



Agent: How to Create an Instagram Featured Property Post

The **purpose** of Featured Property Posts are to:

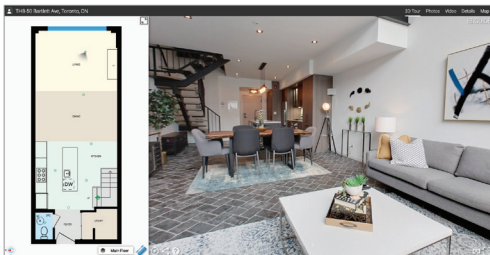
- Build your social network and attract new clients by promoting your listing using our engaging iGUIDE Technology.

The **goal** of Featured Property Posts are to:

- Create meaningful content that will build engagement and market your listings.
- Drive engaged contacts to your website.

Step One: Choose your iGUIDE

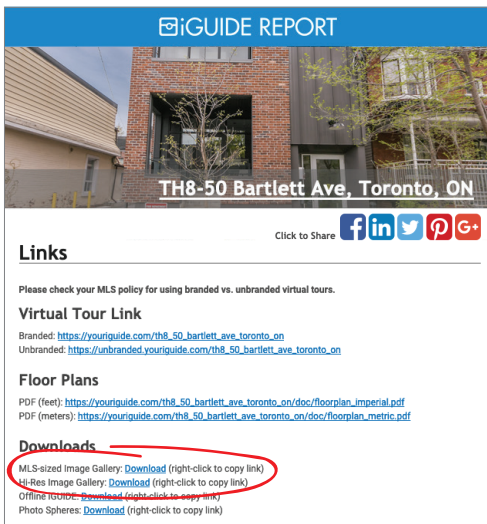
1



- Feature your outstanding and unique properties
- Create a post for each iGUIDE to start building a social network

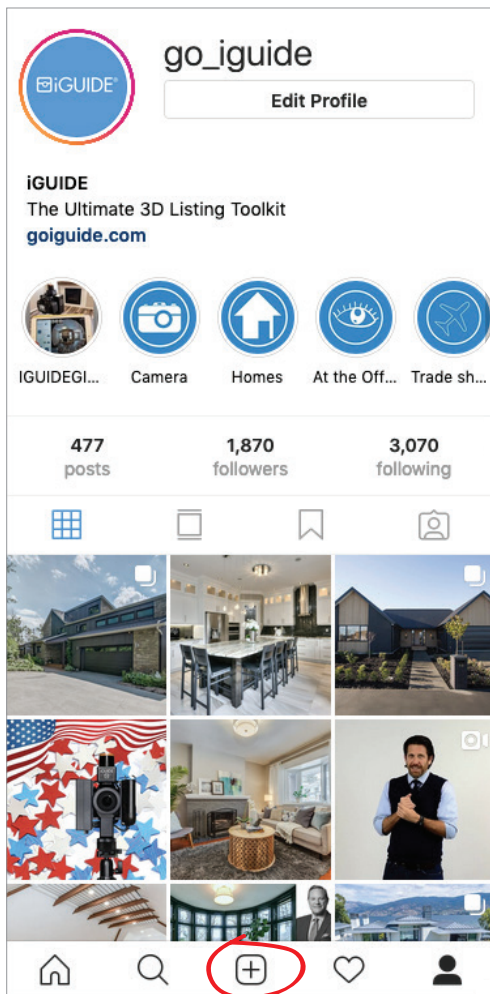
Step Two: Create your Feature Property post

2



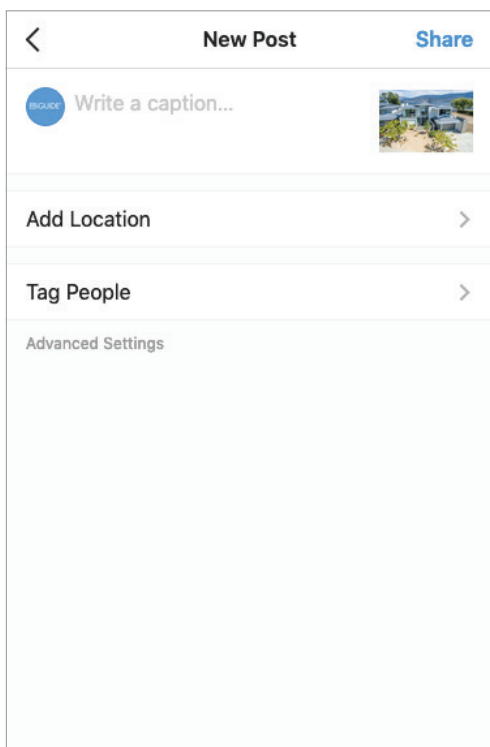
- Open your iGUIDE Report
- Download your photos
- Select and rename:
 - 8 home images
 - 2 floor plan images
- Send those images to your phone (ex. email) and save in your camera photo library

3



- Open Instagram on your mobile device
- Click on the plus icon in the tab bar to create a post

4



- Select the photos you sent yourself, that you have saved, in your camera photo library

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Add your message to the post by clicking on the “write a caption section”:

a) First Call to Action

Add a catchy one liner to attract attention

- Take a look at this luxury beach paradise, the best of Summerland, British Columbia

b) Property Highlight

Pull a highlight from the listing description to focus on one feature

- A sensational modernist home boasting the extensive use of concrete, steel, glass, and marble detailing throughout. The dramatic entryway boasts water fountains and an enormous steel door opening to a bright and open layout on the main level.

c) Recognize Stakeholders

Tag relevant stakeholders and encourage them to share the post with their network

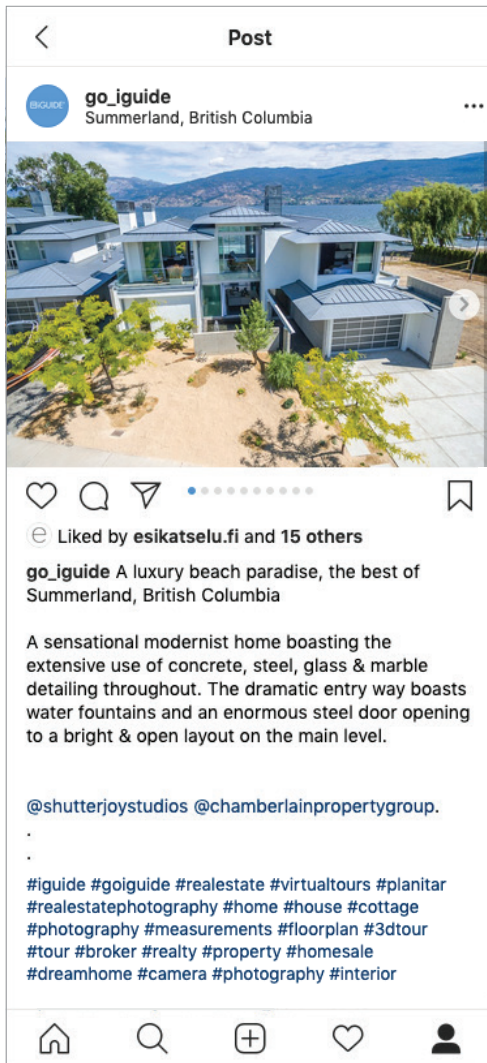
- @agent @brokerage @company @iGUIDE

d) Add Hashtags

Add relevant hashtags to your post

- #realestate #city #dreamhome #home #forsale

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- When you are finished with your message, add in the location of the property
- Once you are happy with your post click on [Share](#) to post
- After your post is published and you start getting user engagement, make sure you are responding to comments with either a like, emoji, or answer

Visit our iGUIDE Instagram page for examples of Featured Property Posts