

Social Media Strategies for Young Real Estate Outliers: A Blueprint for High Performance

By Dante St James, Clickstarter Education



26 June 2025

Executive Summary: Cultivating Real Estate Outliers through Next-Gen Social Media

For young real estate professionals, including those under 25 and early in their careers, whether in sales or property management, conventional social media approaches are no longer sufficient. This report outlines a transformative framework for social media engagement, advocating for a strategic shift towards innovative, authentic, and value-driven methodologies across key platforms: Facebook, Instagram, LinkedIn, and TikTok. The objective is to foster "outliers" – high-performing individuals who not only achieve ambitious sales targets but also redefine success within the dynamic modern real estate landscape. The analysis emphasizes the critical role of compelling video content, deeply personalized engagement, and

data-informed adaptation, drawing extensively from successful case studies and emerging trends across Australia, New Zealand, the US, Canada, and the UK.

Chapter 1: The New Frontier – Why Social Media is Your Ultimate Advantage (Under 25)

Understanding the Gen Z/Young Professional Digital Landscape



The current generation of young real estate professionals, largely comprising Gen Z (born roughly between 1997 and 2012), operates within a fundamentally different digital ecosystem than previous cohorts. These individuals are digital natives, characterized by a high degree of technological fluency, diverse backgrounds, and an upbringing steeped in interconnected digital environments.¹ This pervasive digital immersion has profoundly shaped their information consumption habits.

A significant behavioral shift observed in this demographic is their reliance on social media platforms for information discovery. Platforms such as TikTok and Instagram are frequently favored over traditional search engines like Google for researching various topics, including real estate.¹ Data indicates that approximately 40% of Gen Z individuals utilize TikTok and Instagram specifically for their search queries.¹ Furthermore, a compelling 70% of this demographic report using social media as their

initial point of reference for information.⁴ This preference extends directly to professional engagement, as a substantial two-thirds of Gen Z will only consider engaging with real estate agents who maintain an active social media presence.³

This pervasive digital reliance signifies more than a mere preference; it has solidified into a fundamental client expectation. For young real estate professionals, if their target demographic—often their peers or slightly older millennials—is actively seeking properties or real estate insights on platforms like TikTok and Instagram, a lack of a robust presence on these channels renders them virtually invisible to a crucial and expanding market segment. This behavioral pattern effectively inverts the traditional real estate sales funnel. Historically, clients might first identify an agent and then rely on that agent to find suitable properties. In the contemporary landscape, the process frequently commences with clients discovering compelling content—such as property tours, insightful market analyses, or glimpses of an agent's personality—directly on social media. This content then serves as the primary catalyst that leads them to a specific agent. Consequently, social media transcends its role as a supplementary marketing channel, evolving into the initial and most critical touchpoint for lead generation. For young real estate professionals, social media is not merely an advantage; it has become an indispensable prerequisite for market entry, competitive relevance, and sustained growth. Their inherent digital native skills, honed from a young age, uniquely position them to capitalize on this profound market transformation.

Moving Beyond "Same-Same": The Mindset of an Outlier

The social media landscape for real estate professionals is increasingly crowded, making it challenging to stand out. A high percentage of agents are already active on major platforms, with 90% utilizing Facebook, 52% on Instagram, and 48% on LinkedIn.⁵ In such a saturated environment, simply posting property listings or engaging in overt self-promotion is explicitly recognized as an ineffective strategy.⁵ Outliers, by contrast, distinguish themselves through a deliberate focus on authenticity, the consistent delivery of genuine value, and the cultivation of meaningful engagement, rather than relying on constant promotional messaging.⁵

In a highly competitive and often impersonal digital space, authenticity and the consistent provision of value are paramount in building trust and fostering genuine connection with an audience.¹ This deeper connection leads directly to significantly

higher engagement rates, evidenced by increased comments, shares, and saves.¹² These strong engagement signals are, in turn, interpreted positively by social media algorithms, resulting in enhanced organic reach and greater visibility. This phenomenon can be understood as an "authenticity dividend." The more genuinely a young professional shares their expertise, their personal journey, and aspects of their daily experiences (within appropriate professional boundaries), the more effectively they differentiate themselves. This approach attracts clients who seek a personal, trustworthy relationship, thereby moving beyond purely transactional interactions. This strategy resonates particularly strongly with Gen Z clients, who actively seek "authentic stories from homebuyers" and "insights beyond traditional channels".⁴ The ability to be real and relatable transforms a social media presence from a mere marketing tool into a powerful relationship-building engine.

The Dual Power: Social Media for Sales & Property Management

Social media serves as an indispensable and versatile tool for both core functions within the real estate industry: facilitating property sales through showcasing and lead generation, and driving success in property management through tenant engagement and landlord acquisition.⁵ For sales professionals, these platforms offer visually compelling avenues to highlight properties and cultivate a distinctive personal brand.¹⁹ In the realm of property management, social media is instrumental in attracting new clients (landlords) while simultaneously strengthening loyalty and satisfaction among existing tenants.²¹

The fundamental functions of social media—visual presentation, trust cultivation, and lead generation—are inherently applicable to both real estate sales and property management.⁵ Many young real estate professionals are at the nascent stages of their careers, often engaging in both sales and property management roles, or anticipating transitions between these specializations. A robust personal brand, meticulously constructed on social media through authenticity, demonstrated local expertise, and consistent responsiveness, can effectively serve both facets of the business. For instance, a realtor renowned for their engaging neighborhood tours—a sales-oriented content type—can simultaneously attract property management clients who perceive them as a knowledgeable local expert capable of efficiently managing their investment. Conversely, a property manager who consistently showcases high tenant satisfaction (content primarily aimed at retention) implicitly builds trust and credibility with potential sales clients, such as landlords considering selling their properties, or

satisfied tenants who are looking to purchase a home.

Young professionals should therefore conceptualize their social media presence not as segmented silos for "sales" or "property management," but rather as a cohesive, holistic exercise in personal brand development. This integrated approach fosters synergistic opportunities across their entire spectrum of real estate activities. This means that a single piece of content or a consistent brand narrative can often yield benefits across multiple business objectives, maximizing the impact of their digital efforts and creating a versatile professional identity.

Chapter 2: Foundational Pillars of Outlier Social Media Strategy



Authenticity Over Perfection: Building Trust and Relatability

For young real estate professionals navigating the digital landscape, the paramount principle is to prioritize authenticity over an elusive ideal of perfection.⁶ This approach is particularly resonant with Gen Z, a demographic that places a high premium on authenticity and transparency when evaluating recommendations and making decisions.²² Content that offers genuine "behind-the-scenes" glimpses or a candid "slice of your day" proves highly effective in cultivating authentic trust and connection.⁵ Sharing personal anecdotes, thoughts, and feelings, and engaging

actively with the audience through interactive features like Stories, significantly strengthens these connections.²⁷

Social media algorithms, particularly on platforms like TikTok and Instagram, are engineered to prioritize and amplify content that generates high levels of user engagement, including likes, comments, shares, and saves.⁶ Authentic, relatable content consistently elicits deeper and more meaningful engagement from audiences compared to overtly promotional or impersonal posts.⁷ When young realtors consciously choose to showcase their genuine personality, share aspects of their daily life, and present real experiences—such as Trent Miller's humorous "Speed Tours"²⁸ or Omer Reshid's relatable "Day in the Life" videos³¹—they tap into a fundamental human desire for connection. This approach triggers stronger emotional responses and encourages more active interactions from their audience. The resulting increase in engagement signals to the platform's algorithm that the content is valuable and relevant to its users, consequently leading to greater organic reach and discoverability. This "human-first" approach is not merely a soft skill or a stylistic choice; it represents a strategic algorithmic advantage. Young professionals can effectively leverage their innate comfort with digital self-expression to gain a significant competitive edge, transforming their authentic personal brand into a powerful and sustainable lead-generation engine.

Value-Driven Content: Educating, Entertaining, and Solving Problems

The cornerstone of effective social media content creation for real estate professionals should be the provision of genuine value, rather than a singular focus on overt promotion.⁵ Content must aim to educate or entertain, consciously moving beyond direct sales pitches.⁵ Examples of high-value content include local market updates, comprehensive neighborhood guides, practical home-buying tips, myth-busting common real estate misconceptions, and actionable DIY decor advice.⁵

Gen Z, as a demographic, is characterized by its high level of tech-savviness and a strong propensity for extensive online research before directly engaging with professionals.¹ They actively seek "real-time insights from property market experts".⁴ Numerous successful young real estate agents, including Omer Reshid, Trent Miller, Miguel Freitas, and Gabriel Wahl, consistently prioritize and deliver educational content as a core component of their social media strategy.¹ By consistently providing valuable, educational content that directly addresses common pain points, answers

frequently asked questions, or demystifies complex real estate processes, young realtors effectively position themselves as trusted experts and invaluable resources

before any direct sales inquiry even materializes.⁵ This proactive approach builds a robust foundation of trust and credibility, making them the natural and preferred choice when a potential client is ready to proceed with a transaction. This strategy fundamentally shifts the realtor's role from a mere "gatekeeper" of information to a "strategic consultant".⁴³ It empowers young professionals to cultivate a pipeline of "warm" leads—individuals who have already developed a perception of them as knowledgeable, helpful, and trustworthy.

Chapter 3: Platform-Specific Strategies for Outliers

Facebook: Community Hub and Targeted Advertising

Facebook remains a cornerstone for real estate professionals due to its expansive user base, which encompasses a wide range of age groups, including the prime homebuying demographic (63% of users are between 25 and 54).³⁵ It is particularly effective for building relationships within local communities and for highly targeted advertising.¹⁹

For young professionals, the focus should extend beyond simple listing posts. Leveraging Facebook Groups allows for deep engagement with local communities by providing value rather than overt promotion, such as answering market questions or sharing community events.⁵ A well-optimized business page with a professional photo, clear contact information, and location-specific keywords is crucial for conversions and local search visibility.⁵ Facebook Live is a powerful tool for virtual open houses or real-time Q&A sessions, offering an immersive experience for potential buyers.²⁰ Paid advertising on Facebook is highly effective due to its precise targeting capabilities based on demographics, interests, and location, allowing agents to reach specific audiences like first-time homebuyers or investors.⁵ Retargeting ads, which engage users who have previously interacted with content but not converted, are particularly cost-effective and yield higher conversion rates.⁵ Consistent posting, a balanced

content mix (80% engaging/educational, 20% promotional), and active engagement with comments and messages are vital for algorithm visibility and building trust.⁷

Instagram: Visual Storytelling and Relatability

Instagram is a powerhouse for real estate due to its strong visual emphasis, making it ideal for showcasing properties and building a personal brand through engaging visuals.¹⁹ Its dual role allows for both property showcasing and personal connection building.⁶

Short-form video content, particularly Instagram Reels and Stories, is paramount for engagement and reach.⁵ Reels tend to achieve greater reach than static images or text posts, and simple formats like home walkthroughs or quick real estate tips perform exceptionally well.³³ Young realtors can leverage Reels to highlight property features, provide neighborhood tours, or offer quick real estate tips, ensuring content is concise (under 30 seconds) with strong hooks and text overlays.¹³ Stories, with their 24-hour lifespan, create urgency and allow for behind-the-scenes glimpses, polls, and quizzes, fostering real-time interaction.¹³ The algorithm favors content that elicits strong reactions (comments, shares, saves), making interactive stickers and direct calls to action crucial.¹² Consistent posting, leveraging trending sounds and hashtags, and actively engaging with local businesses and followers are key to maximizing organic reach and discoverability.⁵ Successful agents like Omer Reshid leverage Instagram for building a relatable brand through Stories and Reels, complementing his strong TikTok presence.³⁶

LinkedIn: Professional Networking and Thought Leadership

LinkedIn is often overlooked by younger real estate professionals but serves as a vital platform for professional networking, building referral partnerships, and connecting with serious investors.⁵ It is a space to position oneself as a thought leader and demonstrate industry expertise.⁵

A well-optimized LinkedIn profile, featuring a professional headshot, client recommendations, and a strong summary, significantly enhances credibility and

attracts inbound inquiries.²⁰ Young professionals should regularly post market insights, industry updates, and professional advice to establish themselves as knowledgeable authorities.⁵ Engaging in real estate groups, commenting on trending topics, and sharing in-depth posts helps maintain visibility among potential clients and peers.²⁰ Utilizing carousel posts for visual storytelling of successes or educational content can be particularly effective.⁶ For instance, Omer Reshid uses LinkedIn as a professional hub for real estate insights, leveraging partnerships with thought leaders to expand his reach and credibility.³⁶ The platform's professional nature means content should maintain a polished tone, focusing on value that appeals to a business-oriented audience.¹⁹

TikTok: Virality and Raw Connection

TikTok has rapidly emerged as a powerful platform for real estate, particularly effective for reaching younger buyers and renters due to its emphasis on short-form, fast-paced, and engaging video content.¹⁴ Its powerful algorithm can help new accounts gain traction quickly, even without an established following.¹⁴

The key to TikTok success lies in creating content that educates or entertains rather than directly sells, often incorporating humor and trending sounds or challenges.⁶ Quick home tours, property highlights, local area reviews, and answers to common real estate questions perform exceptionally well.²³ Young agents can showcase unique property features creatively, inspiring viewers to share.³³ Trent Miller, a 19-year-old realtor, gained viral success with his "Speed Tours" on TikTok, using a lighthearted and humorous approach to market properties.²⁸ Omer Reshid, another young realtor, leverages TikTok for high-impact educational videos, simplifying complex concepts for a younger demographic and achieving significant reach through dynamic storytelling and trending sounds.³¹ TikTok's algorithm rewards authenticity and creativity, making it an ideal platform for young professionals to showcase their personality and build a strong personal brand.¹⁴ Consistency in posting (daily or multiple times a week), using relevant hashtags, and incorporating text overlays and captions are crucial for discoverability and engagement.⁶

Chapter 4: Outlier Strategies in Action: Case Studies



Australia: Peter Serafino (Sales)

Peter Serafino, a 21-year-old real estate agent in Victoria, Australia, has achieved remarkable success, selling nearly \$25.2 million worth of homes in just 12 months.⁴⁸ His high-achieving ambitions began early, starting his first business in social media marketing services at age 15 to save for a car.⁴⁸ This early exposure provided him with a solid understanding of social media's importance in property campaigns.⁵⁰

While specific social media content types for Peter Serafino are not detailed in the provided materials⁴⁸, his background in social media marketing and his impressive sales trajectory suggest a strategic and effective online presence. His success is attributed to his passion, down-to-earth approach, and ability to impress homesellers.⁴⁹ His co-director noted his maturity and "great attention to detail for his vendors," and his desire to "share his marketing and social media skills he has learnt with his peers".⁴⁹ This indicates a focus on professional presentation, client-centric content, and potentially educational or informative posts that leverage his marketing acumen. His success underscores the power of combining inherent digital literacy with a deep understanding of client needs and market dynamics.

New Zealand: Jared Cooksley (Sales & Franchise Owner)

Jared Cooksley, the youngest Ray White franchise owner in New Zealand, has achieved significant success in real estate within ten years of leaving school.⁵¹ He is recognized as a top 2% performer internationally and has expanded his brand into training, recruitment, and coaching.⁵¹ He attributes much of his success to digital marketing.⁵¹

Cooksley's approach involves marketing himself as an online brand with his own logo and a modern agent website focused on services for home sellers rather than buyers (as buyers typically use property portals).⁵¹ He invests in paid search and social media marketing, particularly on Google and Facebook, utilizing custom audiences and the Facebook pixel for highly targeted advertising.⁵¹ A key strategy involves monitoring engagement with his digital marketing activities and understanding both "active" (click-throughs) and "passive" (awareness-driven) audiences.⁵¹ He is a strong proponent of automation, with a fully automated client care system, and is an early adopter of digital technology to stay ahead of the competition.⁵¹ Another successful New Zealand agent, Vanessa Golightly, emphasizes spending just five minutes daily on social media to engage and post updates, and utilizes video for a personal touch, including informative videos and behind-the-scenes clips.⁵¹ These examples highlight the importance of targeted digital marketing, consistent engagement, and leveraging technology for efficiency and personal connection.

US: Trent Miller (Sales)

Trent Miller, a 19-year-old realtor from Greencastle, Pennsylvania, has gained significant traction and views through his viral "Speed Tours" on TikTok and other platforms.²⁸ His approach is characterized by a lighthearted and humorous style, making funny jokes and keeping viewers entertained while marketing properties.²⁸

Miller's content strategy revolves around quick, engaging video tours of homes, often incorporating comedic elements and unique perspectives (e.g., "sitting on the toilet backwards" for a shot).²⁸ He uses trending sounds and challenges to increase discoverability and visibility.⁶ His TikTok profile, @trent_miller__, showcases various property types, including affordable homes, and uses clear calls to action like "CLICK THE LINK" for business inquiries or property details.²⁹ He leverages relevant hashtags such as #RealEstateAgent, #Speedtour, #HomeForSale, and location-specific tags

like #SanAntonio.²⁹ Miller's success demonstrates that young realtors can disrupt traditional marketing by embracing platform-native content styles and injecting personality, even when facing challenges due to their age.²⁸ His technique is paving the way for more young realtors to enter the industry, proving that dedication and hard work can overcome age perceptions.²⁸

US: Omer Reshid (Sales & Property Management)

Omer Reshid, identified as the "#1 GENZ REALTOR," is a 22-year-old top-producing real estate professional, educator, and content creator serving Washington, D.C., Maryland, and Northern Virginia.³¹ He has closed over \$70 million in residential sales and is managing partner of Capital Corner Group.⁵³ His social media strategy is multifaceted, blending education, inspiration, and authenticity.³⁶

Reshid's TikTok presence (@omerreshid_) is his strongest, boasting 162K followers and 6.1M likes.³² His content primarily consists of short, engaging videos on real estate tips, strategies, and motivational messages, simplifying complex concepts for a younger demographic.³² He uses playlists such as "Marketing 101," "Money-Entrepreneurship," "Client Reviews," "Motivation," "Day In The Life," and "Home Buyer Tips!".³² His "Day In The Life" videos offer a relatable glimpse into his routine, including listings, gym time, and even cupcakes.³¹ He emphasizes the importance of providing value through educational content, which he finds most effective for attracting clients.⁴⁰ Reshid also highlights client success stories and behind-the-scenes moments, building trust and credibility.³² He actively engages with his audience, responding to comments and direct messages.³¹ His strategy demonstrates the power of consistent, value-driven content, personal branding, and active engagement across platforms, including Instagram and LinkedIn.³²

Canada: Brandin Strasser & Tyler Hassman (Sales)

Canadian real estate agents Brandin Strasser (Edmonton) and Tyler Hassman (Calgary) demonstrate how TikTok and Instagram are influencing the Alberta real estate market, particularly for reaching young buyers.⁶⁰ Strasser initially focused on house tours, which evolved into sharing personal life details to build connections with

his millennial and Gen Z audience.⁶⁰ He credits TikTok for significant organic growth.⁶⁰

Tyler Hassman has garnered over 62,000 TikTok followers by showcasing home tours ranging from affordable condominiums to luxury properties.⁶⁰ His videos generate high engagement, with viewers often "blown away" by the prices of detached homes.⁶⁰ Hassman and his team have closed over 100 deals in two years solely from his videos, illustrating the direct impact of social media on sales.⁶⁰ These cases highlight the effectiveness of video content, authenticity, and targeting specific demographics on platforms popular with Gen Z. Other Canadian realtors like James Milonas ("James In The City") have built brands by being outspoken and authentic about market realities, with 95% of his new business coming from social media.¹ Miguel Freitas makes his social content personable by including his dog in property listings, while Gabriel Wahl focuses on promoting his expertise and knowledge rather than just listings.²

UK: Akshay Ruparelia (Online Estate Agency Founder)

Akshay Ruparelia, a 19-year-old from the UK, became one of Britain's youngest millionaires by founding an online estate agency, [doorsteps.co.uk](https://www.doorsteps.co.uk), valued at £12 million within 16 months.⁶¹ While the provided snippets do not detail his specific social media strategies, his business model, which offers properties at a fraction of the cost of traditional agents and employs a network of self-employed mothers to show properties, inherently leverages digital efficiency and trust.⁶¹ His success is rooted in offering an unbelievable price point and consistently delivering on promises, a principle he derived from studying budget airline models.⁶¹

Although not a direct social media case study for individual agents, Ruparelia's story demonstrates the power of digital-first, disruptive business models in real estate. His reliance on an online platform for sales implies a strong digital marketing component, likely including social media for brand awareness and lead generation, even if not explicitly detailed. The broader UK context shows that Gen Z uses social media (TikTok, Instagram) as primary sources of information for real estate, seeking increased visibility of listings, real-time insights from experts, and authentic stories from homebuyers.⁴ Two-thirds of Gen Z will only use real estate agents with a social media presence.³ This reinforces the necessity of a robust and innovative social media strategy for young professionals in the UK market.

Chapter 5: Property Management: Unique Social Media Approaches

Social media is a powerful tool for property managers to attract new landlords and engage current tenants, moving beyond traditional advertising to foster community and trust.⁹

Tenant Engagement and Retention

For tenant engagement, the focus should be on building a vibrant community and providing value that enhances the living experience. Strategies include:

- **Resident Testimonials and Spotlights:** Sharing quotes, videos, or written testimonials from happy residents builds social proof and encourages others to share their positive experiences.¹⁷ Celebrating new residents with welcome posts and featuring long-term residents creates a sense of belonging.²⁴
- **Community Events and Behind-the-Scenes:** Posting highlights from resident events (BBQs, holiday parties) using Instagram Reels or TikTok creates engaging recaps.²⁴ Sharing glimpses into the daily operations of the property or introducing team members humanizes the brand and builds trust.²⁴
- **Interactive Content:** Utilizing polls and Q&A sessions on Instagram or Facebook Stories to ask fun questions (e.g., "favorite local coffee shop") boosts engagement and gathers feedback.²³ Hosting photo contests (e.g., best decorated unit, cutest pet) with small prizes encourages user-generated content (UGC) and community participation.¹⁷
- **Informative Updates:** Providing timely updates on property policies, maintenance tips, or local news keeps tenants informed and demonstrates responsiveness.⁹ Creating short how-to videos on maintenance or lease pitfalls can also be valuable.²¹
- **Highlighting Amenities and Local Charm:** Showcasing property features and amenities through high-quality photos and virtual tours is essential.⁹ Creating local guides highlighting nearby restaurants, parks, or transit hubs sells the neighborhood lifestyle, not just the property.²⁴

Landlord Acquisition Strategies

To attract new landlords, property managers must establish themselves as experts who can maximize rental income and minimize hassle.

- **Content Marketing for Landlords:** Creating valuable content that addresses common landlord pain points positions the property manager as an industry expert.¹⁶ This includes blog posts, video tutorials, or premium guides on topics like "Minimizing Vacancies," "Renovations That Boost Rent," or "Navigating Landlord-Tenant Laws".²¹ These can be promoted across LinkedIn and local business groups.²¹
- **Showcasing Success Stories and Testimonials:** Leveraging social proof is powerful. Highlighting positive reviews from current clients (landlords and even satisfied tenants) significantly impacts credibility.¹⁰ Detailed case studies demonstrating increased bookings, improved guest experiences, or high property maintenance standards are highly effective.¹⁶ Encouraging clients to share their experiences online and featuring behind-the-scenes moments from successful transactions builds trust.⁵
- **Targeted Advertising:** Platforms like Facebook and LinkedIn offer advanced targeting options to reach property owners and investors in specific geographic areas or with particular interests.¹⁶ Ads can highlight service offerings, unique value propositions (e.g., "Tired of dealing with tenants?"), or free resources like property health assessments.¹⁸
- **Networking and Community Involvement:** Joining local landlord clubs or property owner associations, participating in meetings, and delivering presentations on relevant topics (e.g., eviction law changes) builds reputation and connects with potential clients in authentic settings.¹⁶ Partnering with local real estate agents for referrals is also a key strategy.¹⁶
- **Professional Online Presence:** A well-optimized website and social media profiles that clearly articulate service offerings, incorporate testimonials, and are optimized for local search terms (e.g., "property management services [City]") are foundational for attracting leads.¹⁶

Chapter 6: The Algorithmic Edge: Maximizing Visibility and

Engagement

Understanding and strategically leveraging social media algorithms is paramount for young real estate professionals aiming to become outliers. Algorithms on platforms like Facebook, Instagram, LinkedIn, and TikTok are constantly evolving, but consistently reward content that drives genuine user engagement and provides value.⁵

Key Algorithmic Drivers Across Platforms:

- **Video Content Dominance:** Short-form video, particularly Reels on Instagram and TikTok, consistently receives more reach and engagement than static images or text.¹² By 2025, over 80% of all internet traffic is projected to be video content.⁶³ This necessitates a strong focus on video tours, Q&A sessions, and quick tips.
- **Engagement Signals:** Algorithms prioritize content that elicits strong reactions: comments, shares, and saves.⁵ Likes are secondary. This reinforces the need for interactive content (polls, quizzes), direct calls to action, and prompt responses to comments and messages.⁵
- **Authenticity and Relatability:** Platforms increasingly favor content that feels genuine and human, fostering a personal connection.¹ Sharing behind-the-scenes moments, personal anecdotes, and a "day in the life" content helps humanize the brand and builds trust, which algorithms then reward with wider distribution.⁵
- **Consistency and Posting Schedule:** Regular posting is crucial for staying top-of-mind and signaling activity to algorithms.⁵ While daily posting is often recommended for growth on platforms like TikTok, a consistent schedule (e.g., 2-3 times per week) on other platforms helps maintain visibility and improves reach over time.¹⁵ Utilizing a content calendar is essential for maintaining this consistency.⁵
- **Keywords and Hashtags:** Optimizing profiles and content with relevant keywords and hashtags improves search visibility and discoverability.⁵ Location-specific hashtags are particularly effective for targeting local audiences.⁵
- **Platform-Specific Features:** Utilizing all available platform features, such as Instagram Stories, Reels, and carousels, or TikTok's editing tools and trending sounds, signals active participation and can boost content performance.¹³

Avoiding Common Pitfalls:

- **Overly Promotional Content:** A common mistake is treating social media as a billboard, constantly pushing listings. This leads to low engagement and reduced algorithmic reach.⁷ The "80/20 rule" (80% value-driven, 20% promotional) is a good guideline.⁷
- **Ignoring Engagement:** Failing to respond to comments and direct messages misses crucial opportunities to build relationships and convert leads.¹⁵
- **Inconsistent Posting:** Gaps between posts make it harder to stay top-of-mind and can negatively impact algorithmic favorability.²⁷
- **Neglecting Analytics:** Without tracking key metrics like reach, engagement rate, and click-through rate, it is impossible to understand what content resonates and to optimize strategy effectively.⁵
- **"Flex Culture" and Politics:** Overtly showcasing luxury lifestyles or engaging in political/religious debates can alienate potential clients and shrink the target market.⁸ The focus should remain consumer-centric and professional.

Conclusions and Recommendations

The landscape of real estate social media has fundamentally shifted, particularly for young professionals under 25. Success is no longer about mere presence or traditional advertising; it demands a nuanced, dynamic, and authentic approach that resonates with a digitally native audience. The path to becoming an "outlier" in real estate sales and property management hinges on a strategic pivot towards value-driven content, genuine personal branding, and intelligent platform utilization.

Key Recommendations for Young Real Estate Professionals:

1. **Embrace the "Human-First" Approach:** Prioritize authenticity over polished perfection. Share your journey, personality, and genuine experiences (within professional boundaries) to build deep trust and relatability. This approach naturally drives higher engagement, which algorithms reward with increased organic reach.
2. **Become an "Expert-as-Resource":** Shift from being a listing broadcaster to a

trusted source of information. Consistently provide valuable, educational, and entertaining content that solves problems and answers common questions related to buying, selling, or property management. This positions you as a strategic consultant, attracting "warm" leads who already perceive you as knowledgeable and helpful.

3. **Master Short-Form Video:** Dedicate significant effort to creating engaging short-form video content (Reels on Instagram, videos on TikTok). These formats dominate current consumption habits and are heavily favored by algorithms. Experiment with humor, trending sounds, and creative property tours.
4. **Strategic Platform Specialization:** While a presence on all major platforms (Facebook, Instagram, LinkedIn, TikTok) is beneficial, focus deeply on 2-3 where your target audience is most active.
 - **Facebook:** Leverage local groups for community engagement and use targeted ads for broad reach.
 - **Instagram:** Excel at visual storytelling with high-quality photos, Reels, and interactive Stories.
 - **LinkedIn:** Build professional credibility through market insights, industry updates, and networking with peers and investors.
 - **TikTok:** Embrace virality with authentic, entertaining, and educational content that showcases personality and properties in unique ways.
5. **Cultivate Synergistic Branding:** Recognize that your social media presence is a holistic personal brand that benefits both sales and property management efforts. Content created for one area can implicitly build credibility and attract clients in the other.
6. **Prioritize Engagement:** Social media is a two-way street. Actively respond to all comments and direct messages. Initiate conversations, ask questions, and foster a sense of community. This direct interaction builds relationships and converts casual followers into loyal clients.
7. **Data-Driven Adaptation:** Regularly analyze your social media analytics to understand what content resonates, when your audience is most active, and how your strategies are performing. Be willing to test new formats, topics, and posting times, and adapt your approach based on these insights.
8. **Consistency is Non-Negotiable:** Develop and adhere to a consistent posting schedule using a content calendar. Regular, high-quality content keeps you top-of-mind and signals to algorithms that your profile is active and valuable.

By embracing these forward-thinking strategies, young real estate professionals can transcend traditional limitations, differentiate themselves in a competitive market, and cultivate the high-performance trajectory necessary to become true outliers in the

industry.

Works cited

1. The Age of Online: TikTok, Instagram, Facebook and Canadian Real Estate - CREA, accessed on June 26, 2025, <https://www.crea.ca/cafe/the-age-of-online-tiktok-instagram-facebook-and-canadian-real-estate/>
2. Gen Z REALTORS® Spill the Tea on Working with the Next Generation of Home Buyers, accessed on June 26, 2025, <https://www.crea.ca/cafe/gen-z-realtors-spill-the-tea-on-working-with-the-next-generation-of-home-buyers/>
3. Gen Z and property: Marketplaces must adapt to incoming Gen Z demand wave - AIM Group, accessed on June 26, 2025, <https://aimgroup.com/2025/04/24/gen-z-and-real-estate-marketplaces-will-have-to-adapt-to-incoming-gen-z-demand-wave/>
4. How is social media helping Gen Z in the housing market? - Share to Buy, accessed on June 26, 2025, <https://www.sharetobuy.com/news/how-is-social-media-helping-gen-z-in-the-housing-market-share-to-buy/>
5. 20+ Real Estate Social Media Marketing Strategies in 2025 - INSIDEA, accessed on June 26, 2025, <https://insidea.com/blog/marketing/real-estate/social-media-strategies/>
6. 8 Social Media Trends for Real Estate Success in 2025 You Can't Afford to Ignore, accessed on June 26, 2025, <https://www.propertyradar.com/blog/8-social-media-trends-for-real-estate-success-in-2025-you-cant-afford-to-ignore>
7. Real Estate Agents, Stop Making These Social Media Mistakes, accessed on June 26, 2025, <https://www.houseandhomemarketing.com/blog/Entries/2021/3/real-estate-agents-stop-making-these-social-media-mistakes.html>
8. The 8 Social Media Mistakes Real Estate Agents Are Making - Real Geeks, accessed on June 26, 2025, <https://www.realgeeks.com/blog/the-8-social-media-mistakes-real-estate-agents-are-making>
9. Social Media Marketing for Property Management - Buildium, accessed on June 26, 2025, <https://www.buildium.com/blog/social-media-marketing-property-management/>
10. How to Leverage Social Media for Building a Strong Brand as a Property Management Company, accessed on June 26, 2025, <https://rioapp.com/blog/how-to-leverage-social-media-for-building-a-strong-brand-as-a-property-management-company>
11. Why Auckland Real Estate Agents must adopt Social Media Reels in 2025 -, accessed on June 26, 2025, <https://icedigitalmedia.co.nz/why-auckland-real-estate-agents-must-adopt-social-media-reels-in-2025/>

[al-media-reels-in-2025/](#)

12. Instagram's 2025 Game Plan: What Real Estate Agents Need to Know (and How We've Got Your Back) - BackAtYou Blog, accessed on June 26, 2025, <https://blog.backatyou.com/instagrams-2025-game-plan-what-real-estate-agents-need-to-know-and-how-weve-got-your-back/>
13. What IG Wants in 2025: The Real Estate Agent's Ultimate Guide to Winning the Algorithm, accessed on June 26, 2025, <https://nowbam.com/what-ig-wants-in-2025-the-real-estate-agents-ultimate-guide-to-winning-the-algorithm/>
14. The Complete Guide to Real Estate TikTok Marketing - Virtuance, accessed on June 26, 2025, <https://www.virtuance.com/blog/the-ultimate-guide-to-real-estate-tiktok-marketing/>
15. 2025 Ultimate Social Media Guide for Mortgage & Real Estate - SocialCoach, accessed on June 26, 2025, <https://www.socialcoach.io/2025-ultimate-social-media-guide-for-mortgage-real-estate>
16. Property management lead generation: Strategies for owner acquisition & retention, accessed on June 26, 2025, <https://www.breezeway.io/blog/property-management-leads>
17. Real Estate Social Media Marketing: Boosting Your Rental's Potential Online - TurboTenant, accessed on June 26, 2025, <https://www.turbotenant.com/rental-advertising/maximizing-rental-potential-landlord-marketing-ideas-for-social-media/>
18. 12 Property Management Marketing Strategies in 2025 - Hemlane, accessed on June 26, 2025, <https://www.hemlane.com/resources/property-management-marketing-strategies/>
19. The 6 Real Estate Marketing Trends Every Agent Should Know in 2025, accessed on June 26, 2025, <https://www.agentimage.com/blog/real-estate-marketing-trends/>
20. Top 5 Real Estate Social Networks for 2025 - SocialPilot, accessed on June 26, 2025, <https://www.socialpilot.co/blog/real-estate-social-network>
21. 10 Unique Marketing Ideas For Property Management Companies - Emulent, accessed on June 26, 2025, <https://emulent.com/blog/10-unique-marketing-ideas-for-property-management-companies/>
22. Using Social Media Influencers to Boost Your Real Estate Business - CREA, accessed on June 26, 2025, <https://www.crea.ca/cafe/using-social-media-influencers-to-boost-your-real-estate-business/>
23. 30 Real Estate Social Media Marketing Ideas | MoxiWorks, accessed on June 26, 2025, <https://moxiworks.com/article/real-estate-social-media-marketing-ideas/>
24. 30 Apartment Social Media Post Ideas to Increase Engagement & Leases - Digible, accessed on June 26, 2025,

- <https://dignible.com/our-thoughts/30-apartment-social-media-post-ideas-to-increase-engagement-leases/>
25. 10 Property Management Social Media Ideas for Successful Tenant Retention - BFPM, accessed on June 26, 2025,
<https://bfpminc.com/leveraging-social-media-for-tenant-engagement-and-retention-10-tips/>
 26. Social Media for Property Management: 9 Content Ideas to Try - WebFX, accessed on June 26, 2025,
<https://www.webfx.com/industries/real-estate/property-management/social-media/>
 27. 7 Deadly Social Media Mistakes REALTORS® Should Avoid | myRealPage Blog, accessed on June 26, 2025,
<https://myrealpage.com/social-media-marketing/7-deadly-social-media-mistakes-realtors-should-avoid/>
 28. Teenager become viral realtor on TikTok, markets homes on social media - YouTube, accessed on June 26, 2025,
<https://www.youtube.com/watch?v=cPflEo0ukg4>
 29. Trent_miller__ (@trent_miller__) | TikTok, accessed on June 26, 2025,
https://www.tiktok.com/@trent_miller__
 30. Franklin County TikTok teen realtor puts unique spin on showing homes | fox43.com, accessed on June 26, 2025,
<https://www.fox43.com/article/news/entertainment-news/franklin-county-tiktok-teen-realtor-puts-unique-spin-on-showing-homes-trent-miller-speed-tours-viral/521-36ac46a1-e3db-45d7-a019-85fcdca767d2>
 31. Sunday Routine of a Young Real Estate Agent - TikTok, accessed on June 26, 2025, https://www.tiktok.com/@omerreshid_/video/7518150022664424718
 32. Omer Reshid | #1 GENZ REALTOR (@omerreshid_) | TikTok, accessed on June 26, 2025, https://www.tiktok.com/@omerreshid_
 33. 13 Best Real Estate Social Media Marketing Strategies [2025] - AgentFire, accessed on June 26, 2025,
<https://agentfire.com/blog/real-estate-social-media-marketing/>
 34. 2025 Social Media Trends Every Real Estate Professional Should Know, accessed on June 26, 2025,
<https://dureeandcompany.com/social-media-trends-real-estate/>
 35. The 7 Best Real Estate Social Networks - The Close, accessed on June 26, 2025,
<https://theclose.com/real-estate-social-networks/>
 36. Who is Omer Reshid? - Favikon, accessed on June 26, 2025,
<https://www.favikon.com/blog/who-is-omer-reshid>
 37. 12 Proven Ways to Boost Real Estate Facebook Marketing 2025 - Tagembed, accessed on June 26, 2025,
<https://tagembed.com/blog/real-estate-facebook-marketing/>
 38. Social Media for Realtors in 2025: Strategies to Build Your Brand and Generate Leads, accessed on June 26, 2025,
<https://www.socialchamp.com/blog/social-media-for-realtors/>
 39. TikTok for Real Estate Agents (2025) - Styldod, accessed on June 26, 2025,

- <https://www.styldod.com/blog/tiktok-for-real-estate-agents>
40. Omer Rashid on Tik Tok Social Media and Paul Argueta Landscape - YouTube, accessed on June 26, 2025, https://www.youtube.com/watch?v=H_F62bnuEK4
 41. 47 Real Estate Social Media Post Ideas [with Examples] - SocialCoach, accessed on June 26, 2025, <https://www.socialcoach.io/blog/real-estate-social-media-post-ideas>
 42. Property Management Marketing Ideas and Tactics in 2025 - SevenAtoms, accessed on June 26, 2025, <https://www.sevenatoms.com/blog/property-management-marketing-ideas>
 43. When Gen Z buys homes, will you still matter? - Real Estate Magazine, accessed on June 26, 2025, <https://realestatemagazine.ca/when-gen-z-buys-homes-will-you-still-matter/>
 44. From TikTok to Title: Gen Z's Approach to Home Buying, accessed on June 26, 2025, <https://www.nar.realtor/magazine/real-estate-news/home-and-design/from-tiktok-to-title-gen-zs-approach-to-home-buying>
 45. 10 TikTok Accounts You Need to Follow in 2025 for Real Estate Marketing, accessed on June 26, 2025, <https://www.cubi.casa/tiktok-accounts-for-real-estate-marketing/>
 46. 31 Spring Social Media Prompts for March: Fresh Ideas for Real Estate Agents - KW Outfront, accessed on June 26, 2025, <https://outfront.kw.com/training/march-social-media-prompts/>
 47. 5 Real Estate Agents Dominating Social Media You Must Follow | TikTok, accessed on June 26, 2025, <https://www.tiktok.com/@ricoincarnati/video/7509841304365616430>
 48. Australia's youngest gun real estate agents revealed - realestate ..., accessed on June 26, 2025, <https://www.realestate.com.au/news/australias-youngest-gun-real-estate-agents-revealed/>
 49. Melbourne real estate young guns: How 21-year-old agent made \$25m+ in deals in a year, accessed on June 26, 2025, <https://www.realestate.com.au/news/melbourne-real-estate-young-guns-how-21-yearold-agent-made-25m-in-deals-in-a-year/>
 50. Peter Serafino | Real Estate Agent for Buxton Mount Waverley, accessed on June 26, 2025, <https://buxton.com.au/mount-waverley/peter-serafino/>
 51. Digital marketing for real estate: lessons from the Kiwis - Melanie Hoole.co, accessed on June 26, 2025, <https://hoole.co/digital-marketing-for-real-estate-lessons-from-the-kiwis/>
 52. Affordable Homes in San Antonio - Speed Tour | TikTok, accessed on June 26, 2025, https://www.tiktok.com/@trent_miller_/video/7519143553293896973
 53. Omer Reshid - Real Estate Agent in Bethesda, MD - Reviews | Zillow, accessed on June 26, 2025, <https://www.zillow.com/profile/Omer%20Reshid>
 54. OMER RESHID | Real Estate Agent in Bethesda, MD - Homes.com, accessed on June 26, 2025, <https://www.homes.com/real-estate-agents/omer-reshid/6s7d72v/>
 55. Realtors Share Your Best Listings and Tips | TikTok, accessed on June 26, 2025,

- https://www.tiktok.com/@omerreshid_/video/7516598494602300714
56. The Realtor Social Media Blueprint You've Been Looking For - YouTube, accessed on June 26, 2025, <https://www.youtube.com/watch?v=KKgebZYewCk>
 57. Multi-Channel AI Chatbot for Lead Management - TikTok, accessed on June 26, 2025, <https://www.tiktok.com/@raslem.automations/video/7516344925198290181>
 58. 2221 15th St Ne, Washington, DC 20018 - MLS# DCDC2208050 - Coldwell Banker, accessed on June 26, 2025, <https://www.coldwellbanker.com/dc/washington/2221-15th-st-ne/lid-P00800000GuDkLIQdQdIE1bfKjDP8Uamqs3rz7q5>
 59. Revise Your Open House Flyer with Adobe Acrobat - TikTok, accessed on June 26, 2025, https://www.tiktok.com/@omerreshid_/video/7517398716337245453
 60. How TikTok and Instagram are influencing the Alberta real estate market | CBC News, accessed on June 26, 2025, <https://www.cbc.ca/news/canada/edmonton/how-tiktok-and-instagram-are-influencing-the-alberta-real-estate-market-1.6879845>
 61. This Indian-origin teenager has become UK's youngest millionaire - Mint, accessed on June 26, 2025, <https://www.livemint.com/Companies/rEsq1nSwkt1QUp8ZRRhgyL/This-Indianorigin-teenager-has-become-UKs-youngest-million.html>
 62. Social Media Strategies for Landlords to Attract Tenants - RentRedi, accessed on June 26, 2025, <https://rentredi.com/blog/social-media-strategies-for-landlords/>
 63. 5 Ways to Use Social Media for Real Estate Lead Gen - Sierra Interactive, accessed on June 26, 2025, <https://www.sierrainteractive.com/insights/blog/5-ways-to-use-social-media-for-real-estate-lead-gen/>