

JIMMY REX'S EASY GUIDE FOR INSTAGRAM

- IN REAL ESTATE -

Jimmy Rex



INTRODUCTION

Thank you for taking the time to check out my guide for Instagram for real estate. It's my mission and goal to inspire others to truly find their highest potential. I personally use all of the systems that are in this guide and

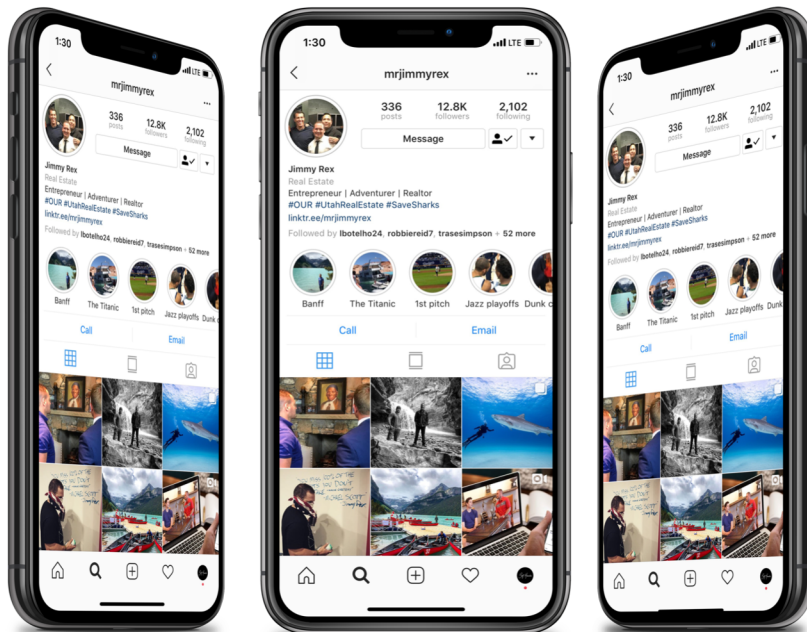
Instagram is by far the platform that I get the most amount of leads for my own real estate business. Just recently, I put out a test for this guide (you'll learn the exact steps I did) and received over 56 leads in less than 24 hours. That same test ended up selling a home for me in less than 3 days. I was both the buyers and sellers agent for a 1.7 million dollar house. I teach you exactly how I did that in this guide!

A little about me, my name is Jimmy Rex. I am an active agent who has sold over 2,000 homes by the age of 36. I also have a real estate course called the 100K Agent Blueprint which is considered to be one of the top real estate coaching programs in the country.

I love that you are here right now. I love that you are taking time out of your busy day to learn something that is going to have such a large impact on your business if done right.

Please follow my personal page on Instagram, as it will help you during this guide to get the perfect understanding as well as it's always fun for me to network with other amazing agents!

Send me a Direct Message so we can discuss the guide and get acquainted!

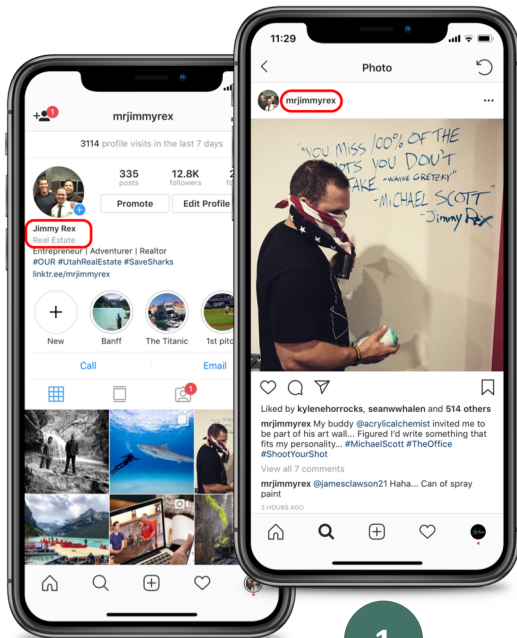


[FOLLOW MY PAGE](#)

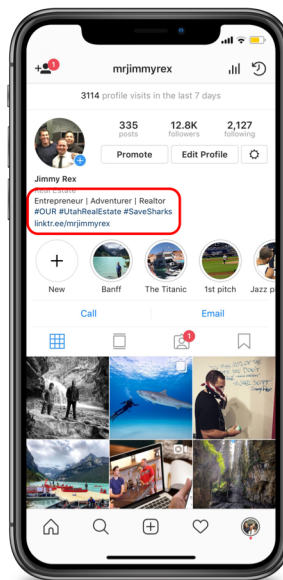


THE BASICS

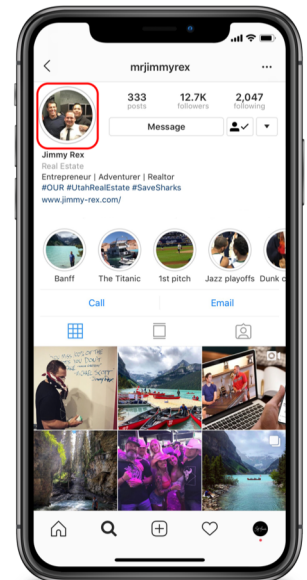
PICTURE GUIDE TO INSTAGRAM



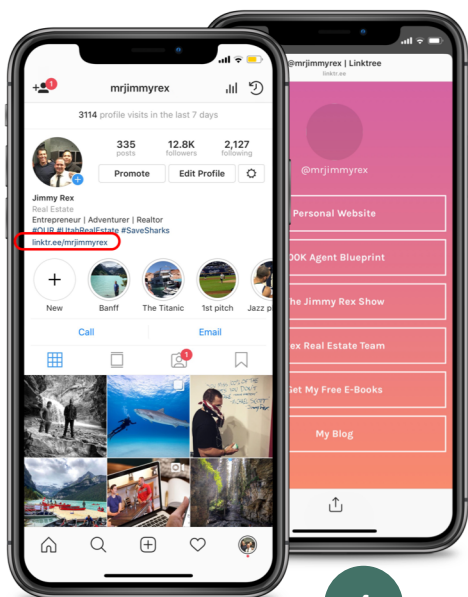
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1

Username: For discoverability, your username and profile name should be very similar and should match your other social media profiles. This is also your URL for IG so it is very important that this is professional.

2

Bio: Your bio needs to explain you and your business. This is the first thing that people will see when visiting your profile. Needs to be short, to the point, and interesting enough for people to want to stay.

3

Profile Picture: Needs to be similar to a logo. Make sure you are in the picture and it needs to quickly explain what you are all about. (Mine is with Tony Robbins and Utah AG, Sean Reyes.)

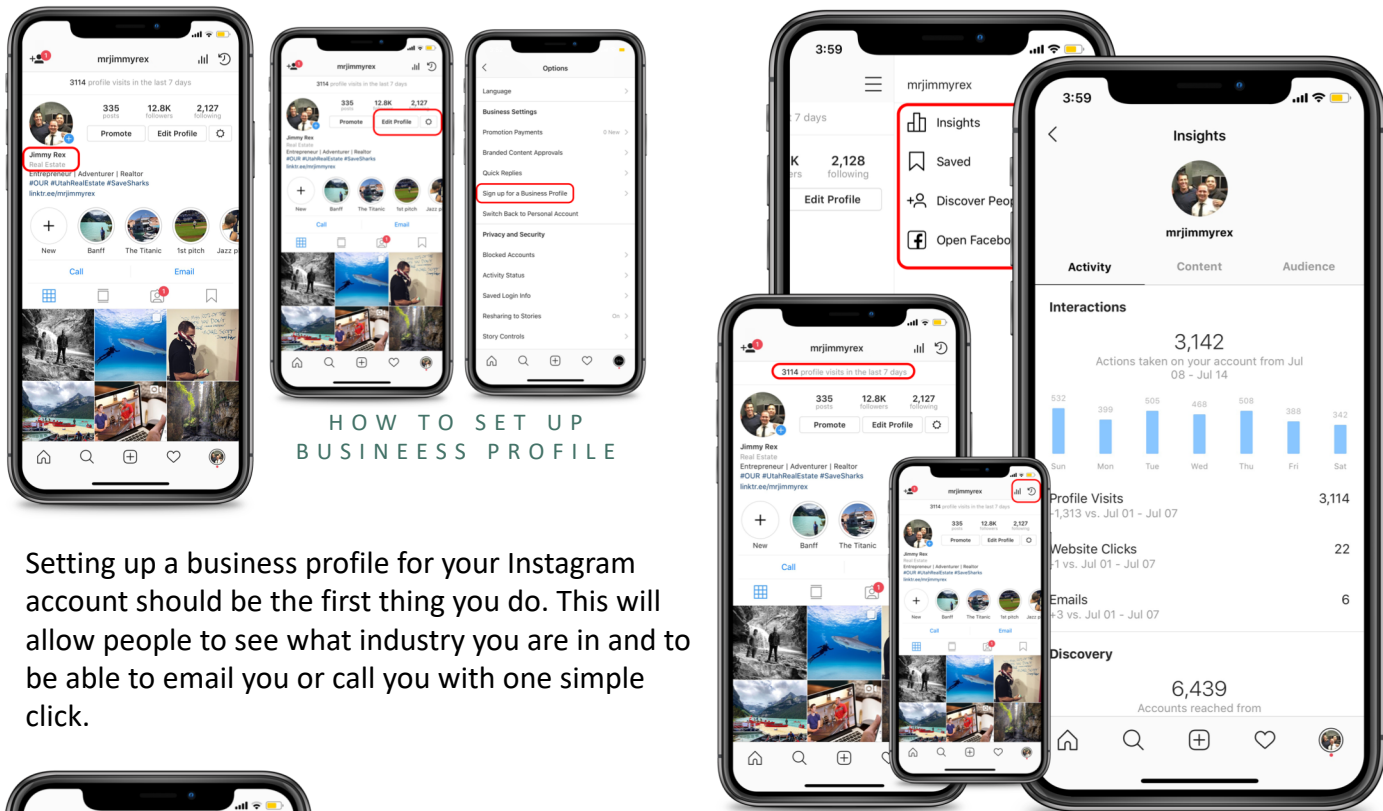
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Link Bio: EXTREMELY IMPORTANT. Make sure you have an active bio leading to your business or personal site. I use linktr.ee for mine as you can see because I am able to highlight all of my links with one simple link. I strongly suggest using this software.



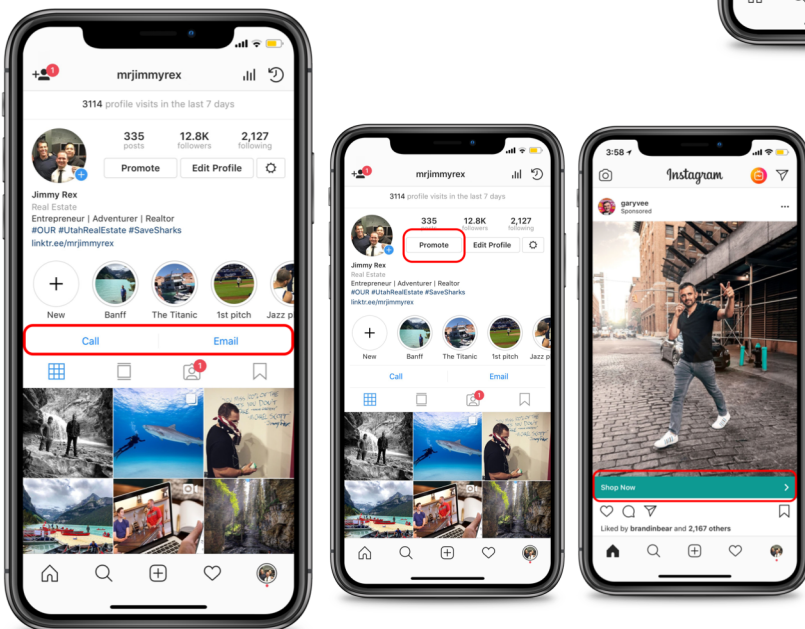
THE BASICS

BUSINESS PROFILE FOR IG



HOW TO SET UP
BUSINESS PROFILE

Setting up a business profile for your Instagram account should be the first thing you do. This will allow people to see what industry you are in and to be able to email you or call you with one simple click.



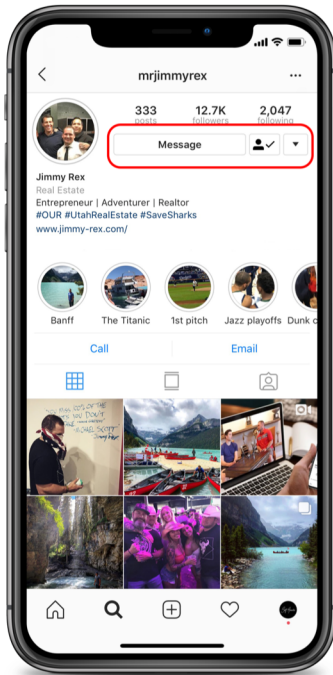
More importantly, setting up an IG business profile will give you insights to your account like profile visits, website clicks, email clicks, and your reach.

You can also directly promote your business account or a post so people will be able to see your listings even if they do not follow you. You can choose your audience to your city and to even people that are shopping for houses in that moment.

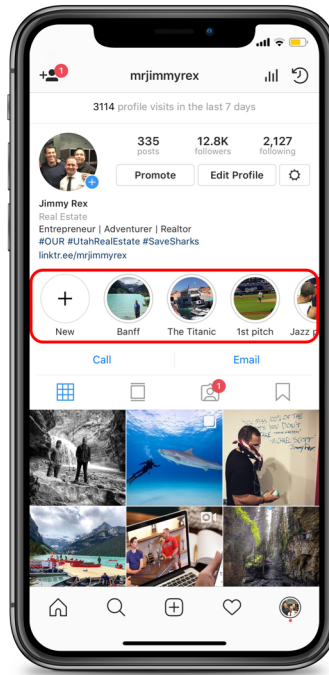


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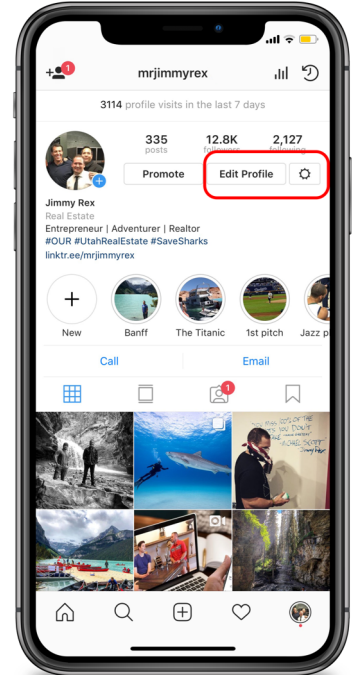
OTHER SETTINGS & TOOLS



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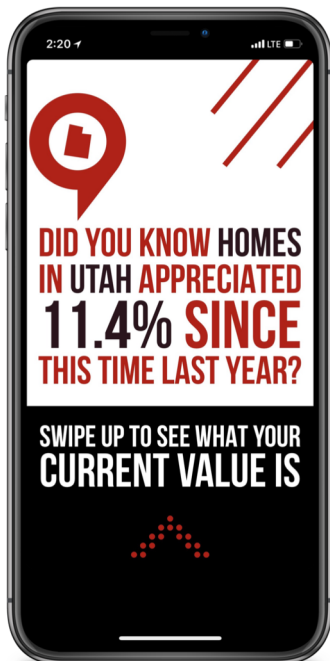
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- 1 MESSAGE:** This is where you will find a way to Direct Message an individual. This is a great way to communicate with people because of the quickness that they will view the message. DM'ing has now taken over email speed and response. Later in this guide, we will show you the power of direct messaging.
- 2 MEMORIES:** This is the perfect place to place valuable stories. Unlike stories, memories stay there until you remove them. If you have a powerful story like a listing, big business deal, or just want to highlight amazing things that you are doing, you can easily take that story and save it as a memory.
- 3 SETTINGS:** This is where you can access settings and editing of your profile. In settings, you can easily invite Facebook friends, manage your promotions, set up automatic quick replies, or access other accounts. In the edit profile, this is where you can edit your business information, your bio, your username, your profile link, and all contact information.



INSTAGRAM STORIES

& GETTING TO 10K FOLLOWERS



INSTAGRAM STORIES: This is the best way to market an event, gain hundreds of leads, add people to your email lists, and sell houses! The best part? Very few agents are even attempting to use IG stories meaning it's yours to master and develop a strategy to increase your business in your area!

SWIPE UP FEATURE: Currently, this feature is only available to BUSINESS ACCOUNTS that have OVER 10,000 FOLLOWERS. I know what you are thinking, how am I ever going to get over 10K followers? It is actually not as hard as you think and there are multiple ways of doing it. First, the best way to do this is go to your community hashtags (#YourCity #YourState) and start following interesting people in your community! Second way to do this is find one of the hundreds of Instagram Software's that will help you build your community with real authentic people. Third way, I personally never have done but if your looking to take action right away and start using this, there are software's where you can purchase followers.

Any way that you choose to do this, this feature will be the best thing that you can do for your business and is the way that I get the most amount of hot leads.

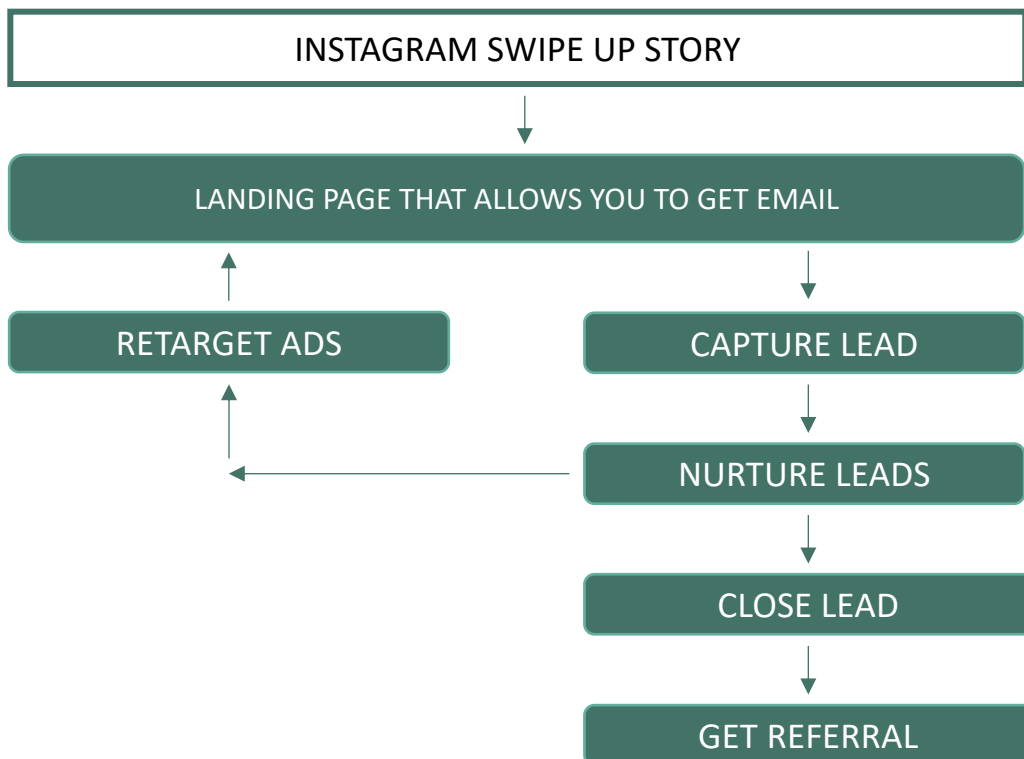
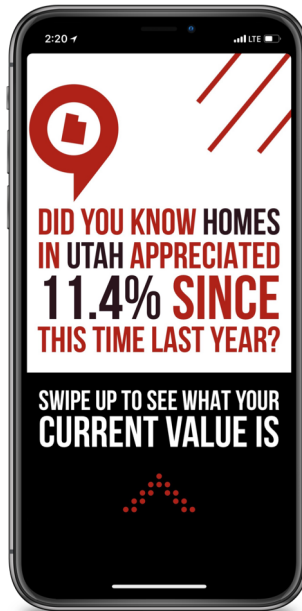


THIS IS THE EXACT STORY THAT I USE TO GENERATE HUNDREDS OF LEADS A MONTH



INSTAGRAM STORIES

THE PERFECT FORMULA





DIRECT MESSAGES

INFLUENCE TURNS INTO LEADS



By promoting your real estate business at the same time as building your personal brand, you will see quickly the power of what it will do to your network.

If people trust you then they will buy from you. You have to be able to show that you are the person to trust not only business wise but at the same time in your own personal life.

As an example, you can see that 3 large influencers recently have reached out to me via direct message. If I was posting things that don't align with my vision or would potentially rub one of these influencers the wrong way, it would have cost me hundreds of thousands of dollars.

The key to this is sticking to your vision, posting quality content, and being someone that people can trust.



BUILDING YOUR IG

STEPS TO SUCCESS ON IG

1 SET GOALS FOR YOUR INSTAGRAM

All of your efforts on promoting and building your Instagram should be driven by very strategic goals. The first thing that you need to ask yourself is "What am I trying to accomplish with using Instagram the right way?"

Set goals that tie back to your answer.

For Example:

- Increase Listing Exposure
- Drive Traffic to Website
- Grow your Community
- Increase Personal Brand Awareness
- Attract New Investors
- Start New Relationships & Build Current Relationships

No matter what you are trying to achieve, your Instagram goals need to be SMART. (Specific, Measurable, Attainable, Relevant, and Timely)

2 CREATE A SOLID CONTENT STRATEGY

- How Often Will You Post
- Content Themes
- Style Guidelines
- Engagement Guidelines

This list should cover exactly what your plan in for growing your Instagram the correct way. Keep things clean, organized, and pointed to your overall goal.

3 STAYING CREATIVE WITH CONTENT EQUALS WINNING

Stay Creative

- Take a picture, add filters, and post is the old fashion, non-effective way to building your IG. The platform itself has grown and now gives plenty of opportunity for people like you to share interactive and attention grabbing content. Be unique and only share top notch content that everyone wants to see.

Don't Neglect Captions

- Even though IG might be all about visual moments, the caption is very important and is usually overlooked by most businesses or realtors. Instagram allows the best way to share your story. Instagram captions allow you to expand a visual, give it context, and even make peoples days all with simple wording. Make sure your captions are professional and attention grabbing.

Use Photo Albums

- You can now use up to ten pictures / videos at a time with one single post. This is huge for the real estate industry. You can post a clean ad like picture for a listing, video, details, and other creative spots inside the house, all with one single post

Use Your IG Story

- You should be using your IG story at least 2-3 times a day. These stories disappear after 24 hours but leave the biggest impact. Take risks on your story by being vulnerable and showing the real you.



INSTAGRAM MARKETING

SUCCESS PLAN

This is the 7 Simple Steps that Jimmy Rex Use's to be Successful on Instagram

STEP 1

POST QUALITY CONTENT
EVERYDAY

STEP 2

CREATE BUZZ & INTEREST

STEP 3

BUILD LISTS

STEP 4

AMPLIFY ADS

STEP 5

GO VIRAL WITH VIDEO

STEP 6

BECOME THE LOCAL EXPERT
ALL THINGS

STEP 7

GET DISCOVERED ON ALL
PLATFORMS



INSTAGRAM MARKETING

SUCCESS PLAN

This is the 7 Simple Steps that Jimmy Rex Use's to be Successful on Instagram

- 1 POST ON SOCIAL MEDIA:**
 - First Step is about getting more reach and engagement on each of your posts on social media and being active with posting. At this point, you want to ensure that you have quality content that is directed exactly toward your followers. Make sure that all your content is relevant and stays congruent with the rest of your social platforms.
- 2 CREATE BUZZ & INTEREST**
 - Start posting weekly blogs that will only help your audience grow. Make sure that you are posting interesting content. This could be you traveling or small, hidden business posts that allow your followers to see that you are up to something new and its going to be big. This will allow followers to become intrigued and addicted to following you.
- 3 BUILD LISTS**
 - This is where you start to use your landing pages and IG stories. Use Instagram's unique tools to really build your email lists. Find an way that allows you to grow your lists and stick to it.
- 4 AMPLIFY WITH ADS**
 - This is the stage where you start to "Promote" your posts. Start by promoting simple things like events, parties, or open houses. Then start promoting your actual listings. Ensure that you are doing both posts and story ads for each of these. Keep it simple and clean every time.
- 5 GO VIRAL WITH VIDEO**
 - If you want to have a laugh, just go to your search engine and type in "guy sinks his boat in Lake Powell"... This was Jimmy Rex's planned viral video. He saw the opportunity and started filming. The video has gone world wide, with over 2 million views just on Facebook alone. It's not hard to do. Find a topic, give your opinion, allow others opinions, and let the views pile up. Another good way to do this is through Blog Posts.
- 6 BECOME THE LOCAL EXPERT**
 - Jimmy has become the local expert with three simple tactics that you can do to. His podcast, The Jimmy Rex Show, highlights Utah Professionals and get on average 45,000 listens per week. Each week, Jimmy does a "Top 100 Things To Do Utah" & "Top Places to Eat Utah" which is uploaded to YouTube and then shared as a Swipe Up Story each week. The third thing Jimmy does is throwing events. These are easy to throw events like his 4th of July firework show that brings out 5K people or just last recently, Jimmy was featured on ESPN for bringing the local NBA star to a BBQ, which is easy once you start building you Instagram to being someone that influencers like NBA players can trust.
- 7 GET DISCOVERED**
 - Doesn't matter the platform, if its Instagram, Facebook, LinkedIn, YouTube, or Twitter, make sure that they are all congruent and you are posting content on all pages. Once someone visits your IG, they will search for you on the other platforms. Be prepared and ready to go.



INSTAGRAM MARKETING

STEP 1: ATTRACT

FOLLOWERS

IG ADS, STORY ADS, COMMUNITY HIGHLIGHTS,
LISTINGS, BLOGS, YOUTUBE VIDEOS

VISITORS

STEP 2: CONVERT

LANDING PAGES, LEAD MAGNETS, ANYTHING
THAT WILL ALLOW YOU TO GET CONTACT INFO

CLIENTS

STEP 3: NURTURE

EMAILS, PHONE CALLS, EVENTS, PARTIES, OPEN
HOUSES, FACEBOOK GROUPS, RETARGET ADS

LEADS

STEP 4: WIN THE GAME

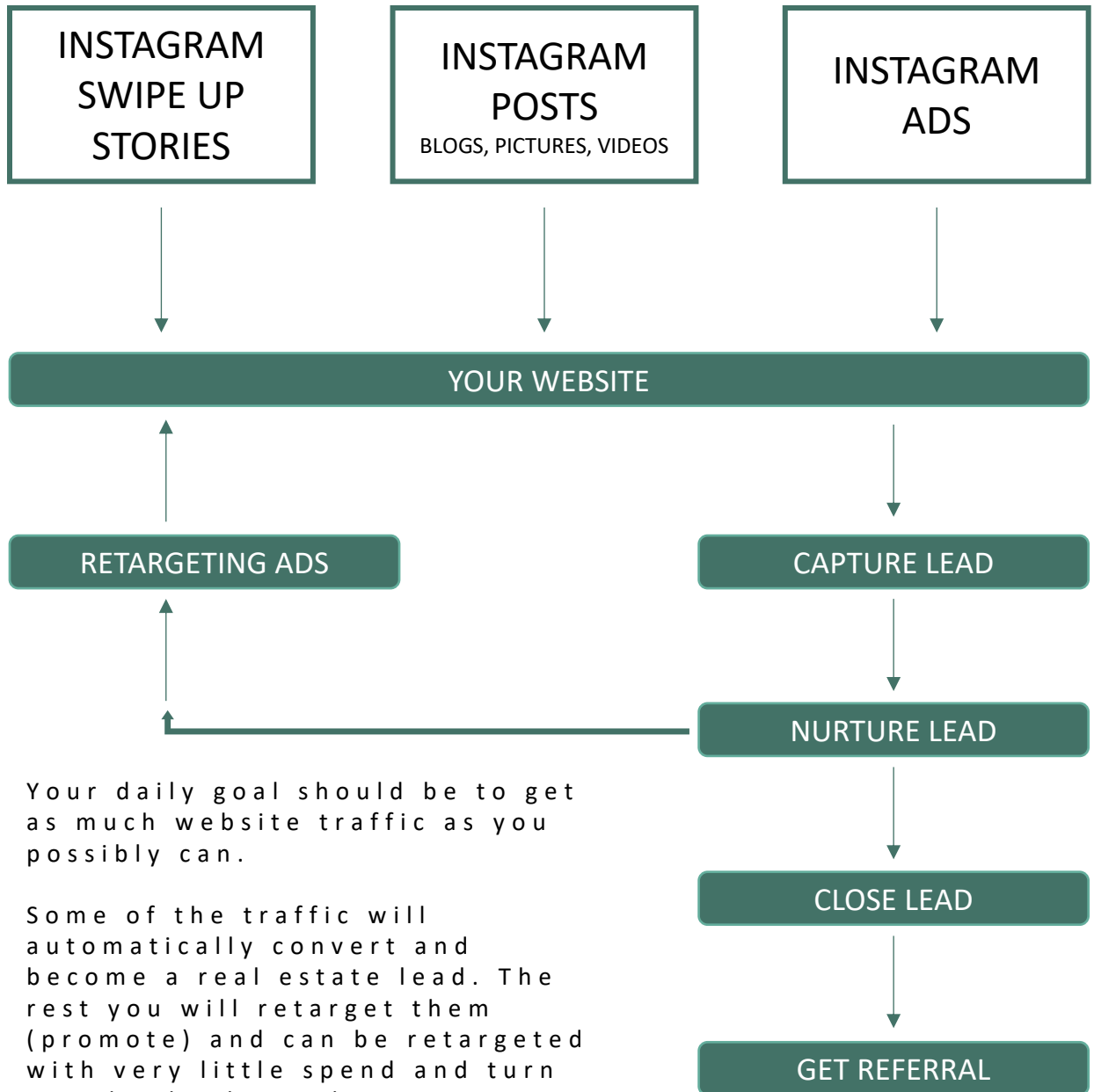
ONLINE REVIEWS, TESTIMONIALS, SOCIAL MEDIA
TAGGING, REFERRAL MARKETING

REFERRALS



INSTAGRAM TRAFFIC

BLUEPRINT



Your daily goal should be to get as much website traffic as you possibly can.

Some of the traffic will automatically convert and become a real estate lead. The rest you will retarget them (promote) and can be retargeted with very little spend and turn into leads themselves.



BONUS #1

SAMPLE CONTENT CALENDAR

Using a content calendar will help you keep track of your posts, help to remind you what to post, and will keep your Instagram feed looking clean and consistent.

MONDAY

Feature a local, fun hot spot that will get peoples attention to your knowledge of the community

TUESDAY

Post a real estate post featuring you. Why you do real estate, what you love about real estate, etc...

WEDNESDAY

Post something about your personal life. An experience you recently had, a learning lesson, or something funny

THURSDAY

Post something that you did or are doing with family, friends, or just something unique by yourself

FRIDAY

Travel Post! Post a time of you traveling or doing something adventurous

SATURDAY

Promote your business by posting a listing, open house, or last weeks stats

SUNDAY

Day off or post a real estate tip with something that features YOU!

EXAMPLES

If you are looking for good examples of these head to @mrjimmyrex Or Top 100 Things To Do Utah via YOUTUBE



BONUS #2

HOW TO GET DISCOVERED...

Instagram is a place where people search and the way that they are doing this is through hashtags and location tags.

For an example, they can very easily search for #UtahRealtor and find Realtors throughout Utah. Alternatively, they can also search for a specific realtor by typing in "Jimmy Rex Realtor".

We wanted to be able to give you a bonus (one of our big secrets) so below you will find the most popular tags for this year for real estate and also some tips on how to make yourself more discovered.

Make sure you copy these and save them in your notes so that you will be able to add them to all of your posts in the comment section to get discovered!

POPULAR LOCAL HASHTAGS

#RealEstate #RealEstateMarketing
#RealEstateGoals
#RealEstateAdvice
#AllThingsRealtor #Realtor
#RealEstateAgent #KellerWilliams
#Remax #Sothebys
#ColdwellBanker #Investor
#NewHome #DreamHome
#MillionDollarListing #Goals
#LuxuryRealtor #LuxuryRealEstate
#RealEstateTips #RealEstateLife
#RealEstateForSale #OpenHouse

#YourCity #YourCityRealEstate
#YourCityRealtor
#YourCityRealEstateAgent

ALSO**** Use Any Other Hashtag
that People In Your City Would
Know

EXAMPLE... #YourCitySkiing

POPULAR REAL ESTATE HASHTAGS



BONUS #3

LISTING INSTAGRAM TEMPLATE

We usually charge \$197 for this exact template that you are about to download but its FREE for you! It is a very beautiful, simple, and easily editable template that will allow you to perfectly post your listings on Instagram.



[CLICK HERE TO DOWNLOAD](#)

This template was made using Canva which you can use for free to edit for your own. This editing is simple and very easy to accomplish. Once you click the link you will need to click File – Make A Copy and this will ensure that you can edit the template.



BONUS #4

PERFECT BIO FOR A REALTOR

Use this template to create a good bio for yourself. This is something that you would share with a picture of yourself. Make sure you are using this at least every 8-10 months so your new followers know who you are!

Hey there! Just want to introduce myself...

I'm **(name)**

I Work with **(who you work with)** in **(community you serve)** who **(describe what your clients typically want or struggle with)**

I've been a Realtor for the past **(number)** years and I have been fortunate to have served **(number)** families to date.

The best praise that I have ever received was from a previous client that said **("use an amazing review that will really highlight the type of PERSON you are and then REALTOR")**. Helping people to **(describe your favorite thing about helping people)**.

If you are looking for a Realtor who **(describe something that you offer and that a potential client really wants to read)**, I'd love to work with you, too!

I've **(list 3-5 impressive accomplishments)**.

When I'm not helping people **(describe how you help)**, I can be found **(list three hobbies or side passions)**

If you want to learn more about how we can work together, please call or text me anytime **(phone number)**. Thanks for reading my story!