BRANDME • HANDS-ON WORKSHOP

CAROUSEL CONTENT GUIDE

Four ready-to-use real estate carousel prompts
with exact slide copy and captions

CHOOSE ONE • PERSONALIZE IT • POST IT

Each carousel uses the same simple formula:
Cover + Three Points + Call to Action

CAROUSEL CHOICE 1

Option 1: Meet Your Realtor

Personalize the bracketed sections and use photos that show your face, personality and service area.

SLIDE 1

MEET YOUR REALTOR

Your local real estate resource in [area].

SLIDE 2

WHY I CHOSE REAL ESTATE

I became a real estate agent because I love helping people navigate one of life's biggest decisions with confidence.

SLIDE 3

WHERE I WORK

I proudly help buyers and sellers throughout [towns/counties]. Whether you are moving across town or across the state, I am here to guide you.

SLIDE 4

A LITTLE ABOUT ME

When I am not working with clients, you will usually find me [personal detail, hobby or favorite local activity].

SLIDE 5

LET'S GET TO KNOW EACH OTHER

Thinking about buying, selling or simply curious about the market? Send me a message - I would love to connect!

READY-TO-POST CAPTION

Real estate is personal, so your relationship with your agent should be too!

I am [name], a local real estate agent serving [area]. I am here to make buying or selling feel less overwhelming and ensure you feel informed every step of the way.

When I am not talking about homes, you can usually find me [personal detail].

Now I want to learn something about you! Tell me how long you have lived in the area - or where you would love to move next.

CAROUSEL CHOICE 2

Option 2: Thinking About Selling?

Use this educational carousel to help future sellers prepare before they are ready to put a sign in the yard.

SLIDE 1

THINKING ABOUT SELLING YOUR HOME?

Do these three things first.

SLIDE 2

1. TALK TO AN AGENT BEFORE MAKING UPDATES

Not every renovation will bring a return. A local agent can help you determine which improvements are worth your time and money.

SLIDE 3

2. START DECLUTTERING

Pack away extra decor, clear off countertops and remove anything you no longer need. A less crowded home feels larger and helps buyers picture themselves living there.

SLIDE 4

3. LEARN YOUR HOME'S CURRENT VALUE

Online estimates do not tell the whole story. Your home's condition, location, improvements and recent neighborhood sales all affect its value.

SLIDE 5

YOU DON'T HAVE TO FIGURE IT OUT ALONE

Thinking about selling? Message me for a personalized plan to prepare your home for the market.

READY-TO-POST CAPTION

Thinking about selling your home? Do not start renovating or packing everything away just yet.

Your best first step is understanding:
- Which improvements are actually worth making
- How to prepare your home for buyers
- What your property could sell for in today's market

A little preparation can make the entire selling process feel much more manageable.

Send me a message with the word SELL if you are considering a move - even if you are not ready to list yet.

CAROUSEL CHOICE 3

Option 3: Thinking About Buying?

This carousel gives buyers a clear starting point before they begin scrolling listings or touring homes.

SLIDE 1

THINKING ABOUT BUYING A HOME?

Do these three things before you begin touring.

SLIDE 2

1. GET PREAPPROVED

A preapproval helps you understand your budget and shows sellers that you are a serious buyer when it is time to make an offer.

SLIDE 3

2. PLAN FOR MORE THAN THE DOWN PAYMENT

Your budget may also need to include closing costs, inspections, the appraisal and moving expenses.

SLIDE 4

3. SEPARATE YOUR NEEDS FROM YOUR WANTS

Choose your must-haves, nice-to-haves and dealbreakers before touring. This will make comparing homes much easier.

SLIDE 5

READY TO BEGIN YOUR HOME SEARCH?

Let's create a plan that works for your budget, needs and timeline. Send me a message to get started!

READY-TO-POST CAPTION

Before you start scrolling through listings and scheduling showings, make sure you have a plan.

Begin by getting preapproved, budgeting for the full cost of purchasing and deciding which home features truly matter to you.

You do not need to understand the entire process before getting started - that is what your real estate agent is there for!

Send me a message with the word BUY if purchasing a home is one of your goals.

CAROUSEL CHOICE 4

Option 4: Moving to My Area

Replace [town] and the bracketed details with objective, helpful information about your local market.

SLIDE 1

THINKING ABOUT MOVING TO [TOWN]?

Here are three things to know.

SLIDE 2

1. THERE IS SOMETHING FOR EVERY LIFESTYLE

From [type of neighborhood] to [another type], buyers can find different home styles, settings and price points throughout the area.

SLIDE 3

2. LOCALS LOVE [LOCAL FEATURE]

Residents enjoy [parks, restaurants, shopping, beaches, events or another community feature]. It is one of the things that makes this area feel special.

SLIDE 4

3. EVERY NEIGHBORHOOD IS DIFFERENT

Home values, taxes, amenities and inventory can change from one neighborhood to the next. Local knowledge makes a difference during your search.

SLIDE 5

CURIOUS ABOUT LIVING IN [TOWN]?

Send me a message! I will help you explore the neighborhoods and find the right fit.

READY-TO-POST CAPTION

Considering a move to [town]?

Choosing a home is about more than bedrooms and bathrooms - it is also about finding the community that fits your lifestyle.

From [local attraction or feature] to [another local feature], there is plenty to love about living here. But every neighborhood offers something a little different.

Comment or message me “[TOWN]” and I will help you learn more about the area and the homes currently available.