

BY NATHAN ZALE

A Realtors Guide

INSTAGRAM STORIES



*How to leverage the power of Instagram for
your real estate business*



Tap here or swipe
left to start your
story



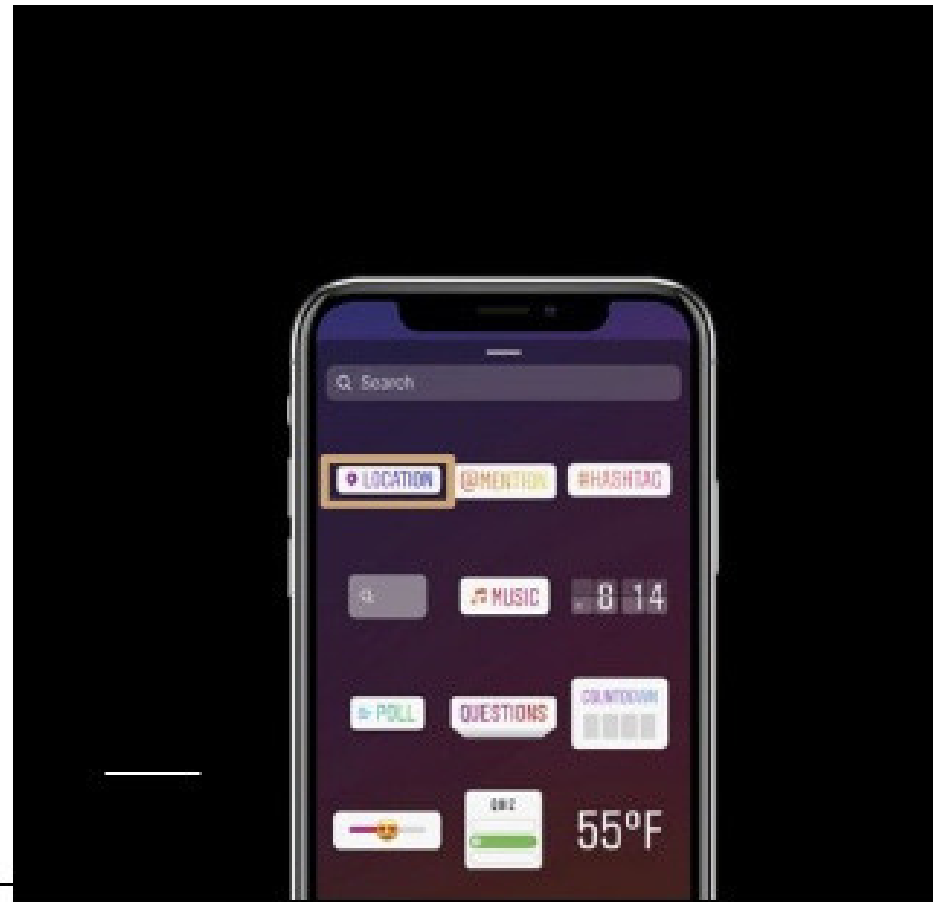
Stay top of mind with stories

Instagram stories are a great way to document your journey as a real estate agent or lender, without too much production. It's one of THE most popular tools on Instagram right now and frankly; the most important!

Location

Exactly like tagging locations on your Instagram posts, if you tag a location in your story it could potentially be chosen to be highlighted on that location's story.

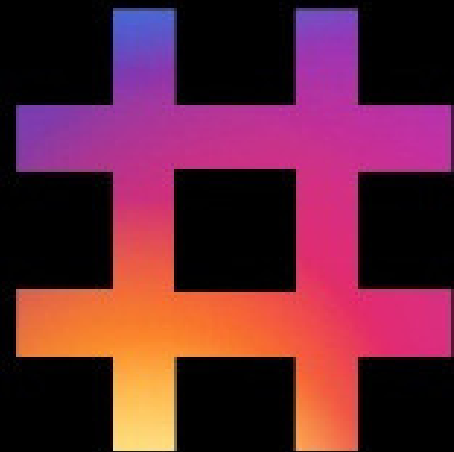
- Add your farm
- Add where your listing is
- Tag your business location



#'s

Using hashtags and tagging them in your stories is also exactly like using hashtags in your posts — they show up in the explore section of that hashtag or better referenced as, a category.

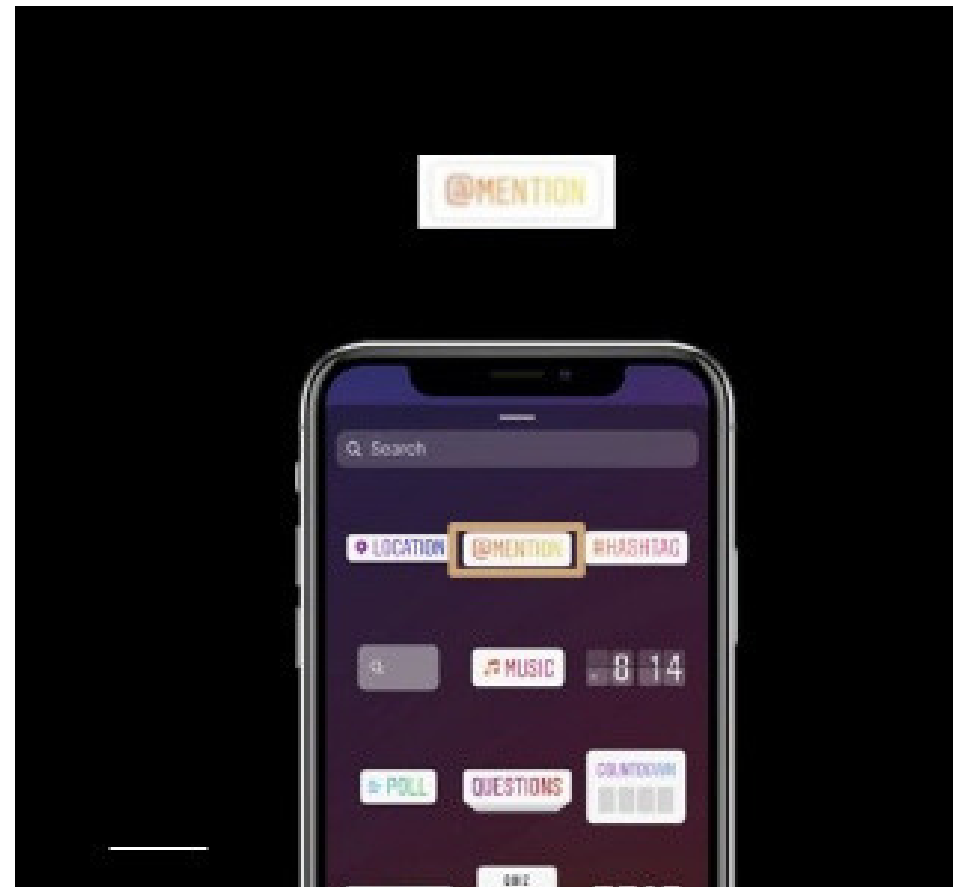
- Don't overdo it
- Hide them by pinching it



Mentions

Using and mentioning other Instagram accounts in your story is great to let others get a glimpse of who you're with or who your brand is. If you tag others, they can add it to their story.

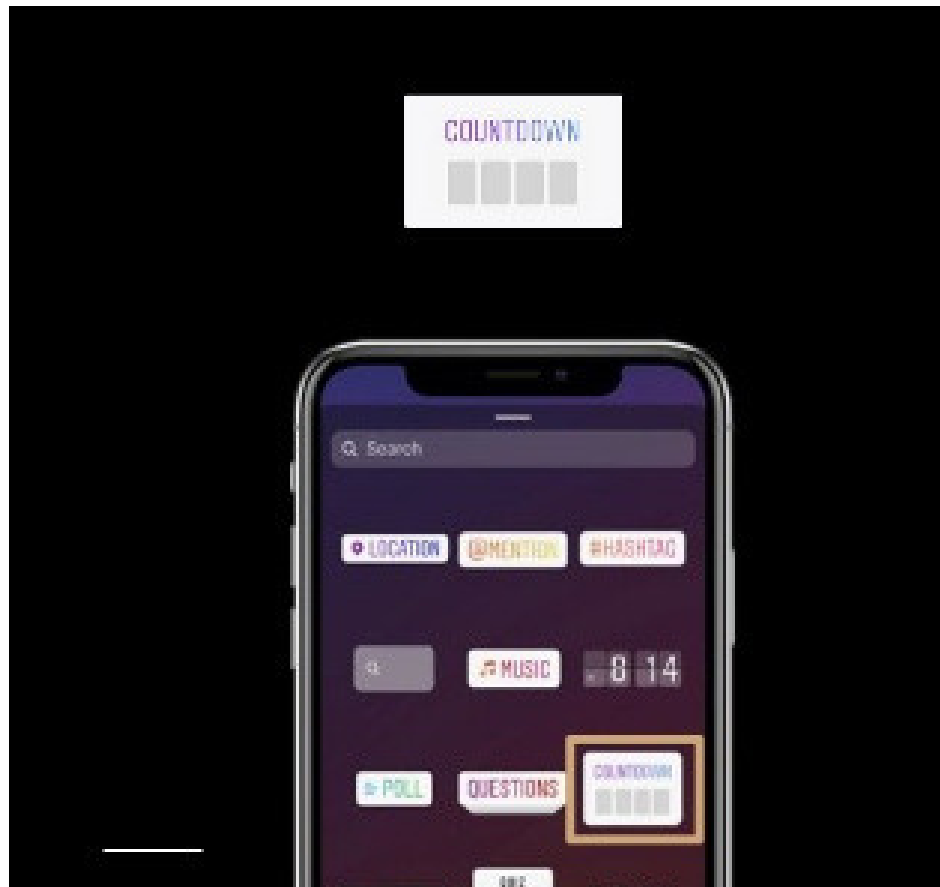
- Tag your brand
- Tag your favorite businesses
- Tag who you're with



Countdown

Instagram countdown's are not seen nearly as often as the other story features; however, they have some use cases that are perfect for your business.

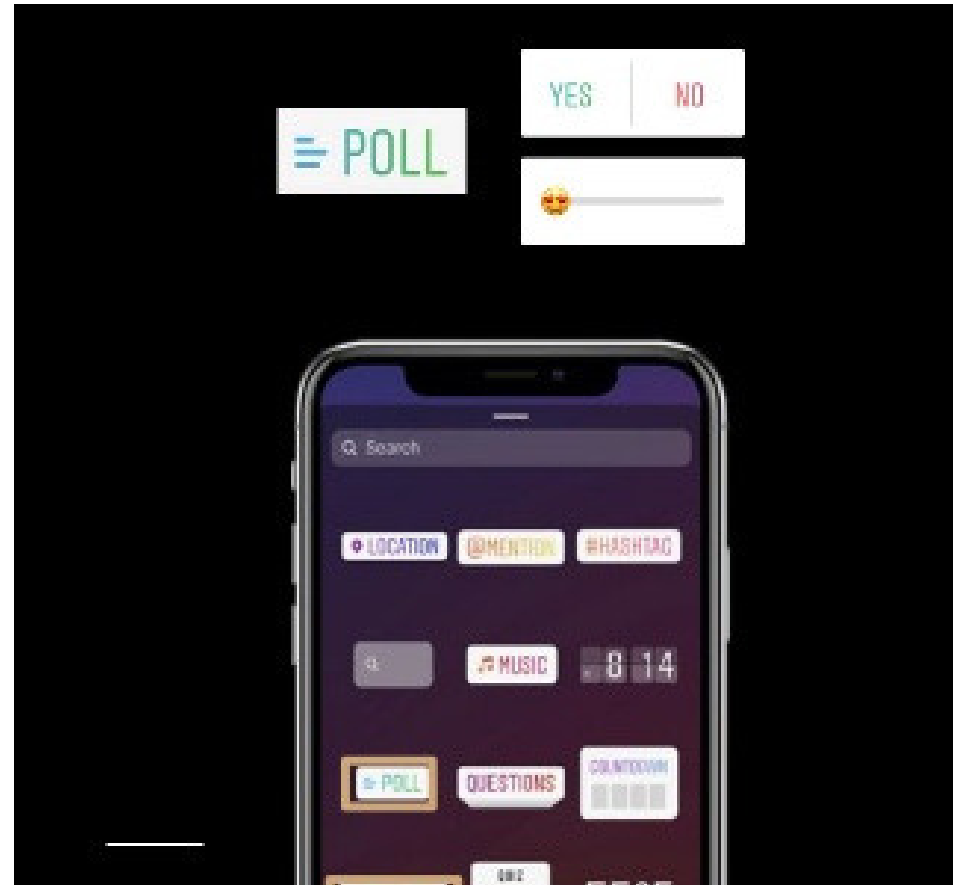
- Countdown to open house
- Countdown to new listing with series of stories behind the scenes



Polls

Instagram story polls are an encouraging way to get your followers to interact with you on.

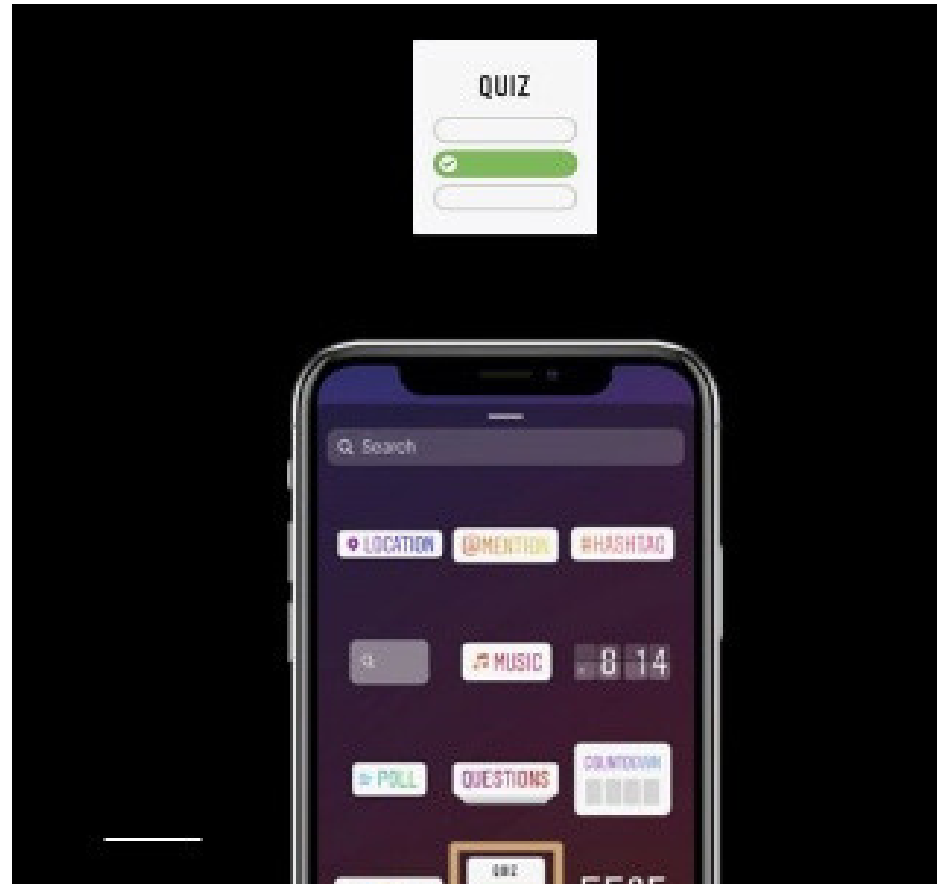
- What do you think of this house? (Slider)
- What is the price of the home? (Poll)
- Don't overdo it



Quiz

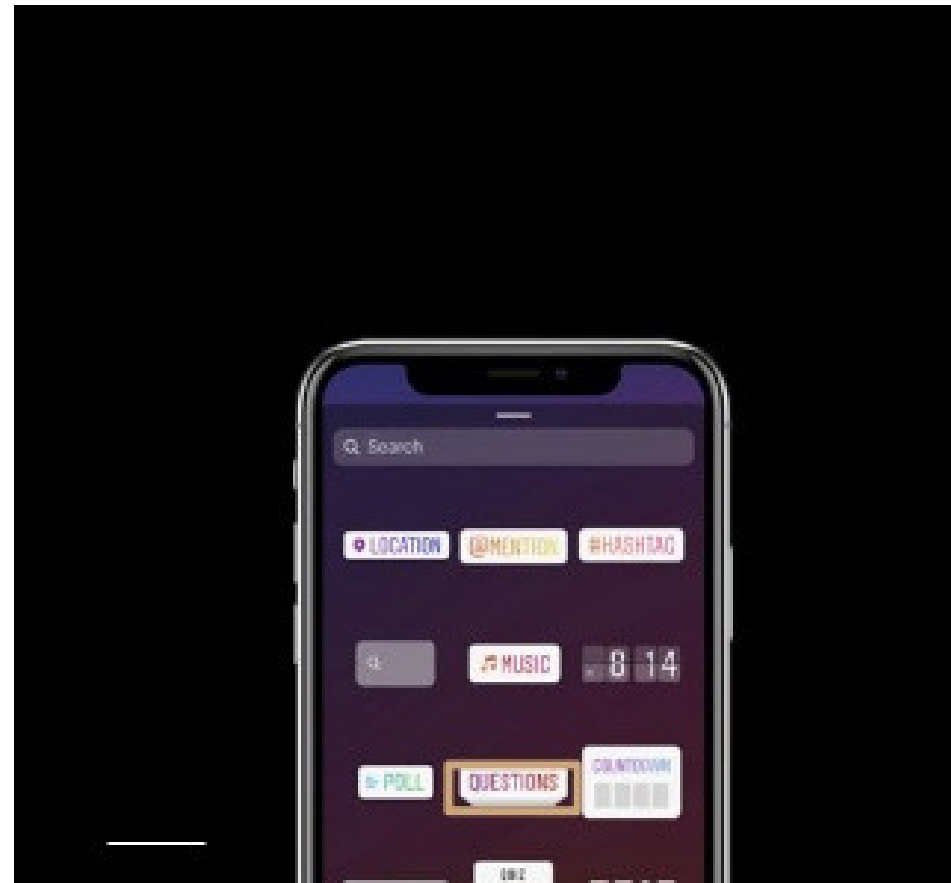
Instagram countdown's are not seen nearly as often as the other story features; however, they have some use cases that are perfect for your business.

- How much is this house listed for?



Questions

Adding Questions to your Instagram stories is pretty simple. With the right intention, planning and strategy, they can try helpful for your content strategy and gauging your audience.



GIFS

Adding gifs to your stories includes a creative element that catches your viewers attention

- Search for gifs relevant to post
- Type “coffee” if it’s coffee shop, etc...
- There are plenty of real estate gifs to choose from too!

