

The 90 Day Automated Content Plan To Sell Your Listings Before They Expire

Imagine this. You've just received your listing photos back—stunning interiors, breathtaking drone shots, and a crisp virtual tour. You post a **Just Listed** announcement on the MLS and Instagram, hoping for the best. Then... crickets.

A few likes, maybe a comment, but where are the buyers? You scramble to think of your next move. You know you should be marketing the listing consistently, but:

- ✗ **You don't have a clear game plan**—what should you post next?
- ✗ **You're too busy**—juggling clients, showings, and paperwork.
- ✗ **You feel overwhelmed**—logging in daily to create new posts feels like a full-time job.
- ✗ **You're running out of content**—after the Just Listed post, what else is there to say?

Sound familiar? You're not alone. Many agents start strong but struggle to keep momentum, and before they know it, the listing is **stale**, **buried**, and **heading toward expiration**.

But what if you had a **done-for-you** marketing system—one that takes all the guesswork out of what to post, when to post, and how to create engaging content that attracts buyers **on autopilot**?

What You'll Learn in This Guide

In today's fast-paced real estate market, **consistency is key**. If you're a realtor who wants a **systematic and easy way to automate your marketing**, this **4-step plan** will help you:

- ✓ **Stay visible** so buyers and sellers never forget you.
- ✓ **Generate leads** by marketing smarter, not harder.
- ✓ **Grow your brand** without feeling overwhelmed.

By following this strategy, you'll create a **90-day automated content plan** that keeps your listings and brand **in front of buyers and sellers—without spending hours every day on marketing**.

Let's dive in!

Step 1: Gather All of Your Content in One Place

Before launching a listing, the first step is making sure you have **all the necessary assets** to showcase the home properly. **Buyers shop online first**, so the more engaging the content, the better the chances of grabbing attention and generating interest.

Every Listing Should Include:

- ✓ **HDR Photos** – High-quality, professionally edited images that make every room look stunning. **Homes with professional photos receive 118% more views and sell 50% faster.**
- ✓ **Aerial/Drone Photos** – Capture the home's surroundings, neighborhood, and proximity to key features (water views, parks, schools). **Listings with drone photography sell 68% faster.**
- ✓ **3D Virtual Tour** – Buyers love the ability to "walk through" a home online. **90% of homebuyers say virtual tours are a key factor in their search.**
- ✓ **Short Vertical Video (Reels/TikTok/Stories)** – A 60-second walkthrough optimized for Instagram, Facebook, and TikTok. **Listings with video get 403% more inquiries.**
- ✓ **Full-Length Video (YouTube & Zillow MLS)** – A 60-90 second, professionally edited listing video, including drone shots for added appeal.
- ✓ **Twilight Photos** – Either real or virtually enhanced, twilight shots make listings pop. **Twilight images get 76% more views when used as the main listing photo.**
- ✓ **2D Floor Plan** – Buyers love being able to visualize the home's layout before visiting. **This pairs perfectly with a 3D tour.**
- ✓ **Virtual Staging** – Staged homes sell 73% faster and for up to **20% more**. Virtual staging makes it affordable and effective for vacant homes.

Why This Matters:

Many agents list homes with **basic photos and a quick MLS description**, then wonder why the home doesn't sell. **The market is competitive.** If buyers aren't **instantly captivated**, they'll move on to the next property.

In today's competitive real estate market, the difference between **a home that sells fast** and one that lingers on the market comes down to **marketing**. Many agents treat high-end properties with premium marketing while cutting corners on lower-priced listings.

But here's the truth: **Every home deserves to be marketed like a luxury home.** Whether it's a **\$100,000 condo** or a **\$1 million estate**, presenting a home in its **best possible light** attracts more buyers, generates higher offers, and ultimately leads to faster sales. That's why you want to use this **proven, high-impact marketing strategy** to ensure every home gets maximum exposure.

Step 2: Create Eye-Catching Real Estate Content

If you're in real estate, you already know that high-quality visuals can make or break a listing. But with so many platforms to manage—Instagram, Facebook, LinkedIn, and even TikTok—it's easy to feel overwhelmed when creating content that stands out.

The good news? You don't have to do it all yourself. When you book a photoshoot with us, you get **ready-made content** for social media, including Reels, Posts, and Stories—all formatted and optimized for engagement. Just log into your listing content at [Hycree.hd.pics](https://hycree.hd.pics) and access your Marketing Kit

But if you have another photographer that doesn't provide you with ready-made social media and just need something fast to start automating your posts to social media to market your current listings, you can use Canva to create your content by following the instructions below.

Open Canva & Select the Right Format

Before you start designing, make sure you're using the correct format for your platform:

- **Post:** 1080x1080px (Instagram/Facebook) or 1200x630px (Facebook landscape)
- **Story:** 1080x1920px (Instagram/Facebook full-screen vertical)
- **Reel:** 1080x1920px (Instagram/TikTok/YouTube Shorts vertical video)

Choosing the right format ensures your content looks professional and isn't awkwardly cropped when posted.

Upload Your Listing Photos & Videos

High-quality visuals are everything in real estate. Upload your best listing photos and videos to Canva by navigating to the "Uploads" section and dragging them in. If you have a variety of angles, mix them up to create a visually compelling design.

Pro Tip: If you work with us, your photos and videos will already be optimized and ready to go so you don't even have to use Canva. Just grab them and start scheduling your posts.

Choose a Template or Start from Scratch

If you're in a rush, Canva offers **real estate-specific templates** that are already designed for high engagement. Simply swap out the placeholder images with your listing photos, adjust the colors to match your branding, and you're ready to go.

Prefer a custom design? Use Canva's **text, shape, and branding tools** to create something from scratch while keeping it clean and modern.

Design & Layout Your Content

Each content type requires a slightly different approach:

- **Post:** Use one main image with simple text overlay (e.g., "Just Listed! Modern 3BR Home"). Add a subtle call-to-action like "DM for details."
- **Story:** Full-screen images or videos work best. Add engaging elements like arrows, stickers, or "Swipe Up" prompts to drive action.
- **Reel:** Arrange clips of the home with smooth transitions and motion effects. Highlight key features (e.g., "Spacious Open Floor Plan!") and end with a CTA ("Call Now for a Tour!").

Don't want to deal with design? We deliver **ready-made branded Reels, Stories, and Posts** so you can skip this step and start posting immediately.

Customize Your Branding

Consistency builds trust. Add your **logo, brand colors, and fonts** to every piece of content you create. Canva Pro allows you to save your brand kit, making this step super easy.

Pro tip: **Use a subtle watermark or logo placement** so your content is always recognizable—even when shared by others.

Already working with us? Your ready-made content will be delivered with your name and info branded into the posts and reels, making it easy to maintain consistency.

Final Tips for Real Estate Content That Converts

✔ **Batch Your Content:** Save time by creating multiple posts, stories, and reels in one session.

✔ **Repurpose Across Platforms:** A Reel can become a Story, and a Story can be turned into a static Post—maximize your content.

Creating **high-quality, scroll-stopping content** doesn't have to be difficult or time-consuming. By following this streamlined Canva workflow, you can **boost your listings, build your brand, and attract more buyers**—all while keeping your marketing fresh and engaging.

If you'd rather not have to mess with Canva, **book a photoshoot with us**, and you'll receive ready-to-post content for all your social media platforms—saving you time and ensuring your listings stand out! 🚀

Step 3: Boring Descriptions Kill Sales – Here’s How to Write Captions That Sell Homes!

When buyers scroll through listings online, they’re not just looking for square footage and bed/bath counts—they’re looking for a **story** that speaks to them. Yet, so many real estate listings read like an instruction manual rather than an invitation to a dream home.

The good news? **You don’t have to be a professional copywriter to create listing descriptions that sell.** With the right framework, you can craft captions that **stop the scroll, spark interest, and drive action.**

Here’s how to turn dull descriptions into **engaging, high-converting listing captions.**

Gather Key Details (Go Beyond the Basics)

Your listing’s details should go beyond just the **facts**—they should highlight the **feelings**. Buyers want to envision their future, not just read a spec sheet. Before writing, gather:

✓ **Essential Property Info:** Address, price, bed/bath count, square footage, and standout features.

✓ **Lifestyle Benefits:** What makes this home special? (e.g., "Enjoy morning coffee with ocean views" or "Perfect for entertaining with an open-concept kitchen and poolside lounge.")

✓ **Target Audience:** Who is this home ideal for? First-time buyers? Luxury seekers? Investors? Tailoring your message makes a huge difference.

💡 **Pro Tip:** Emotion sells! Instead of "3-bed, 2-bath home with a pool," say "**Imagine summer days spent poolside in your own backyard retreat.**"

Identify the Home’s Lifestyle Features

Not every buyer is looking for a house—they’re looking for a **lifestyle**. Use AI (or brainstorm yourself) to extract **3-5 key lifestyle features** that make the home stand out.

♦ **Example:** Instead of just listing a “spacious backyard,” highlight how it enhances their life: ➡ **“Host unforgettable summer BBQs in your private backyard oasis.”**

Here are some lifestyle-driven hooks you can use:

- **Entertainer’s Dream** – Open floor plan, gourmet kitchen, seamless indoor-outdoor flow.
- **Work-from-Home Ready** – Dedicated office, fast internet, quiet neighborhood.
- **Luxury Retreat** – Spa-like primary suite, high-end finishes, private balcony views.
- **Outdoor Paradise** – Fenced backyard, lush landscaping, sunset deck.
- **Perfect for Families** – Safe cul-de-sac, top-rated schools, spacious play areas.

The goal? **Make buyers FEEL what it’s like to live in the home.**

Brainstorm Unique & Engaging Descriptions

Now that you've pinpointed the best features, it's time to get creative. The first draft of your listing description is often the most generic—so brainstorm at least **10 different versions** with different angles.

Here's how: 📌 **Prompt:** "Generate 10 engaging real estate listing descriptions using the details above. Make them interesting, descriptive, and scroll-stopping."

◆ Examples:

1. "Wake up to breathtaking lake views every morning—your dream home awaits."
2. "This isn't just a house; it's a front-row seat to Florida's best sunsets."
3. "Every day feels like a vacation in this resort-style retreat."
4. "A chef's dream kitchen meets a host's perfect entertaining space."
5. "From the wraparound porch to the cozy fireplace, this home oozes charm."

💡 **Pro Tip:** Mix it up! Try using **FOMO (Fear of Missing Out)**, curiosity, luxury appeal, and lifestyle-focused hooks.

Rewrite It in a Literary or Cinematic Style

Want your listing to REALLY stand out? Rewrite it in the style of a famous author or movie director.

📌 **Prompt:** "Rewrite this real estate description in the style of [author/director]."

◆ Examples:

- **Stephen King:** "The house stood, silent and knowing, with whispers of laughter in its walls and moonlight spilling through the windows."
- **Quentin Tarantino:** "This home? Oh, it's got character. Big, bold, and bathed in cinematic charm. Picture yourself sipping a whiskey on the deck, watching the world slow down."
- **Dr. Seuss:** "Oh, the views you will see, the space you will love, with rooms up above and a garden to shove!"

💡 **Pro Tip:** If you post this on social media, make it a **game!** Ask your audience to guess which style you used. Engagement = more reach!

Create a Scroll-Stopping Title

Your listing title is **the first thing buyers see**—make it grab attention!

📌 **Prompt:** "Generate 5 compelling social media titles that grab attention and spark curiosity."

◆ **Examples:**

1. “Luxury Meets Location: The Home You’ve Been Waiting For”
2. “This Dream Home Won’t Last – Take a Peek Inside”
3. “If These Walls Could Talk... They’d Say ‘Buy Me Now’”
4. “Water Views, Chic Interiors & a Backyard Made for Entertaining”
5. “Warning: You’ll Fall in Love with This Home”

💡 **Pro Tip:** Use **power words** (luxury, stunning, must-see, dream home) and **FOMO triggers** (“won’t last,” “act fast”).

Hashtags That Boost Visibility

Hashtags = **free exposure**. Use a mix of **high-volume, location-based, and engagement-focused** hashtags.

🔗 **Prompt:** “Generate 15-20 hashtags for a real estate listing featuring [unique feature/location].”

◆ **Examples:** 🏠 **General:** #DreamHome #LuxuryLiving #HouseGoals #ForSaleNow 📍
Location-Based: #TampaHomes #FloridaLiving #TampaRealEstate 🔑 **Niche-Specific:**
#WaterfrontLiving #ModernHome #PoolLife 💡 **Engagement Boosters:** #HouseHunting
#NewListing #RealEstateGoals

💡 **Pro Tip:** Test hashtag performance by mixing different types.

Writing Listing Descriptions That SELL

A great listing description isn’t just **informational**—it’s **inspirational**.

- ✓ **Tell a story, not just facts**
- ✓ **Highlight the lifestyle, not just the specs**
- ✓ **Make buyers feel something**
- ✓ **Use creativity to stand out**

Want a **step-by-step checklist** for creating high-converting real estate descriptions? Download our **Real Estate Social Media Content Checklist** to ensure **every listing gets the attention it deserves!** 🚀

Step 4: How to Effortlessly Automate Your Social Media Content for 90 Days

Are you tired of scrambling to post content every day? Wish you had a system that kept your social media active without the daily stress? Well, you're in luck. Today, we're diving into a simple, foolproof way to automate your real estate marketing for 90 days—so you can focus on what really matters: closing deals and growing your business.

The Secret to Consistent Posting Without the Headache

Imagine having all your social media posts scheduled, optimized, and ready to go—weeks or even months in advance. No more last-minute panic, no more inconsistent posting, and no more lost engagement.

The key? A powerful tool called [Metricool](#) combined with the **ready-made content** from [Hycree.hd.pics](#). This winning combo allows you to stay ahead of the game without lifting a finger every single day.

Why Scheduling Your Content Works

Think of social media as a constant conversation with potential buyers and sellers. The more you show up, the more they remember you when it's time to make a move. But who has time to post manually every day? Scheduling helps you:

- ✓ Stay **consistent** (which social media algorithms love)
- ✓ Maximize **visibility** by spreading content across platforms
- ✓ Free up time for real-world networking and selling
- ✓ Avoid the “what should I post today?” dilemma

Set Up Your [Metricool](#) Account

First things first, you need a scheduling tool that makes life easier. Metricool is a powerhouse that connects your social media accounts in one place and allows you to schedule posts like a pro.

I know Canva has a scheduling tool, but it currently doesn't allow you to post video or reels to social media which is why we are going with Metricool.

Here's how to get started:

1. **Go to Metricool.com and sign up**
2. **Connect your social media accounts**, including Facebook, Instagram, TikTok, YouTube Shorts, and more
3. **Set up your time zone** to match your posting schedule
4. **Open the planning dashboard**—this is where the magic happens

Now, you're ready to schedule your first batch of posts!

Schedule Everything in [Metricool](https://Metricool.com)


Now that you have your content plan, it's time to schedule!

- **Upload your media** (reels, carousels, stories) to Metricool.
- **Write engaging captions** with clear calls to action.
- **Add relevant hashtags** to boost visibility.
- **Select optimal posting times** (Metricool suggests the best times for engagement).
- **Click 'Schedule' and relax**—your content is now set for the next 90 days!

Follow This 7-Day Posting Strategy


To get the most engagement, don't just blast the same post across all platforms on the same day. Instead, spread it out strategically so your content gets maximum exposure.

 **Sunday** – Post a **carousel** on Facebook


 **Monday** – Post a **reel** on Facebook

 **Tuesday** – Post the **same reel** on YouTube Shorts

 **Wednesday** – Post the **same reel** on Instagram

 **Thursday** – Post the **same reel** on TikTok

 **Friday** – Post a **carousel or static post** on Instagram

 **Saturday** – Post a **story** on both Instagram & Facebook

 **Why this works:**

- You reach different audiences on different days
- You maximize engagement by leveraging platform-specific trends
- You never feel like you're overwhelming followers with the same content

Repeat This For 12 Weeks

Once you get the hang of this, we'll simply repeat this for 12 weeks to hit your 90 days. This is really easy to do if you download your ready-made content from the Marketing Kit when you schedule your shoot with us. You get 12 ready to go reels and lots of other options for posts and stories as well.

More Content Ideas to Keep Your Feed Fresh

While listings are great, social media thrives on variety. Here are a few additional ideas to keep your audience engaged:

Branding & Personal Content

- Behind-the-scenes footage of a listing photoshoot
- A “Meet the Agent” video to introduce yourself
- A “Day in the Life” post to show what it’s like being a real estate pro

Educational Posts

- Market updates and real estate trends
- Home staging and selling tips
- “First-time homebuyer mistakes to avoid” posts

Engagement Boosters

- Polls or Q&A sessions in Instagram stories
- “Guess the listing price” interactive posts
- Before-and-after home staging transformations

Lifestyle & Community Content

- Featuring local businesses or restaurants
- Showcasing different neighborhoods
- “What \$500K buys you in [Your City]” comparison posts

The Easiest Way to Get Content Ready to Post

If creating all this content sounds overwhelming, don’t worry—we’ve got you covered. At [Hycree.hd.pics](https://hycree.hd.pics), we provide ready-made listing posts, reels, and stories that you can download in one click and schedule instantly. ♦ No editing required ♦ No brainstorming needed ♦ Just download, upload, and schedule

This means **you don’t have to be a social media expert to have a powerful presence online**—we do the heavy lifting for you.

Ready to Take the Stress Out of Posting?

By following this system, you can:

- ✓ Keep your social media **active for 90 days** without lifting a finger
- ✓ Maintain a **consistent presence** that attracts buyers and sellers
- ✓ Automate your content so you can **focus on selling homes**
- ✓ Use [Hycree.hd.pics](https://hycree.com/hd-pics) to get high-quality, ready-to-post content instantly

So, are you ready to make your life easier and boost your real estate brand at the same time? Set up your [Metricool](https://metricool.com) account, download your content from [Hycree.hd.pics](https://hycree.com/hd-pics), and start scheduling today!

 **Want help getting started? Drop us a message and let's get your social media working for you!**

How Hycree's Marketing Kit Helps You

When we shoot your listing photos, you get a **full marketing package** that includes:

- ✓ **Agent & Office Branding** – Maintain your professional identity.
- ✓ **Automatic Video Reels** – Ready-to-post social media reels.
- ✓ **Posts & Stories** – Designed for easy sharing.
- ✓ **Slideshows** – Showcase properties in an engaging format.
- ✓ **Branded & Unbranded Property Sites** – Perfect for MLS and direct marketing.
- ✓ **Teaser Videos** – Short clips to generate buzz.
- ✓ **Printable Flyers** – High-quality promotional materials.
- ✓ **Social Media Graphics** – Optimized images for every platform.
- ✓ **Weekly Traffic Report** – Track engagement and adjust your strategy.

By using **templates and automation**, you'll streamline your marketing efforts while maintaining a high level of quality.

Wrap Up & Next Steps

By following this simple 3-step system, you can automate your marketing, maximize exposure, and sell your listings faster. To recap:

1. **Gather all your listing media** in one place.
2. **Create engaging, multi-use content** from your existing media or let us shoot your listing for you and get ready-made content for your listing.
3. **Schedule posts and automate marketing** over the next 90 days with a tool like [Metricool](https://metricool.com)

Want a Done-for-You Marketing Solution?

At **Hycree Photography**, we offer full-service real estate media solutions with **24-hour turnaround time** on:

- ✓ Listing Photos
- ✓ Drone Shots
- ✓ 3D Virtual Tours
- ✓ Video & Reels
- ✓ Virtual Staging
- ✓ Twilight Photography

Plus, every shoot includes a **ready-made marketing kit** to help you promote your listings with ease. Need it scheduled too? We can handle that for you!

What Other Realtors Are Saying

★ **Eddie, a realtor:** “Your camera lens filters from a realtor’s eye while shooting remains unmatched. Thank you for all your hard work, sir.” Then doubled down on our review page: “One of the best in the business!”

★ **Justin:** “The pictures turned out even better than I expected.” He then ordered virtual staging, which was delivered in under 24 hours!


★ **Tracy:** “A lady from Pennsylvania called me just to say the pictures you took were gorgeous.”

★ **Gary:** “Even the sellers were amazed by the photos you took of their house.”

★ **Frank, listing his own million-dollar house:** “Bring your million-dollar camera!” The house sold for \$300K more than he expected in **ONE DAY**.

Ready to Elevate Your Real Estate Marketing?

 **Inquiries for Real Estate Photography, Videos, Drone, 3D Virtual Tours, & Floor Plans**

 Call/Text: **(727) 249-4022**

 Email: **dave@hycree.com**

Let's get your listings the attention they deserve!