

MARKETING MEETING

JUNE 3RD

MAY REEL CHALLENGE
CHAMPION IS....



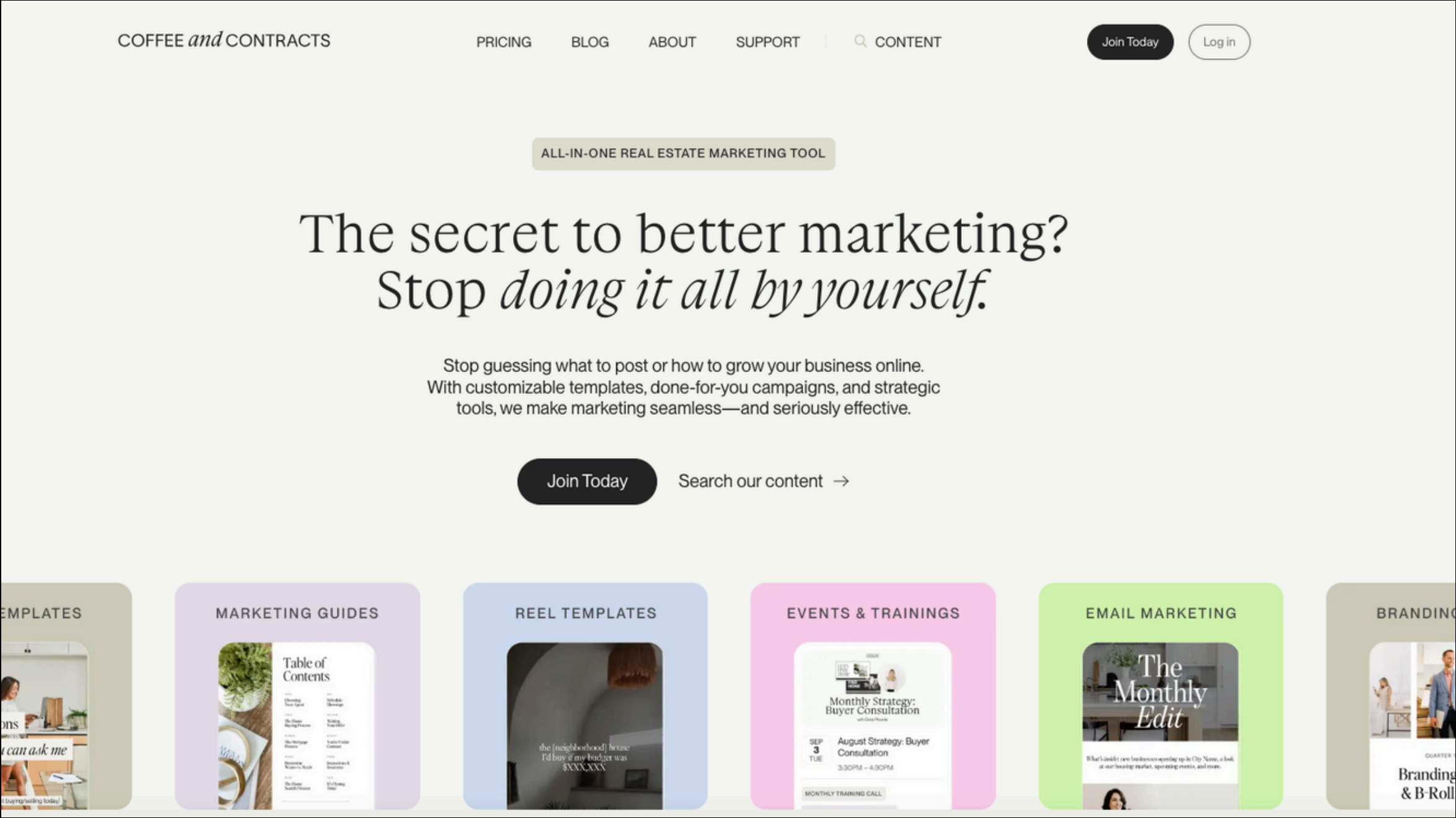
**JUNE CHALLENGE:
MAXENGAGE POINTS**

COFFEE & CONTRACTS

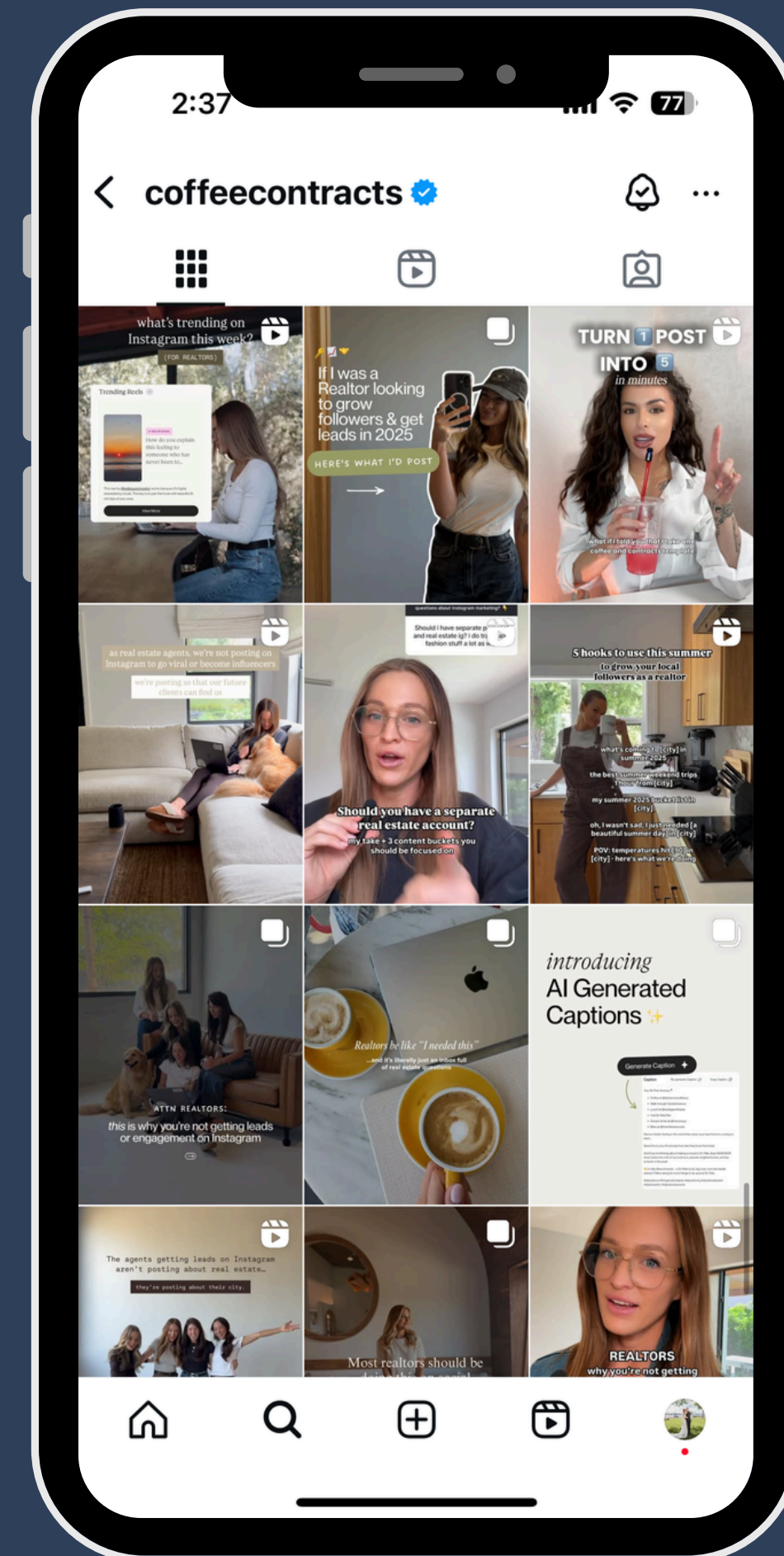
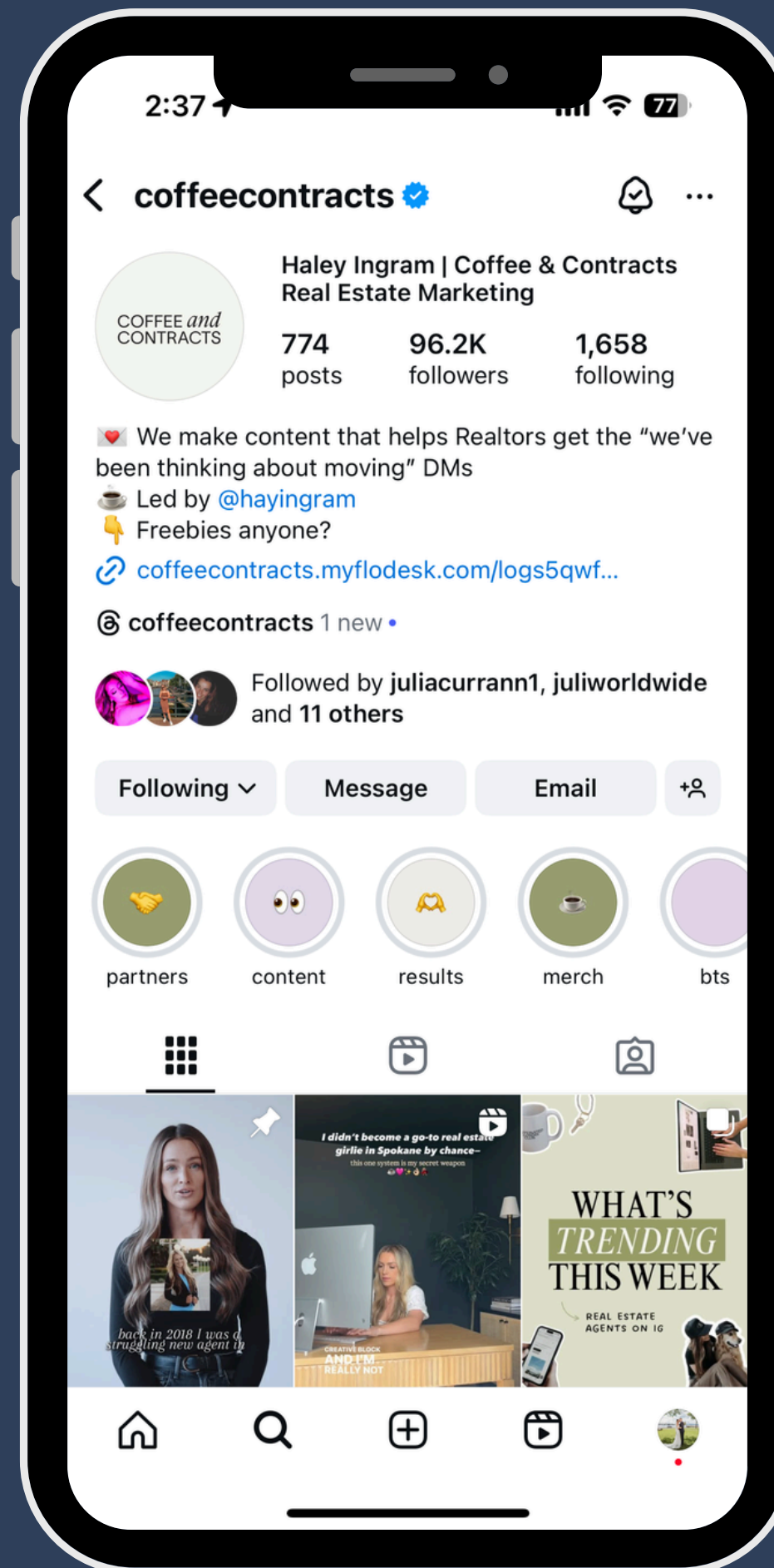
COFFEE & CONTRACTS

- Resource for real estate marketing and content creation
- Website, social media profiles, newsletters
- Templates, topics, strategies and more
- Free resources
- Paid templates

WEBSITE



INSTAGRAM



NEWSLETTER

COFFEE *and*
CONTRACTS

Hey, friend!

You *know* Reels work. You've seen agents grow their audience, build trust, and attract clients with them.

But every time you think about recording yourself talking to the camera, you freeze.

“Do I really have to show my face?” “What if I sound awkward?” “What if people don't take me seriously?”

If that sounds familiar, you're not alone — and we created something just for you.

Our latest blog post shares **18 real estate Reel ideas that don't require being on camera**. Yup, you can stay behind the scenes and *still* show up, build your brand, and generate leads.

👉 [Read the blog here](#)



Feature A Listing



Instead of filming a tour, these listing feature reels are performing great right now. Use B-roll of the house with a great hook to attract viewers and keep them watching.

- "I pass that house every day and have always wondered what it looks like"
- Money can't buy happiness but it can buy this [listing feature/style] home outside of [City Name]
- If peace had an address

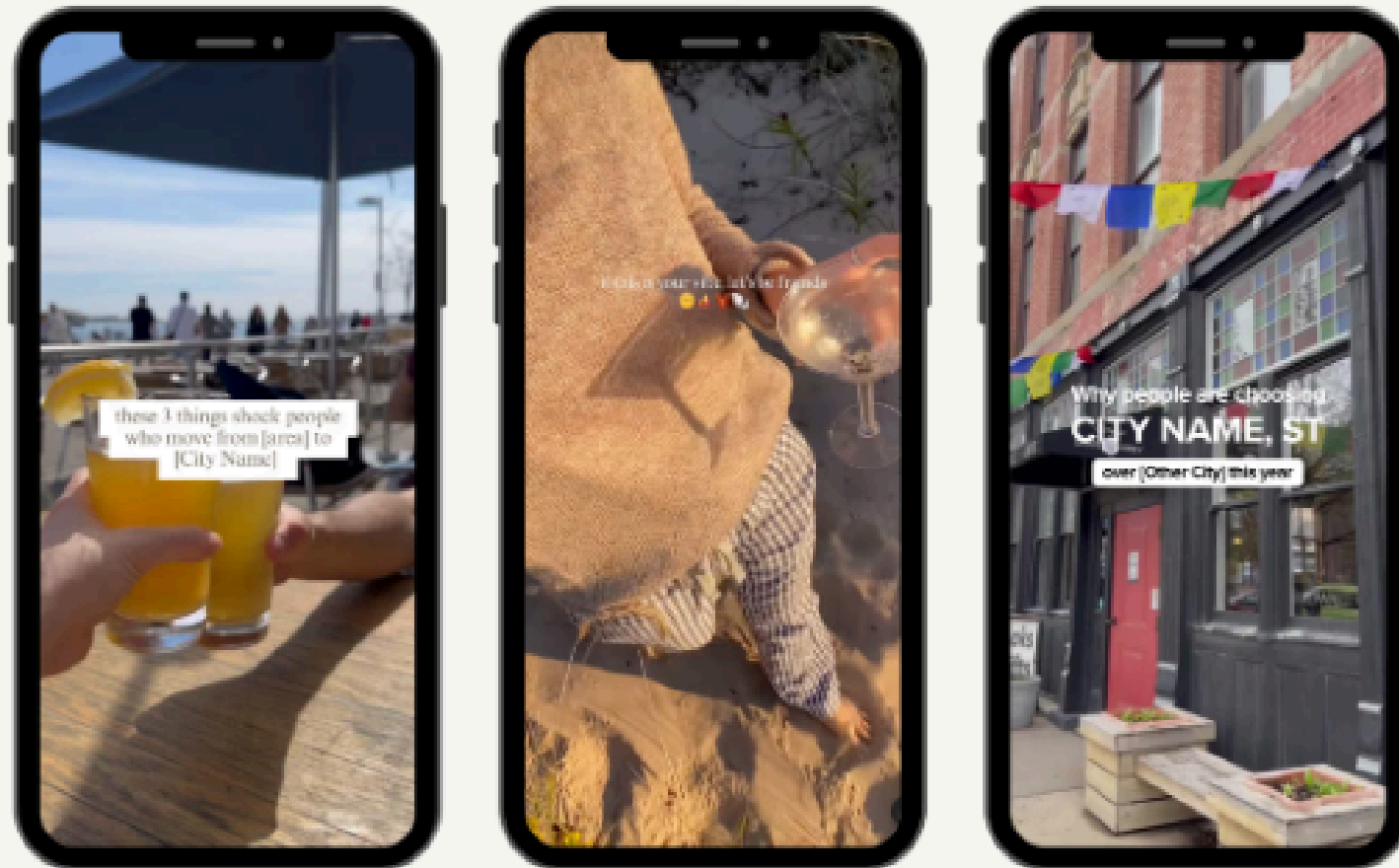
Market Update



If scripted market update reels aren't your vibe, these template ideas help you share high level market information in a way that performs great in the algorithm. Members, you can access these templates in your dashboard or by clicking the examples linked.

- Home prices in [City Name] the past 30 years
- Median sales price of popular [City Name] neighborhoods
- Who's moving to (and moving out of) City Name?

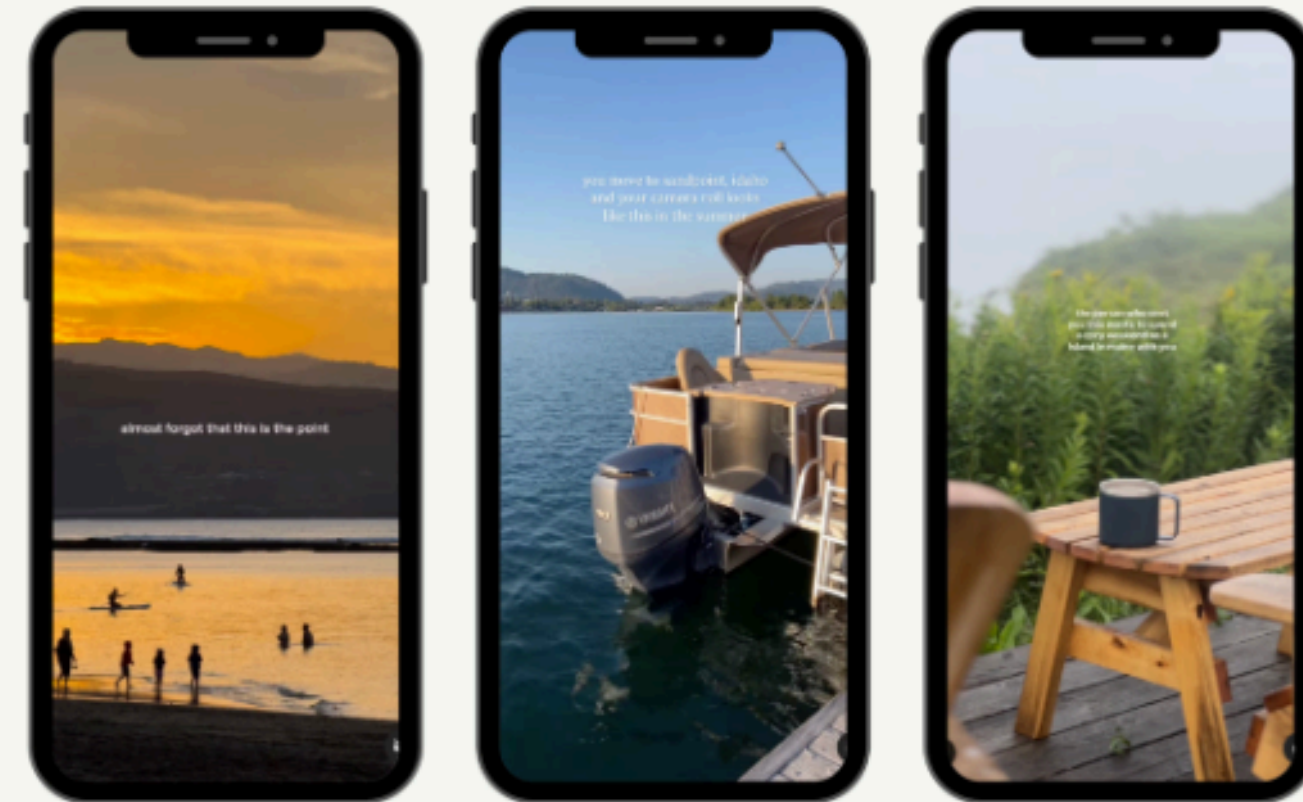
Relocation Content



Targeting relocators? Highlight the unique aspects of your city by featuring activities, views, neighborhoods, and common pain points buyers may face.

- Top 3 things that shock people who move to [City Name]
- If this is your vibe [emojis], move to [City]
- Why people are choosing [City Name] over [Other City] this year

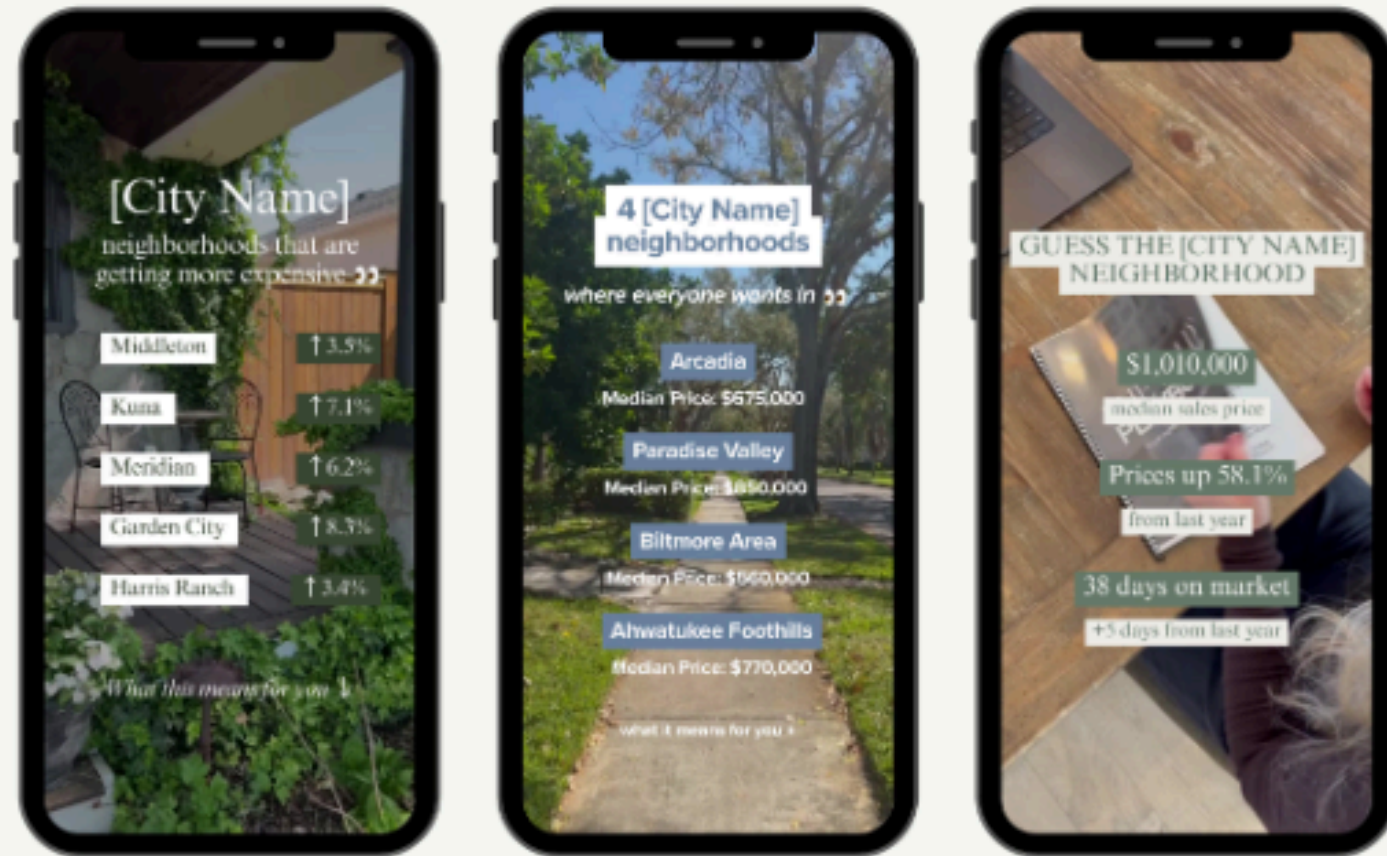
Local Spotlight



Gather B-Roll of local views, activities, hidden gems, and more to recreate these high-performing reels. Our members are seeing their content succeed when they share fun things happening that weekend, why they love where they live, or a weekend itinerary in their city.

- Almost forgot this was the whole point
- You move to [City Name] and your camera roll looks like this in the summer
- The person who sent you this wants to [local activity you have clips of] with you

Neighborhood Highlights



Position yourself as the local market expert but revealing the facts about numbers in popular neighborhoods in your area. Not only will you showcase your expertise, but you'll create transparency and trust with viewers.

- [City Name] neighborhoods that are getting more expensive
- 4 [City Name] neighborhoods where everyone wants in
- Guess the neighborhood

Humor Based Reels

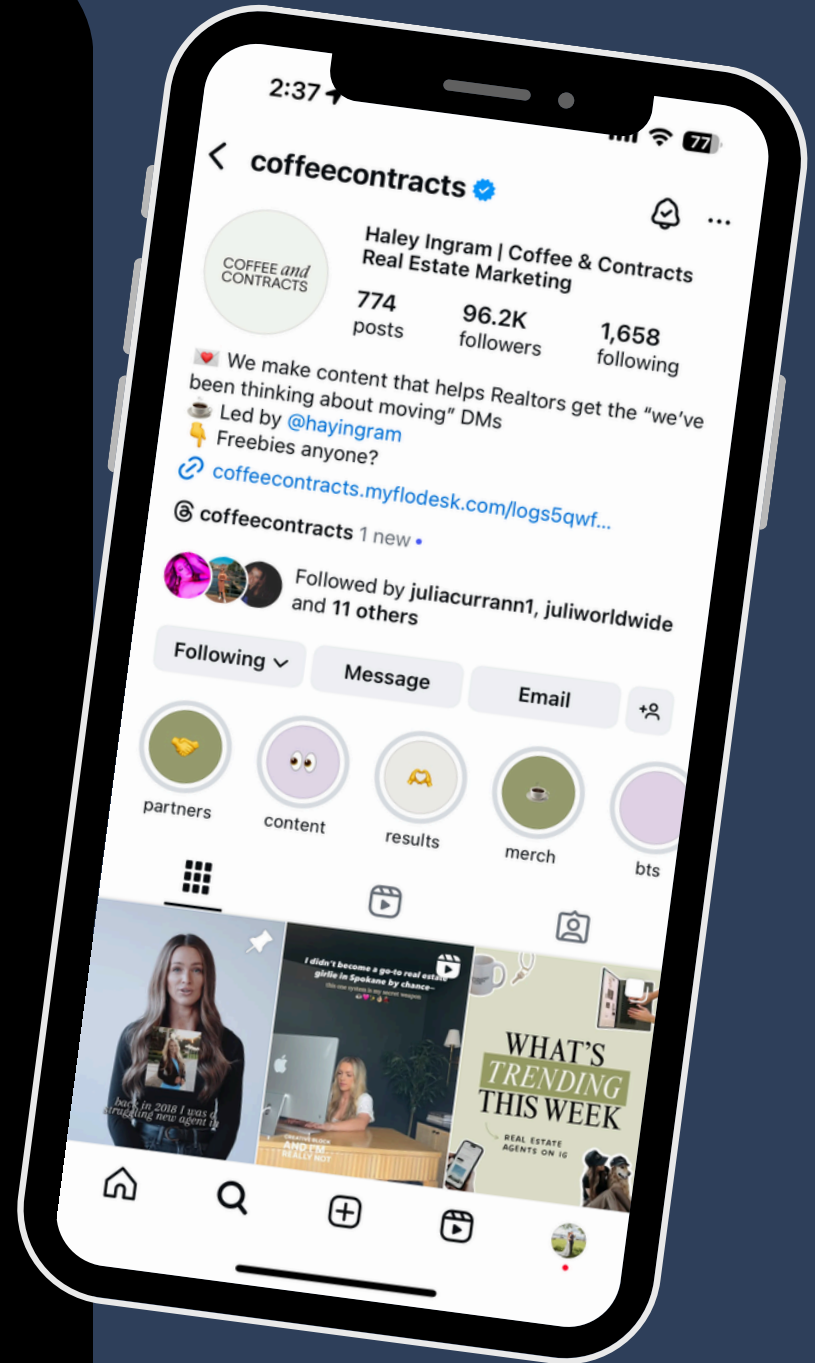
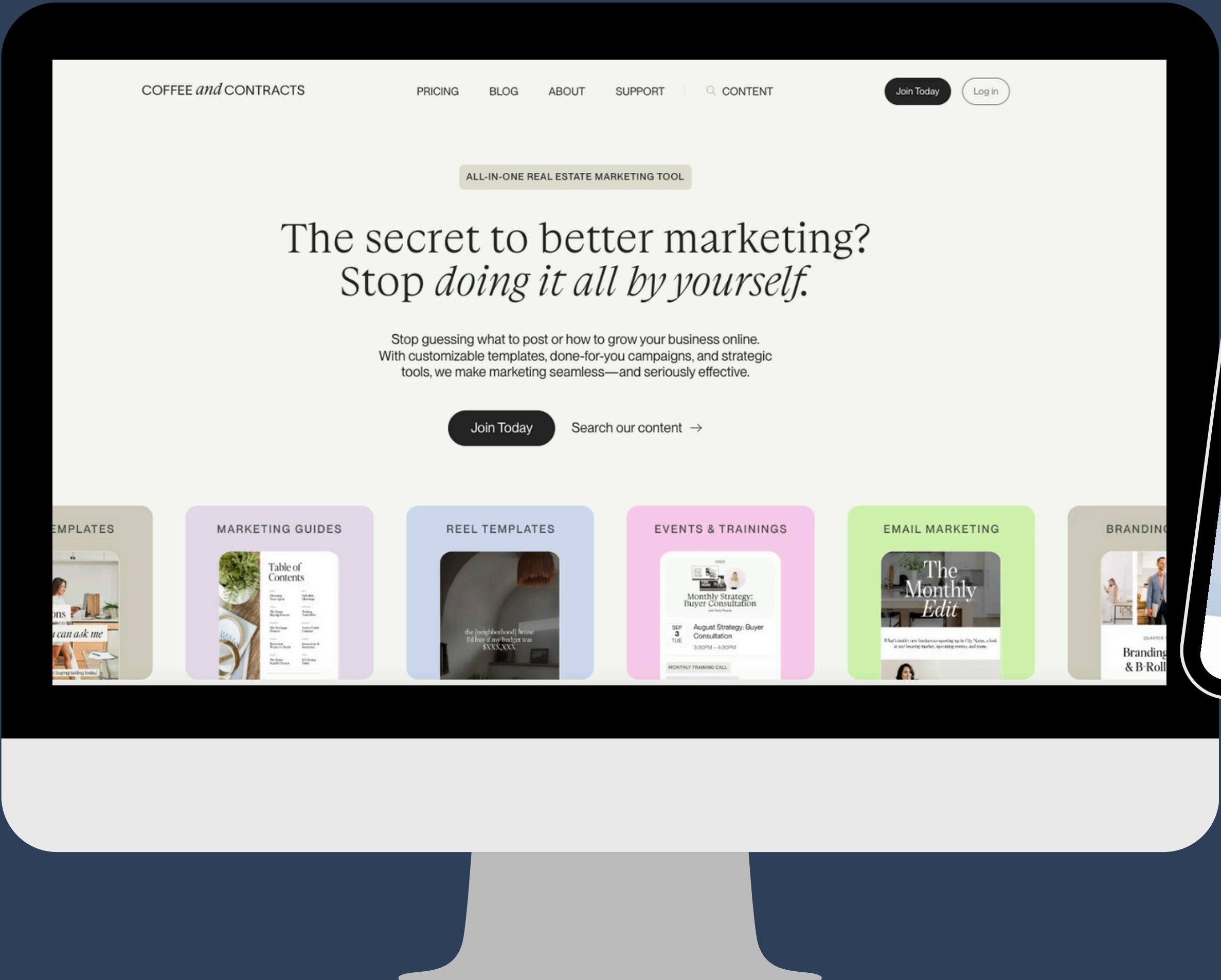


Lean into the funnier side of real estate by creating reels that get a chuckle out of viewers which is great for your engagement. Take popular trends and twist them to fit a real estate prospective like the examples below! These examples either don't require you to be on camera or there's no-talking required.

- [Nickname] to my mom, [Nickname] to my kids, [Nickname] to my clients.
- When I overhear someone talking about [buying/selling] in [City Name]
- I asked ChatGPT to make dating profiles for neighborhoods in [City Name]. Here's what it said:

18 REEL IDEAS FOR CAMERA-SHY AGENTS





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