

A person's hands are shown holding a white smartphone. The background is a soft-focus, light-colored surface. The text is overlaid in a clean, white, sans-serif font.

NOVEMBER

CAPTIONS +  
CONTENT

GET YOUR FREE CONTENT AND CAPTIONS FOR THE  
MONTH. CHOOSE BASED ON YOUR CONTENT PILLARS.



QUICK NAVIGATION

# CONTENT PILLARS

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MENU



# THE FRIEND

## CONTENT

Relatable + Personable

## OUTCOME

Connection + Likeability

The Friend helps to balance your content and create a more personal connection with your audience.

| CONTENT PROMPTS | <p>Share a personal story of a client or colleague you're grateful for this year.</p>   | <p>Recommend a hidden gem in San Diego, like a coffee shop or park where you love to unwind during the changing season.</p>                 | <p>Show a casual, behind-the-scenes look at your day, emphasizing the human side of real estate.</p>  | <p>Spotlight a recent client success and how it made you feel, focusing on building relationships.</p>                                  | <p>Share a local event you're excited to attend in November, and invite your followers to join or chat if they'll be there.</p>      |
|-----------------|---|---|---|---|--|
| CAPTIONS        | <p>This season reminds me how lucky I am to work with such amazing people. One client turned into a dear friend this year, and I'm feeling incredibly grateful!</p> | <p>Have you been to [local coffee shop]? It's my go-to spot for an afternoon pick-me-up and a little peace in the city during the fall.</p> | <p>It's not all paperwork and contracts! Today's schedule includes a coffee with a client, a showing by the beach, and a sunset walk with my pup.</p> | <p>Helping the [client's last name] family find their dream home was so rewarding. Moments like these remind me why I do what I do!</p> | <p>Can't wait to check out the [event name]! Who else is going? It's one of my favorite ways to connect with the local community</p> |

# THE TEACHER

CONTENT

Educational + Added Value

OUTCOME

Credibility + Trust

The Teacher is exactly how it sounds, you're using your expertise to teach and guide your audience and potential clients

| CONTENT PROMPTS | <p>Share a simple home staging tip to help sellers make their property more attractive this fall.</p>              | <p>Educate your audience on a specific San Diego neighborhood, its amenities, and what makes it unique.</p>  | <p>Challenge a common real estate myth, such as needing a 20% down payment to buy a home.</p>   | <p>Offer advice for first-time homebuyers on getting pre-approved or understanding the buying process.</p>               | <p>Break down current San Diego market trends and explain what they mean for buyers and sellers.</p>  |
|-----------------|--|--|---|--|---|
| CAPTIONS        | <p>Want to make your home more inviting to buyers? Check out these different ways to create an inviting space.</p> | <p>Looking for a neighborhood with a small-town feel but close to downtown? Check out [neighborhood]—from charming coffee shops to great schools, it's a hidden gem!</p> | <p>Myth: You need 20% down to buy a home. Reality: There are many loan programs available that require as little as 3-5% down. Let's chat about your options!</p> | <p>First-time buyer? Check out these pre-buying tips to make sure you stand out to sellers and speed up the process!</p> | <p>San Diego's market is still hot this November! Check out this month's market report, it's a great time to consider your options—whether buying or selling.</p> |

# THE ROLE MODEL

CONTENT

Inspirational + Aspirational

OUTCOME

Trust + Impact

The Role Model guides their audience through stories of triumph, motivational anecdotes and inspirational stories.

| CONTENT PROMPTS | <b>Highlight a recent win, like helping a first-time buyer in San Diego, and share a valuable takeaway.</b>   | <b>Share advice you wish someone gave you when you first started in real estate.</b>                            | <b>Offer a practical tip on managing a busy schedule or balancing work and personal life.</b>   | <b>Post a motivational quote that keeps you driven, and explain how it applies to real estate.</b>                 | <b>Share a challenge you've faced recently in real estate and how you overcame it, showing resilience.</b>  |
|-----------------|---|---|---|--|---|
| CAPTIONS        | Helping first-time buyers navigate this market can be tough, but seeing them close on their dream home is always worth it. If they can do it, so can you! | When I started, I wish someone had told me: success is a marathon, not a sprint. Stay patient, stay consistent! | Balancing showings, contracts, and personal time is key to success. My go-to tip: block out 'me' time just like you would an important meeting! | 'The secret to getting ahead is getting started.' Every big dream starts with one small step. Ready to take yours? | This year has thrown some curveballs, but each challenge has made me stronger. Last month, I helped a client close a deal that almost fell through, and it reminded me—never give up! |



# THE LEAD GURU

CONTENT

Educational + Free Offer

OUTCOME

Curiosity + Lead Gen

Think of the Lead Guru as "The Teacher" with a twist! You want to add value and teach like The Teacher but then add a CTA to capture leads.

| CONTENT PROMPTS | <p><b>Create a downloadable guide like "5 Steps to Prepare Your Home for a Winter Sale," and offer it to followers in exchange for their email.</b></p> | <p><b>Share an expert tip on how buyers can navigate the current San Diego market and avoid common pitfalls. Offer a free local market update to those who DM you their email.</b></p>   | <p><b>Offer a free, personalized home valuation report for San Diego homeowners. Explain how knowing their home's value can help them plan for the future.</b></p>  | <p><b>Create a detailed "First-Time Homebuyer's Checklist" that walks through the steps from pre-approval to closing, and offer it for free in exchange for contact details.</b></p>  | <p><b>Offer a monthly San Diego real estate market report with updates on housing trends, average home prices, and tips for buyers/sellers. Provide this report in exchange for an email signup.</b></p>  |
|-----------------|---|--|---|---|---|
| CAPTIONS        | <p>Want to sell your home this winter? Grab my FREE guide on 5 simple steps to get it market-ready. DM me your email to receive it!</p>                 | <p>In today's market, every little advantage counts. Did you know getting pre-approved before house hunting can save you time and stress? DM me your email and neighborhood if you'd like to receive a custom market report for your area!</p> | <p>Curious about your home's current value? I'm offering a FREE personalized home valuation report to help you understand what your property is worth in today's market. DM me your email, and address I'll send it over!</p> | <p>Are you a first-time homebuyer? I've got you covered! Download my FREE 'First-Time Homebuyer Checklist' with everything you need to know, from getting pre-approved to finding your dream home. Just drop your email below or send me a DM to get started!</p> | <p>Stay ahead of the game with my FREE monthly San Diego Market Report! Get insights into home prices, market trends, and what you should know whether you're buying or selling. Comment below or DM me your email, and I'll add you to the list!</p> |

# THE REALTOR

CONTENT

Offer + Contact

OUTCOME

Sale or New Lead/Client

The Agent is you showing up as, you guessed it, a real estate agent. Here you're a salesperson.

| CONTENT PROMPTS | <b>Share a new listing with professional photos and a brief description.</b>  | <b>Provide a fall market update, focusing on trends and predictions for the coming months.</b>                              | <b>Post a glowing testimonial from a recent client who found success through your services.</b>  | <b>Share the process of getting a home ready for listing, showing the work behind the scenes.</b>  | <b>Announce an upcoming open house for one of your listings and invite your followers to attend.</b>                                  |
|-----------------|---|---|--|--|---|
| CAPTIONS        | Just listed: a stunning 3-bed, 2-bath home in the heart of [neighborhood]! Swipe to see more details, or contact me for a private tour. | Curious about how the San Diego market is shaping up this fall? Here's your market update with everything you need to know. | Helping clients like [client's name] find their perfect home is why I love what I do. Check out their story, and let me know how I can help you! | It's not just about putting a sign in the yard. Here's a look at what goes into prepping a home for the market, from staging to professional photos. | Join me this Saturday from 12-3 PM at [address] for an open house! It's the perfect opportunity to see this beautiful home in person. |





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