

6 Surprising Realities About the Real Estate Market Right Now

Campaign Overview

Who: Chunky Middle

Goals: Build Your Influence

ANNOUNCEMENT - 2 Options

Goal: Traffic

Duration: 7 days

Conversion Type: Call To Action

Announcement Style: Banner

Headline: 6 realities about the real estate market right now

Button Text: You may be surprised

Headline: Surprising realities about the real estate market right now

Button Text: Read All 6

FACEBOOK (BUSINESS PAGE) - 2 options

Goal: Traffic

Budget: \$50-\$100

Duration: 5-7 days

Audience: Chunky Middle

Landing Page Type: No Registration

There are some very big (and surprising) trends going on in our “new normal.”

Here are the top six 

6 realities about the real estate market right now.

You may be surprised 

EMAIL - 2 options

Goal: Community Building

List: Chunky Middle

Subject line: 6 Surprising Realities About the Real Estate Market Right Now

Body: A few months ago, there was reasonable concern that the real estate market would suffer from the onset of COVID. The uncertainty made it difficult to even imagine what would happen in the coming months if you were looking to buy or sell a home.

Fast forward to now. The real estate market is still going strong in many markets. Yet, there are some very big (and surprising) trends going on in our “new normal.”

Here are the top six 

BLOG LINK

Subject line: These 6 realities will surprise you...

Body: A few months ago the uncertainty in the world made it difficult to imagine what would happen if you were looking to buy or sell a home.

Now we know that the market is going strong in many markets, inventory is very low, and homes are selling quickly.

In our most recent blog post, we'll explore the 6 realities of the real estate market right now - they may surprise you.

BLOG LINK

INSTAGRAM - 2 options

Goal: Community Building

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Explore the 6 realities of the real estate market right now at the link in bio ➡️ they may surprise you.

#RealEstate #MarketTrends #RealEstateMarketTrends #[LOCATION]
#[LOCATION]RealEstate

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#[LOCATION]RealEstate

FACEBOOK (PERSONAL PROFILE)

Goal: Engagement

What are your assumptions of the real estate market right now?

LINKEDIN

Goal: Traffic

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[LINK TO BLOG POST]

TWITTER - 2 options

Goal: Traffic

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[LINK]

#RealEstate #MarketTrends #RealEstateMarketTrends #[LOCATION]
#[LOCATION]RealEstate

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Read the top six ➡ **[LINK TO BLOG POST]**

#RealEstate #MarketTrends #RealEstateMarketTrends #[LOCATION]
#[LOCATION]RealEstate

VIDEO SCRIPT (IG STORY, EMAIL BLAST, FACEBOOK POST)

Goal: Traffic

A few months ago, there was reasonable concern that the real estate market would suffer from the onset of COVID. The uncertainty made it difficult to even imagine what would happen in the coming months if you were looking to buy or sell a home.

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[Add in a line about the stats in your market such as months of inventory or average days on market and how those numbers compare to this time last year]

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Take a look at the blog - I'll put a link in the comments below!