET (LOCAL AUTHORITY)

1. **Just listed** — three things you'll love about this home.
2. **Just sold** — and how we got there.
3. **Neighborhood spotlight:** a local coffee shop or park.
4. **This month's market update** in 3 numbers.
5. **Open house this weekend** — save the date.
6. **Price improvement** — this one just got more affordable.

ENGAGE (GET COMMENTS)

1. **Big kitchen or huge backyard?** Drop your pick.
2. **Fixer-upper or move-in ready?**
3. **Dream home in one word** — go.
4. **Would you rather:** city condo or quiet cul-de-sac?

Pro tip: Every post needs one clear next step — "DM me," "comment SEND," or "link in bio." A post with no ask gets no leads.

BEHIND THE SCENES (BE HUMAN)

1. **A day in the life** of an agent.
2. **Why I got into real estate.**
3. **My favorite part of handing over keys.**
4. **A client win** (with permission) that made your week.

PROMOTE (SELL SOFTLY)

1. **Free buyer's guide** — comment "GUIDE" and I'll send it.
2. **Thinking of selling?** Here's your free home-value estimate.
3. **New listing alerts** — want on the list? DM me.
4. **Referral thank-you** — your kind words mean everything.

SAVE-WORTHY (GETS SHARED)

1. **Moving checklist:** 10 things to do the week before.
2. **Documents you'll need** to get pre-approved.
3. **Staging on a budget:** 7 quick wins.
4. **First-year homeowner** maintenance calendar.

Turn ideas into posts in minutes: a good prompt or template does the writing for you. That's exactly what our kits are built for.

Want the captions already written?

Our Caption Pack gives you ready-to-post captions plus a 30-day calendar — and the Complete Kit bundle (\$49) covers listings, emails, scripts, video and client guides too.

Shop the kits → etsy.com/shop/JuwiselStudio · juwiselstudio.com