

A person with long brown hair, wearing a white jacket, is sitting at a wooden desk and working on a laptop. The background is blurred, showing other people in an office setting. The text is overlaid on the image.

J A N U A R Y

CAPTIONS + CONTENT

GET YOUR FREE CONTENT AND CAPTIONS FOR THE
MONTH. CHOOSE BASED ON YOUR CONTENT PILLARS.

QUICK NAVIGATION

CONTENT PILLARS

1 THE FRIEND

2 THE TEACHER

3 THE ROLE MODEL

4 THE LEAD GURU

5 THE REALTOR

MENU

THE FREIND

CONTENT

RELATABLE + PERSONABLE

OUTCOME

CONNECTION + LIKEABILITY

The Friend helps to balance your content and create a more personal connection with your audience.

CONTENT PROMPTS	Reflect on your favorite moments from the past year —what made you proud of your personal and professional journey?	Share a photo of your favorite cozy spot at home and ask your followers what their go-to space is for unwinding.	Ask your followers for their New Year’s resolutions and share yours, especially as it relates to real estate.	Reflect on a memorable moment with a client and what it taught you about the home buying process.	Post about a small, fun home improvement project you tackled recently and how it made your space feel more like home.
CAPTIONS	2024 was filled with growth and gratitude. From milestone moments to unforgettable client connections, it's been a year of learning and building. What was your proudest moment this past year?	This is my go-to cozy corner. Whether it's a good book, a cup of tea, or just quiet moments, this spot makes all the difference. Where do you go to unwind at home?	New year, new goals! My resolution? To help even more people find their dream homes. What's yours? Let's make 2025 a year of big dreams!	One of my favorite moments last year was helping [Client's Name] find the perfect home. It reminded me of the power of patience and trust in the process. What's a lesson you've learned this year?	I finally tackled that DIY project I've been putting off, and it made all the difference! A fresh coat of paint goes a long way in making a space feel like home. What's your favorite home improvement project?

THE TEACHER

CONTENT

EDUCATIONAL + ADDED VALUE

OUTCOME

CREDIBILITY + TRUST

The Teacher is exactly how it sounds, you're using your expertise to teach and guide your audience and potential clients

CONTENT PROMPTS	Share a breakdown of why the first quarter of the year could be an excellent time to buy or sell in the current market.	Educate your audience on what to expect from the real estate market this year and how to get prepared.	Create a step-by-step guide on how to get pre-approved for a mortgage.	Explain the importance of home inspections and what buyers should look out for.	Teach your followers how to calculate the true cost of homeownership beyond the price tag.
CAPTIONS	The first quarter of the year is often one of the best times to jump into the real estate market. Lower inventory means less competition, and interest rates can be favorable for buyers. Ready to get started?	The market in 2025 is expected to be competitive, but with the right prep, you can win. Get pre-approved early, and know your must-haves to make your home search efficient. Let's get prepared together!	Thinking about buying a home? The first step is getting pre-approved. Here's a quick guide to the process so you can start your journey with confidence: [insert steps]. Need help? I'm here!	Home inspections are crucial! They can reveal hidden issues, from structural damage to electrical problems, that could impact your decision. Always have one before finalizing your purchase. Any questions? Let me know!	The price of a home is just the beginning. Don't forget about closing costs, maintenance, property taxes, and utilities. I've broken it all down for you so you can be fully prepared for homeownership.

THE ROLE MODEL

The Role Model guides their audience through stories of triumph, motivational anecdotes and inspirational stories.

CONTENT

INSPIRATIONAL + ASPIRATIONAL

OUTCOME

TRUST + IMPACT

CONTENT PROMPTS	Share how setting New Year’s resolutions has helped you thrive in your real estate career over the years.	Inspire your followers by discussing your vision for the year ahead and how you’re setting yourself up for success.	Show how you balance your work, family, and personal life, setting an example of what a successful life looks like.	Share a personal success story of overcoming a challenge in your real estate career.	Discuss the importance of setting long-term goals in real estate and how you stay on track.
CAPTIONS	Every year, I set new goals—and every year, I get closer to my vision. This year, I’m focused on helping more people find their dream homes. What goals are you setting for the year ahead?	2025 is all about growth, both personally and professionally. My vision is clear: serve my clients with integrity, stay proactive, and build lasting relationships. Let’s make this year one of success and fulfillment!	Balance isn’t always easy, but it’s worth the effort. Whether it’s a busy day at work or family time at home, I’ve learned that setting boundaries and prioritizing self-care is key. How do you balance work and life?	One of the biggest challenges I faced was navigating my first major market shift, but I came out stronger and more confident in my approach. Challenges are opportunities in disguise—never stop learning!	Success isn’t about instant results—it’s about setting clear long-term goals and staying committed. I’ve mapped out my vision for the next five years and check in regularly to stay focused. What long-term goals are you working toward?

THE LEAD GURU

CONTENT

EDUCATIONAL + FREE OFFER

Think of the Lead Guru as "The Teacher" with a twist! You want to add value and teach like The Teacher but then add a CTA to capture leads.

OUTCOME

CURIOSITY + LEAD GEN

CONTENT PROMPTS	New Year Moving Checklist: Offer a free downloadable checklist for anyone preparing to move this year in exchange for their email.	2025 Home Buying Prep: Share a checklist for first-time home buyers on how to get organized and ready to start their search, available upon email sign-up.	New Year, New Home: Offer a free guide on how to organize a home-buying or selling timeline, in exchange for contact info.	Home Renovation Checklist: Share a list of things to consider when preparing to renovate, available to those who opt-in with their email.	2025 Real Estate Forecast: Provide a free downloadable report on what to expect in the real estate market this year and offer it in exchange for a phone number or email.
CAPTIONS	Planning a move this year? Get ahead of the game with my FREE Moving Checklist! From packing tips to setting up utilities, I've got you covered. Drop your email below to grab yours!	Thinking about buying your first home in 2025? Download my FREE Home Buying Prep Checklist to help you get organized and ready to find your perfect place. Simply drop your email below to get started!	Thinking about buying or selling this year? I've created a FREE Home Buying/Selling Timeline Guide to keep you on track. Drop your email below to get your copy and start planning!	Starting a renovation in 2025? Get my FREE Home Renovation Checklist to ensure you don't miss any crucial steps. From budgeting to timeline tips, I've got everything you need. Send your email below to grab it!	Want to know what to expect from the real estate market this year? I've put together a FREE 2025 Real Estate Forecast to help you make informed decisions. Drop your email below to get your copy!

THE REALTOR

CONTENT

OFFER + CONTACT

OUTCOME

The Agent is you showing up as, you guessed it, a real estate agent. Here you're a salesperson.

SALE OR NEW LEAD/CLIENT

CONTENT PROMPTS	Kick off the year with a stunning listing and emphasize why it's a great start for potential buyers.	Share your insights on why January is a great time to get your home ready to sell.	Post about your upcoming open houses or new listings and invite your followers to check them out.	Explain the importance of getting your finances in order early in the year to set yourself up for a successful real estate transaction.	Share your top tips for buying a home in the first quarter, including advice on interest rates and market trends.
CAPTIONS	Start your 2025 with a stunning new home! This beauty just hit the market, and it's a great way to kick off the year. DM me to schedule a tour or learn more about this amazing opportunity!	January is the perfect time to start prepping your home for sale! With less competition and serious buyers on the hunt, now's the time to get your property market-ready. Let's chat if you're ready to sell!	New listings alert! I've got some amazing homes on the market this month, and I'd love for you to check them out. Come visit my open house this weekend—DM me for the details!	Planning to buy or sell this year? Get your finances in order early! Start by meeting with a lender to get pre-approved and ensure you're ready for success. Need recommendations? I've got you covered!	The first quarter is a great time to buy! Lower inventory can mean less competition, and interest rates are favorable for serious buyers. Let's chat about how to make the most of this window of opportunity!

