

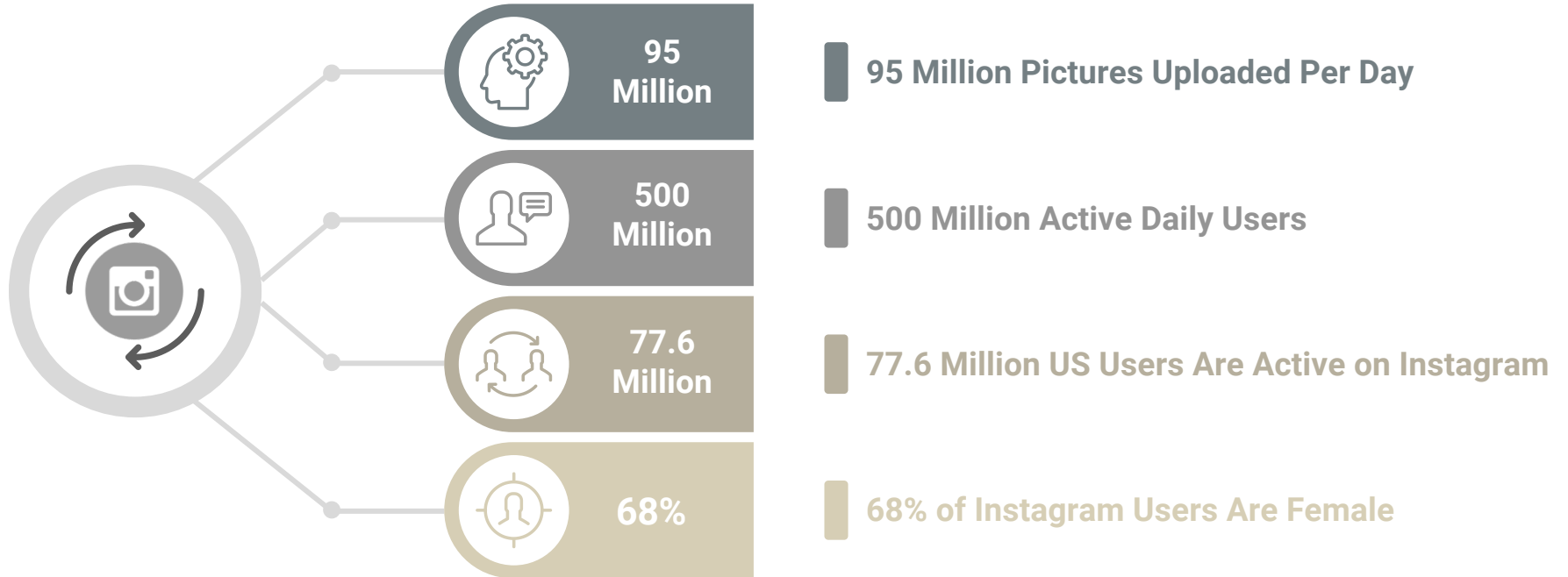
I N S T A G R A M

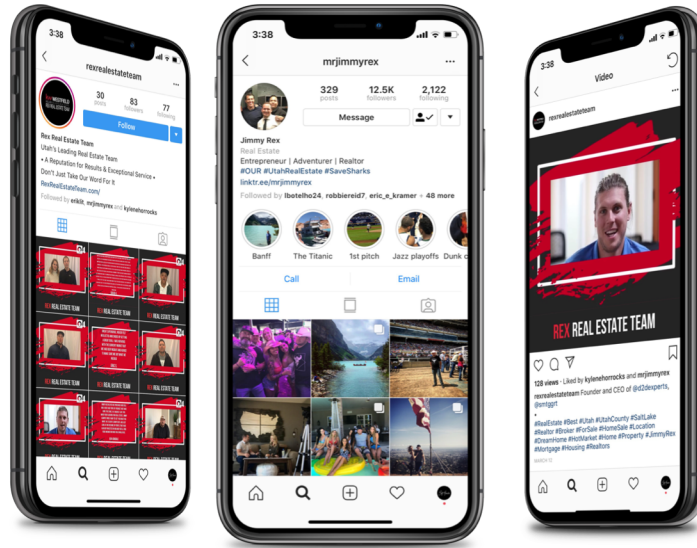
FOR REAL ESTATE

JIMMY REX

# Quick Facts

About Instagram





## MY INSTAGRAM PAGES

### JIMMY REX

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When it comes to social media, I take to Instagram to help me grow my business and my personal branding.

Rex Real Estate Team – A series of testimonials, both video and written. I keep it very clean and easy to navigate with a **purpose**.

My Personal Page – A story of my life but with **purpose**. I ensure that everything I post will only benefit my business and want future clients to want to work with me.

# SOLVE THE PUZZLE

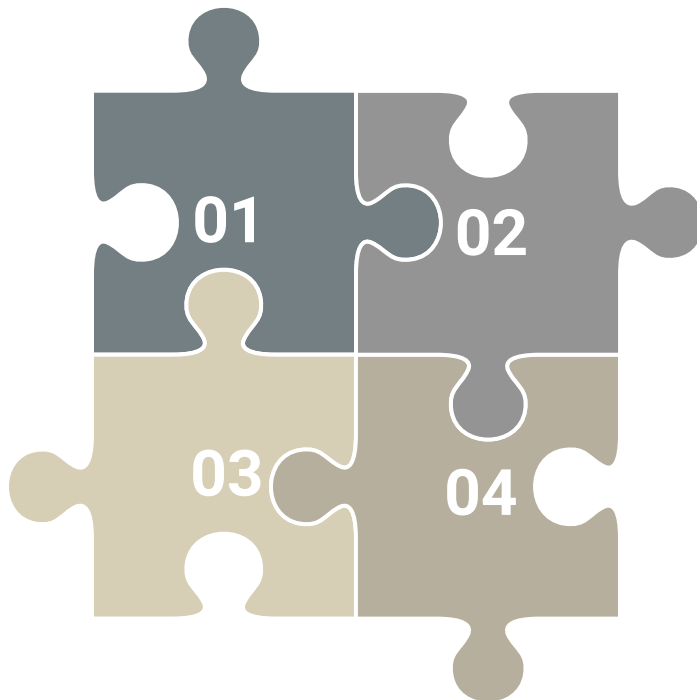
AND GROW YOUR REAL ESTATE BUSINESS

## QUALITY CONTENT

Ensuring that your content is relevant, up to date, and high quality is important. It lets people know that you are serious about your life and that you only want to produce top notch in all aspects.

## BUILD YOUR COMMUNITY

Using Instagram as your own platform to grow your community will only make you more successful. Figure out the perfect person that you want to be around and all of your content should be directed toward that type of person..



## USE AS YOUR OWN REALITY SHOW

View Instagram as your own reality show. Show people the good, the bad, and the ugly. Don't be shy to put your life out there in a smart and planned way. Every post should have **PURPOSE**.

## BE AUTHENTIC

Being vulnerable is the ultimate human connector. If you are true with your following, you are going to be trusted and your community will fall in love with you and your stories.





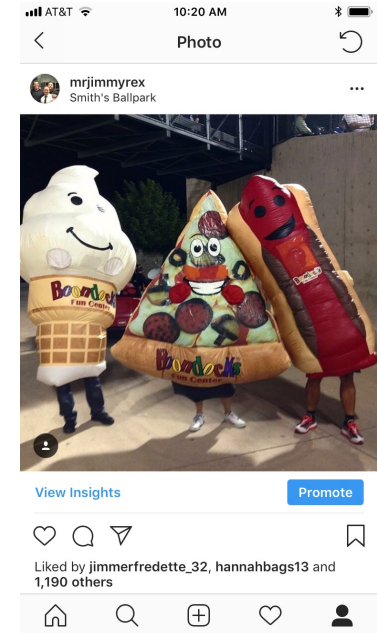
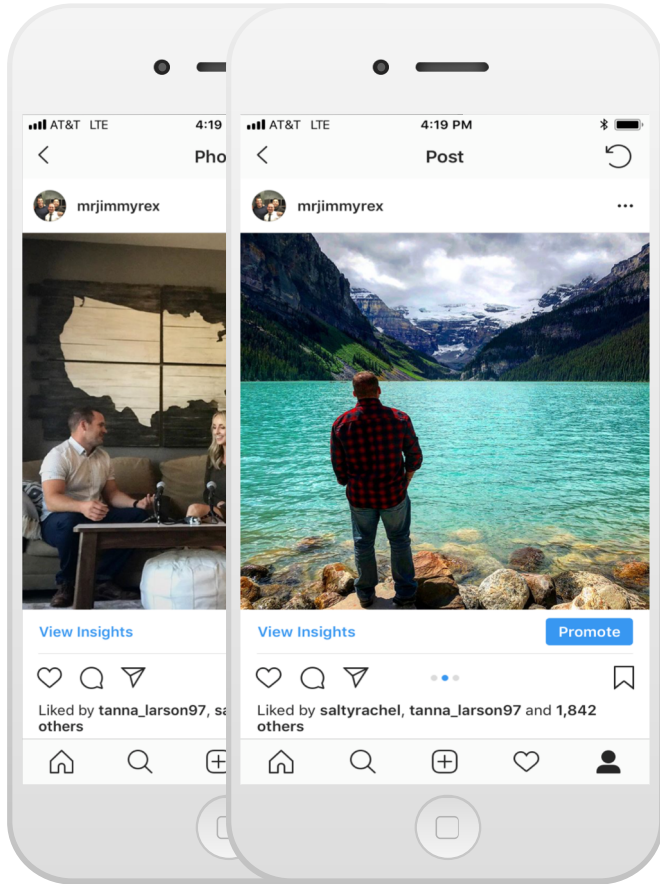
**“Everyone Wants To Hire The  
Person That Works Hard, Tells The  
Truth, And Is Constantly Winning.”**

# INSTAGRAM

FOR REAL ESTATE

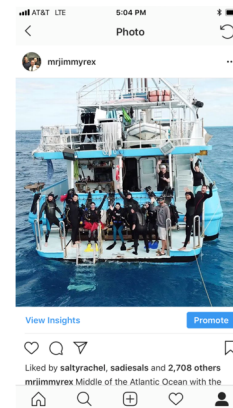
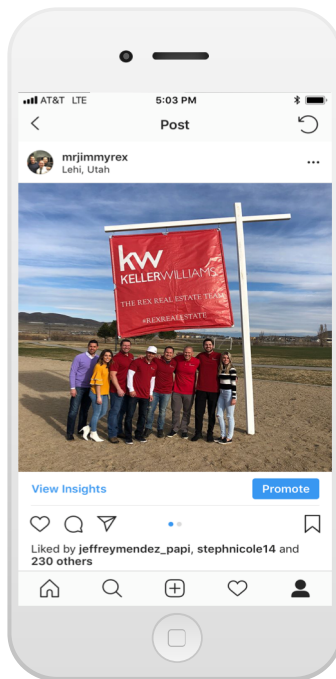
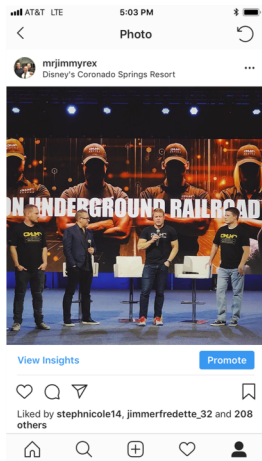
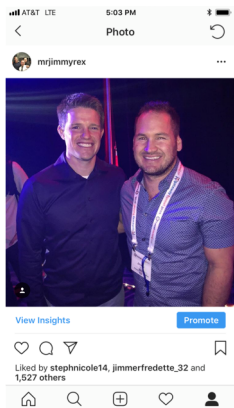


# BE INTERESTING



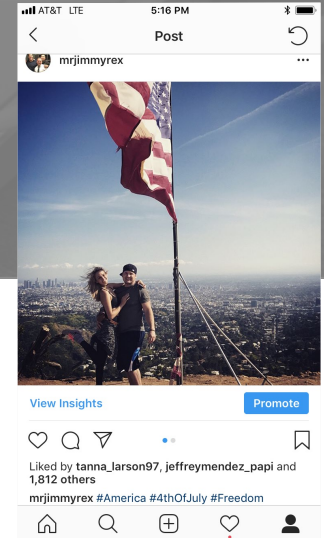
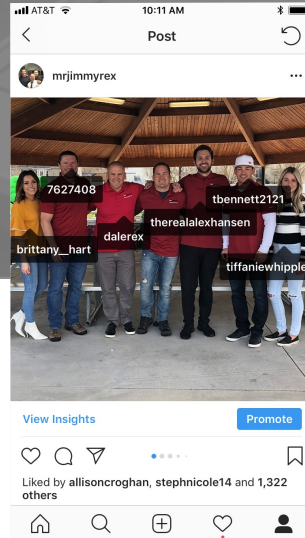
# ONE STRONG REAL ESTATE POST

AND OTHER CONTENT RELATED TO YOU



# USING HASHTAGS

AND TAGGING PROPERLY



# INSTAGRAM STORIES

HOW TO USE IN REAL ESTATE & USING RESOURCES

FOR CONTENT AND  
LISTINGS.



USING TO GROW YOUR  
LISTS

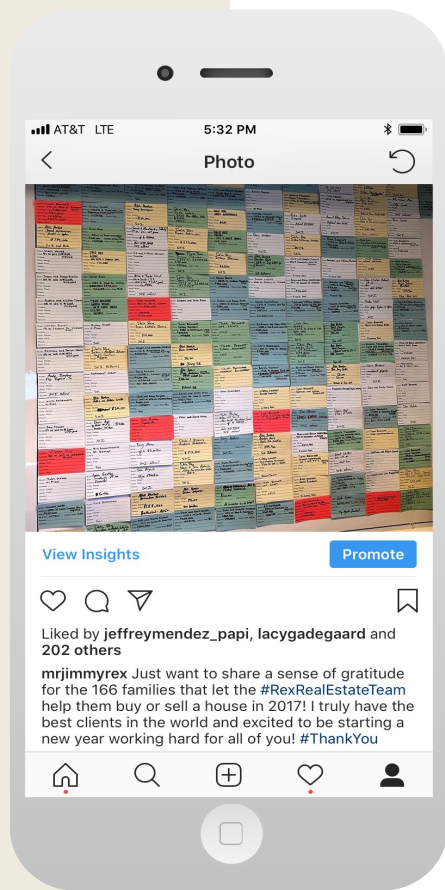


BEST WAY TO MARKET  
EVENTS



USE FOR POLLS /  
QUESTIONS





# LET YOUR AUDIENCE KNOW YOU



TELL YOUR STORY



BE AUTHENTIC



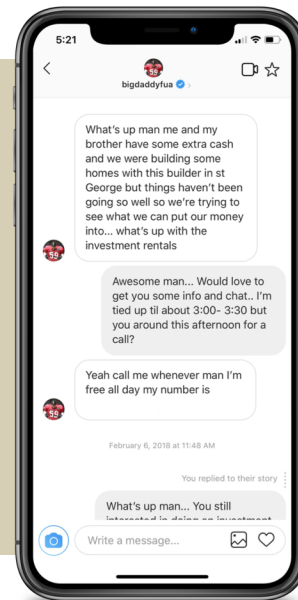
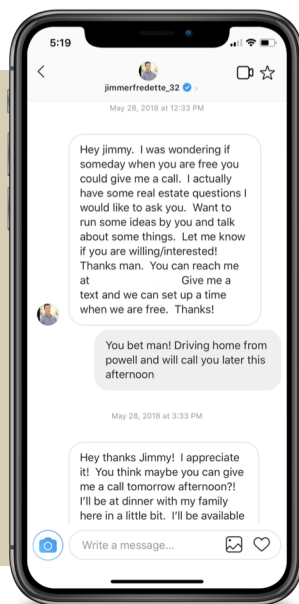
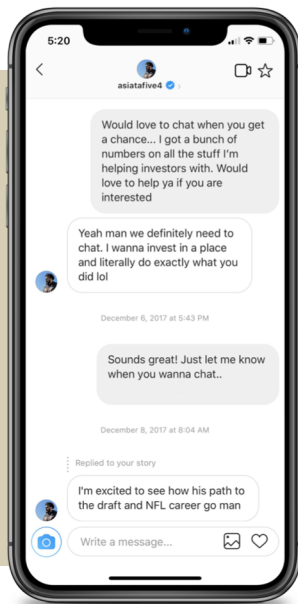
BE HONEST



SHARE YOUR REAL LIFE



# USING DM'S TO GET ATTENTION





# THANK YOU

*Jimmy Rex*

