

28 Days of Content for Real Estate Agents

A ready-to-shoot monthly plan built on four content pillars, seven posts a week, and formats designed to hold up long after any single trend fades. This preview includes the first 7 days in full, one example from every content pillar, so you can see exactly how the system works.

7

Days included in this preview

4

Video pillars, one example of each

3

Carousel slots, one example of each

What's Inside the Complete Playbook

The full version of this system covers an entire month, seven posts a week, plus every reference tool you need to film and post it without reinventing the plan each week.

✓ **28 fully built posts**

Every day mapped across 4 weeks, one for each weekday, so you never guess what to post next.

✓ **Four video pillars, every week**

Educational, Social Proof, Humor / Team & Culture, and Trending Format, on a fixed weekday rotation.

✓ **Three carousel slots, every week**

Two Before / After or Case Study slots plus one flexible Agent's Choice slot.

✓ **Hook Bank & CTA Bank**

Reusable hooks and calls to action, organized by content type, built to outlast this month.

✓ **B-Roll Shot List**

A library of shots to film on any slow afternoon so you're never starting from scratch.

✓ **Batch Filming Guide**

A suggested shooting order so a full month of content takes four sessions, not 28.

✓ **Hashtag & Keyword Bank**

Ready-to-use tags and local search phrases for buyers and sellers in your market.

✓ **Content Repurposing Notes**

Turn one filmed video into a Reel, a Story, and a carousel, without extra filming.

✓ **Posting Time Recommendations**

Platform-specific windows based on how buyers and sellers actually browse.

WHAT YOU'RE LOOKING AT RIGHT NOW

This preview includes Week 1, all 7 days, one full example of every content pillar in the system. The complete playbook includes 3 more weeks built the same way, plus the entire reference and production section above.

Content Pillars

Every post in this plan falls under one of four pillars. Four video pillars carry the week, and three carousel slots round it out, two dedicated to visual proof and one left flexible for whatever your business needs that week.

VIDEO Educational

Posts on Monday

Short, calm explainers that answer the questions buyers and sellers are too nervous or too busy to ask out loud. This pillar builds authority and lowers uncertainty before someone ever books a showing.

VIDEO Social Proof

Posts on Tuesday

Real clients, real reactions, real reviews. This pillar turns satisfied buyers and sellers into your most convincing marketing asset.

VIDEO Humor / Team & Culture

Posts on Wednesday

Personality-driven content that shows the humans behind the business. This pillar builds familiarity and warmth, so a first meeting feels like sitting down with someone you already know.

VIDEO Trending Format

Posts on Thursday

B-roll paired with on-screen text, built on durable, repeatable formats (POV, green screen, caption-first lists, showing tours) rather than a single expiring trend. Easy to film, easy to repeat every month with a new topic.

CAROUSEL Before / After or Case Study (2x per week)

Posts on Fridays and Saturdays

Visual proof of results, told in a swipeable sequence. This pillar moves people from curious to booked by showing exactly what working with you looks like.

CAROUSEL Optional (Agent's Choice)

Posts on Sunday

A flexible save-worthy slot. Use it for tips, FAQs, team directories, or cost breakdowns, whatever removes friction or earns a save that week.

28-Day Calendar Overview

Week 1 is shown in full below. Weeks 2 through 4 follow the same daily rhythm, Monday through Sunday, with a new topic for every pillar.

DAY	POST TYPE	PILLAR	TOPIC
Week 1			
Day 1 · Monday	Video	Educational	What Actually Happens During a Home Inspection
Day 2 · Tuesday	Video	Social Proof	The Buyer Who Almost Gave Up During Their Search
Day 3 · Wednesday	Video	Humor / Team & Culture	Meet the Team, Showing Assistant and Transaction Coordinator Intro
Day 4 · Thursday	Video	Trending Format	POV Format, Your First Home Tour With Us
Day 5 · Friday	Carousel	Before / After or Case Study	Listing Reveal, Before and After Staging
Day 6 · Saturday	Carousel	Before / After or Case Study	First-Time Buyer Closing Case Study
Day 7 · Sunday	Carousel	Optional (Agent's Choice)	5 Habits for a Stronger Offer, Tips Carousel
Week 2			
Day 8 · Monday	—	—	<i>Unlocks in the full playbook</i>
Day 9 · Tuesday	—	—	<i>Unlocks in the full playbook</i>
Day 10 · Wednesday	—	—	<i>Unlocks in the full playbook</i>
Day 11 · Thursday	—	—	<i>Unlocks in the full playbook</i>
Day 12 · Friday	—	—	<i>Unlocks in the full playbook</i>
Day 13 · Saturday	—	—	<i>Unlocks in the full playbook</i>
Day 14 · Sunday	—	—	<i>Unlocks in the full playbook</i>
Week 3			
Day 15 · Monday	—	—	<i>Unlocks in the full playbook</i>
Day 16 · Tuesday	—	—	<i>Unlocks in the full playbook</i>
Day 17 · Wednesday	—	—	<i>Unlocks in the full playbook</i>
Day 18 · Thursday	—	—	<i>Unlocks in the full playbook</i>
Day 19 · Friday	—	—	<i>Unlocks in the full playbook</i>
Day 20 · Saturday	—	—	<i>Unlocks in the full playbook</i>
Day 21 · Sunday	—	—	<i>Unlocks in the full playbook</i>
Week 4			
Day 22 · Monday	—	—	<i>Unlocks in the full playbook</i>
Day 23 · Tuesday	—	—	<i>Unlocks in the full playbook</i>
Day 24 · Wednesday	—	—	<i>Unlocks in the full playbook</i>
Day 25 · Thursday	—	—	<i>Unlocks in the full playbook</i>
Day 26 · Friday	—	—	<i>Unlocks in the full playbook</i>
Day 27 · Saturday	—	—	<i>Unlocks in the full playbook</i>
Day 28 · Sunday	—	—	<i>Unlocks in the full playbook</i>

Topics, hooks, talking points, and captions for Weeks 2 through 4 are included in the full playbook.

What Actually Happens During a Home Inspection

A calm, visual walkthrough of a home inspection from the roof to the foundation, aimed at replacing fear with facts.

WHAT IT ACHIEVES

Trust. Reduces uncertainty. Positions you as the calm expert in the process.

WHAT TO FILM

Film alongside an inspector during a real inspection, with permission. Get close shots of the checklist, a walkthrough narrating what gets checked, and a shot of the report being generated. Add on-screen captions for each step as you talk.

3 HOOK EXAMPLES

"A home inspection takes 2 to 3 hours. Here's what actually happens."

"The 4 areas every inspector checks first."

"You've been told the wrong thing about inspections. Let's fix that."

MAIN TALKING POINTS

- Inspectors check structure, systems, safety, and cosmetic issues in that order
- Most inspections turn up minor items, not deal breakers
- A clean inspection doesn't mean a perfect house, it means a safe one
- Most inspection issues can be negotiated, not just accepted

COPY-PASTE CAPTION TEMPLATE

Home inspections get a scary reputation they don't deserve. Here's exactly what happens, room by room, so you know what to expect before you make an offer. Questions about a home you're eyeing? Drop them below.

CALL TO ACTION Comment your question, we will answer it below or in a future video.

The Buyer Who Almost Gave Up During Their Search

A real buyer who nearly gave up after losing multiple offers shares what changed and what finally worked.

WHAT IT ACHIEVES

Trust. Connection. Reduces discouragement for prospective buyers.

WHAT TO FILM

A sit-down interview with the buyer somewhere comfortable, not in front of the new home yet. Cut in b-roll of them getting the keys and walking through the front door.

3 HOOK EXAMPLES

"She almost gave up after losing 4 offers. Here's what changed."

"This buyer was ready to quit the search. Watch what she says now."

"If the market has you discouraged, watch this first."

MAIN TALKING POINTS

- What made the search feel hopeless
- What changed the approach that finally worked
- What the winning offer actually looked like
- What she would tell someone else who is discouraged right now

COPY-PASTE CAPTION TEMPLATE

Four losses. One home that was worth the wait. If the market has you discouraged, this one's for you. Ready when you are, link in bio.

CALL TO ACTION Book a buyer consult, no pressure, link in bio.

Meet the Team, Showing Assistant and Transaction Coordinator Intro

A fast-paced intro of two team members answering rapid-fire personal questions, showing personality beyond the open house sign.

WHAT IT ACHIEVES

Connection. Humanizes the business. Reduces first-meeting anxiety.

WHAT TO FILM

Film two team members side by side, ask 5 rapid-fire questions, coffee order, the listing they're tired of showing, hidden talent, worst showing story, why they love this job.

3 HOOK EXAMPLES

"Meet the people who will actually get your offer to the finish line."

"Rapid-fire questions with our showing assistant and coordinator."

"We asked our team the weird questions so you don't have to."

MAIN TALKING POINTS

- Keep answers short and funny, under 5 seconds each
- Let personality show, this is not a formal bio
- End on something warm, why they love working here

COPY-PASTE CAPTION TEMPLATE

Meet the faces behind [Your Name]'s team. We asked them 5 rapid-fire questions and got some honest answers. Come say hi in person, link in bio to connect.

CALL TO ACTION Book a call and meet the team, link in bio.

POV Format, Your First Home Tour With Us

A POV-style walkthrough shot from the buyer's perspective, pulling up, walking the rooms, using on-screen text instead of narration.

WHAT IT ACHIEVES

Reduces anxiety. Trust. Shows exactly what to expect.

WHAT TO FILM

Mount or hold the camera from the buyer's eye line, walk through the front door, the main living space, the kitchen, the backyard, with on-screen captions describing each moment as it happens.

3 HOOK EXAMPLES

"POV, it's your first showing with us."

"POV, you finally booked that home tour you kept putting off."

"This is exactly what your first showing will look like."

MAIN TALKING POINTS

- No dialogue needed, let the visuals and captions carry it
- Show the entry, the natural light, and the outdoor space
- Keep the pacing quick, cut every 1 to 2 seconds

COPY-PASTE CAPTION TEMPLATE

POV, you finally booked that tour. Here's exactly what to expect. Your turn, link in bio to browse listings.

CALL TO ACTION Browse current listings, link in bio.

Listing Reveal, Before and After Staging

Side-by-side photos showing a real listing before and after professional staging.

WHAT IT ACHIEVES

Sales. Trust. Tangible visual proof.

WHAT TO PHOTOGRAPH

Slide 1, before photo, empty or cluttered room, natural lighting. Slide 2, after photo, same angle, staged. Slide 3, a close-up styling detail. Slide 4, a short note on days-on-market or sale price. Slide 5, CTA slide with contact info.

3 HOOK EXAMPLES

"One weekend. This is the difference staging makes."

"Swipe to see this listing's before and after."

"This is what professional staging actually looks like."

MAIN TALKING POINTS

- What the space looked like before staging
- What was done and how long it took
- How the staging affected buyer interest

COPY-PASTE CAPTION TEMPLATE

Swipe to see the real difference staging makes. No filters, just results. Thinking about listing? Link in bio to book a consult.

CALL TO ACTION Book a listing consult, link in bio.

First-Time Buyer Closing Case Study

A case study showing a first-time buyer's journey from pre-approval to keys in hand.

WHAT IT ACHIEVES

Sales. Trust. Educates on a process buyers are often nervous about.

WHAT TO PHOTOGRAPH

Slide 1, a photo or screenshot of the pre-approval milestone. Slide 2, a simple graphic explaining the process in 3 steps. Slide 3, a photo from the home search or showing. Slide 4, final photo, keys or closing table. Slide 5, CTA slide.

3 HOOK EXAMPLES

"One pre-approval, one closing day, here's how the process works."

"Swipe through [Client]'s first-time buyer journey from start to finish."

"This is what buying your first home actually looks like."

MAIN TALKING POINTS

- Why the buyer felt overwhelmed at the start
- The step-by-step process, pre-approval, search, offer, closing
- Total timeline for the full process
- How it changed the buyer's confidence

COPY-PASTE CAPTION TEMPLATE

Buying your first home can feel intimidating until you see the full process. Here's exactly how [Client]'s went, start to finish. Thinking about buying? Link in bio for a consult.

CALL TO ACTION Book a buyer consult, link in bio.

5 Habits for a Stronger Offer, Tips Carousel

A simple, save-worthy carousel listing habits that make a buyer's offer more competitive in this market.

WHAT IT ACHIEVES

Saves. Trust. Positions you as a helpful resource, not just a salesperson.

WHAT TO PHOTOGRAPH

Slide 1, title slide, 5 habits for a stronger offer. Slides 2 through 6, one habit per slide with a simple icon or photo. Slide 7, CTA slide.

3 HOOK EXAMPLES

"5 habits that actually make your offer stronger."

"Save this before you write your next offer."

"The 5 things sellers actually want to see in an offer."

MAIN TALKING POINTS

- Habit 1, get fully underwritten, not just pre-qualified
- Habit 2, write a clean offer with fewer contingencies when you can
- Habit 3, be flexible on the closing date
- Habit 4, include a short, genuine personal note
- Habit 5, respond fast, hesitation costs homes in this market

COPY-PASTE CAPTION TEMPLATE

Small habits add up to a stronger offer over time. Save this one for your next round. Ready to start your search? Link in bio to book.

CALL TO ACTION Save this post, then book a buyer consult, link in bio.

LIKE WHAT YOU SEE?

Get the Full 28 Days

You've just seen Week 1, one complete example of every pillar in the system. The full playbook gives you 3 more weeks built the exact same way, plus the reference tools that make posting effortless every week after this one.

- ✓ 28 fully built posts, seven per week, for a full month of content
- ✓ Hook Bank, CTA Bank, Hashtag & Keyword Bank
- ✓ B-Roll Shot List and a 4-session Batch Filming Guide
- ✓ Content Repurposing Notes and Posting Time Recommendations

GET THE 28-DAY REAL ESTATE AGENT CONTENT PLAYBOOK

<https://www.soulframemedia.studio/product-page/the-28-day-real-estate-agent-content-playbook>

Available now at Soul Frame Media.