

THE 3-2-1 SOCIAL MEDIA POSTING METHOD

A SIMPLE SOCIAL MEDIA POSTING GUIDE FOR REALTORS

PHENOM
MEDIA GROUP

**THE 3-2-1 METHOD HELPS YOU STAY CONSISTENT, BUILD TRUST,
AND ATTRACT CLIENTS
WITHOUT FEELING SALESY OR OVERWHELMED.**

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A SIMPLE WEEKLY GUIDE FOR REALTORS

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WHY YOU SHOULD READ THIS GUIDE

I've worked in the media industry for over 8 years.

During that time, I've seen many ways people try to grow on social media some that work, and others that damage their reputation.

I've helped two insurance agencies grow to over 200 agents each by recruiting organically on social media, with little to no paid advertising. Through that experience, I learned something important:

Growing a business online isn't about taking from your audience. It's about giving more than you ask for.

When you provide real value, people start to pay attention.

When you show up consistently, they begin to trust you.

That's how loyal followers are built.

Using the same strategies in this guide, I grew my own personal social media accounts to nearly 50,000 followers across platforms.

I created this guide to provide value to my clients and community. The 3-2-1 Method is a simple system I've seen work across multiple industries. It's designed for busy professionals who want a clear plan without the stress.

TESTIMONIALS FROM AGENCY OWNERS THAT I HELPED GROW TO 200+ AGENTS



Phenom Media is outstanding in every aspect... from communication, quality, content, and expediency. Working with them has given our organization the boost we were looking for, and I could not be more proud to have them as a part of our team. I highly recommend Phenom to anyone looking for professional and high-quality results!



Derek and Phenom go above and beyond to ensure their quality over exceeds not just yours but everyone's expectations. I use PMG for all of my companies I own and won't go anywhere else.

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THE 3-2-1 METHOD HELPS YOU STAY CONSISTENT, BUILD TRUST, AND ATTRACT CLIENTS WITHOUT FEELING SALESY OR OVERWHELMED.

Most agents don't lose business because they're bad at real estate. They lose because people forget they exist. The 3-2-1 Method solves that.

It's a repeatable weekly system designed to:

- Keep you consistent
- Build trust at scale
- Attract clients without sounding desperate or salesy

No viral hacks. No posting multiple times a day. No burnout.

Just 6 posts per week that do the job.

The Framework (6 Posts Total)

Every week, post:

- 3 Value Posts → Build authority
- 2 Relationship Posts → Build trust
- 1 Promotion Post → Convert attention into clients

That's it.

If you do this every week, people will:

- Know what you do
- Trust that you're good at it
- Reach out when they're ready

Quick Tip

Write like you're explaining it to a 3rd grader.

Use short sentences.

Use simple words.

If someone can't understand it fast, it's too complicated.

Clear always beats clever.

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STEP 1: Post 3 VALUE Posts (Authority Creation)

Goal: Make people think, “This person knows what they’re talking about.”

Value posts are not motivational quotes.

They are answers to problems your clients already have.

What to Post (Pick 3)

- Home buying or selling tips
- Local market updates or stats
- Common real estate myths (and why they’re wrong)
- “What you need to know before...” content
- Neighborhood insights (schools, pricing, trends)

Quick Tip

**Answer one question
at a time.**

**If it's easy to read,
it's easy to trust.**

How to Create Them (Simple Formula)

1. Take one question clients ask you constantly
2. Answer it in plain English
3. Keep it short and skimmable
4. End with a low-friction engagement question

TIPS FOR SELLERS

01

FIND THE RIGHT REAL ESTATE AGENT

02

PRICE IT TO SELL

03

BOOST YOUR CURB APPEAL

04

SWEETEN THE DEAL

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Examples

- “3 things that actually affect your home’s value in today’s market”
- “First-time buyers: this mistake costs people thousands”
- “Here’s what \$500k gets you in [City] right now”

Posting Tip:

Carousels, short videos, or bullet-point captions outperform long essays.

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STEP 2: Post 2 RELATIONSHIP Posts (Trust Creation)

Goal: Make people feel like they already know you.

People don't hire the best agent.
They hire the most familiar one.

Quick Tip

Be yourself, not perfect.

***People trust real people,
not polished posts.***

What to Post (Pick 2)

- Behind the scenes of your workday
- Client wins or stories (without bragging)
- Personal moments (family, routines, hobbies)
- Local business shoutouts
- Your honest experiences as an agent

How to Create Them

1. Share something real from your life
2. Write like you're talking to one person
3. Don't over produce it
4. Invite conversation



Examples

- "A day in the life of a real estate agent"
- "Why I love working with first time buyers"
- "This local coffee shop is where half my meetings happen"

Posting Tip:

Casual photos and short videos outperform polished content here.

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STEP 3: Post 1 PROMOTION Post (Conversion)

Goal: Remind people you're open for business.

If you never ask, people assume you're not available.

One promotional post per week is enough, if the rest of your content builds trust.

What to Post (Pick 1)

- New listing or coming soon
- Recently sold or under contract
- Client testimonial
- "Now taking buyers/sellers" post
- Free guide or consultation

How to Create It

1. Clearly state what you're offering
2. Focus on the benefit to the client
3. Add one simple call-to-action

Examples

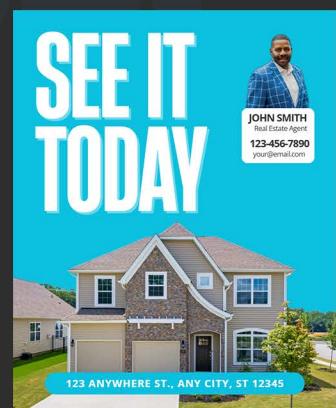
- "Just listed in [Neighborhood] — DM me for details"
- "Helping 3 buyers this month—could one be you?"
- "Thinking about selling? Let's talk strategy."

Posting Tip:

Be clear, be specific, and give one simple action, clarity converts better than hype.

Quick Tip
One post. One ask.

***Don't add extras.
Clear beats clever
every time.***



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STEP 4: Weekly Posting Schedule

- Monday: Value
- Tuesday: Relationship
- Wednesday: Value
- Thursday: Relationship
- Friday: Value
- Saturday: Promotion
- Sunday: Optional repost or off

Quick Tip
Don't wait for the "perfect" day.

***Any day works.
Posting late is better than not posting.***

3 WEEK SOCIAL MEDIA CONTENT CALENDAR

WEEK 1

- Monday (Value)
Home buying or selling tip
- Tuesday (Relationship)
Personal intro / why you became an agent
- Wednesday (Value)
Local market update or stat
- Thursday (Relationship)
Behind-the-scenes of your workday
- Friday (Value)
Common real estate myth explained
- Saturday (Promotion)
Free consultation / "Now helping buyers or sellers"
- Sunday
Off or repost

WEEK 2

- Monday (Value)
What affects a home's value in your city
- Tuesday (Relationship)
Client story or recent win
- Wednesday (Value)
Pricing or timing strategy
- Thursday (Relationship)
Local business shoutout
- Friday (Value)
"What sellers need to know before listing"
- Saturday (Promotion)
Recently sold / coming soon / listing CTA
- Sunday
Off or repost

WEEK 3

- Monday (Value)
First-time buyer mistake to avoid
- Tuesday (Relationship)
Your opinion on the current market
- Wednesday (Value)
"What \$___ buys you in [City]"
- Thursday (Relationship)
Personal routine, habit, or lifestyle post
- Friday (Value)
Offer, inspection, or financing tip
- Saturday (Promotion)
"Helping X buyers this month" CTA
- Sunday
Off or repost

Disclaimer: This calendar is a framework, not a rulebook. You don't need to follow the exact days or order for it to work. Life, listings, and opportunities happen, adjust the schedule as needed.

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STEP 5: Engage Daily (5–10 Minutes)

Goal: Turn visibility into real relationships and conversations.

Posting creates visibility.

Engagement creates relationships.

Every day:

- Reply to comments and DMs
- Comment on 5–10 local posts
- Engage with past clients and prospects

This signals 2 things:

1. To the algorithm: you're active
2. To people: you're approachable

Examples

- Comment on a local post: "This is why people love this neighborhood."
- Reply to a story: "This is exactly what I tell my buyers."
- DM a past client: "Saw this and thought of you—hope you're doing well."

Engagement Tip:

Don't pitch. Add value or react genuinely. Conversations convert better than cold selling.

Quick Tip

Talk to people like a real person.

***No selling.
No scripts.
Just be helpful.***

That's how conversations start.

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STEP 6: Repeat Weekly

This is where most agents fail.

Not because the system doesn't work, but because they don't stick to it.

You don't need:

- ✗ Viral videos
- ✗ Fancy cameras
- ✗ Daily sales posts

You do need:

- ✓ Consistency
- ✓ Clear value
- ✓ A human personality

Non-Negotiables

- Post even when engagement feels low
- Don't change the system every week
- Don't wait for motivation follow the schedule

Bottom Line

Attention compounds.

Trust compounds.

And consistency is the multiplier.

Quick Tip

Don't quit early.

This works when you keep going. Even when it feels slow. Even when no one comments.

Show up every week. That's how results happen.

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Final Reminder

People hire Realtors they:

- Recognize
- Trust
- Feel connected to

Final Tip

Done is better than perfect.

Post it.

Learn.

Do it again next week.

The 3-2-1 Method ensures you hit all three..... every single week.

P.S.

If you're busy and don't have time to do all of this, we can help.

At Phenom Media Group, we take care of everything from listing photos and videos to posting online, so you don't have to stress about it.

We don't want to be just another photo or video vendor. We want to be part of your team, a tool you can use to help you grow. We want you to win just as much as you do.

Whether you need help making content, posting it, or doing it all for you we've got you covered every step of the way.

Visit phenommediagroup.com to get started.



You focus on your clients.
We'll help you stay seen and consistent.

A handwritten signature in black ink that reads "Derek Olbrys". The signature is fluid and cursive, with a distinct "D" and "O".

**“IF THEY DON’T SEE YOU,
THEY WON’T HIRE YOU.”**

