



PHOCAL

GETTING STARTED WITH TIKTOK & REELS For Realtors

Short-form content like TikTok & Reels is a whole new beast taking over the Social Media landscape this year.

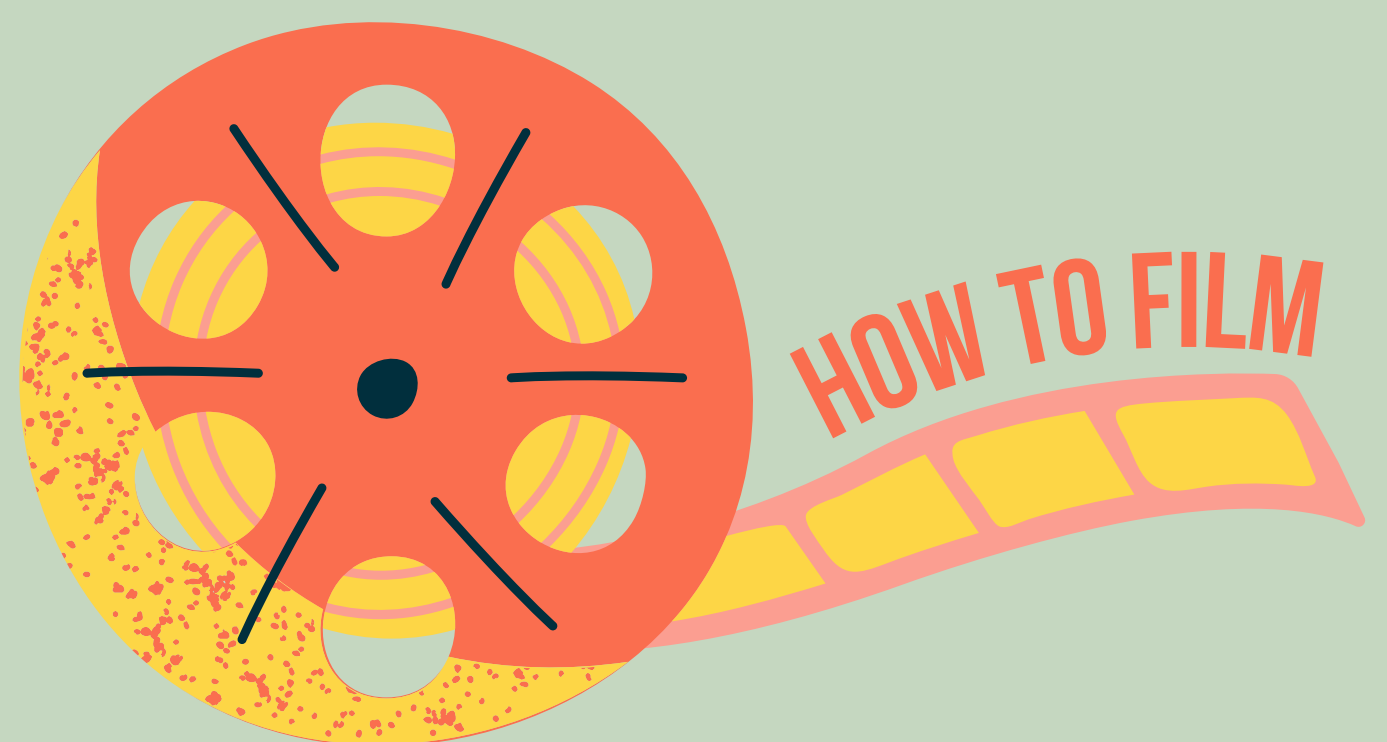
As an agent on social media, it is SO important for you to hop on the trends and take advantage of this momentum. If you have trouble keeping up with the rapidly-changing trends, start with these 5 trends!

Be sure to click on each TikTok to see the example!

WHEN YOU REALIZE..



The 'When You Realize Trend' is all about celebrating something that you always dreamed of! Use it to talk about realizing you get to spend your day helping clients find their beautiful dream homes, realizing you get to help people make that sell come true, or just realizing you're living your best life!

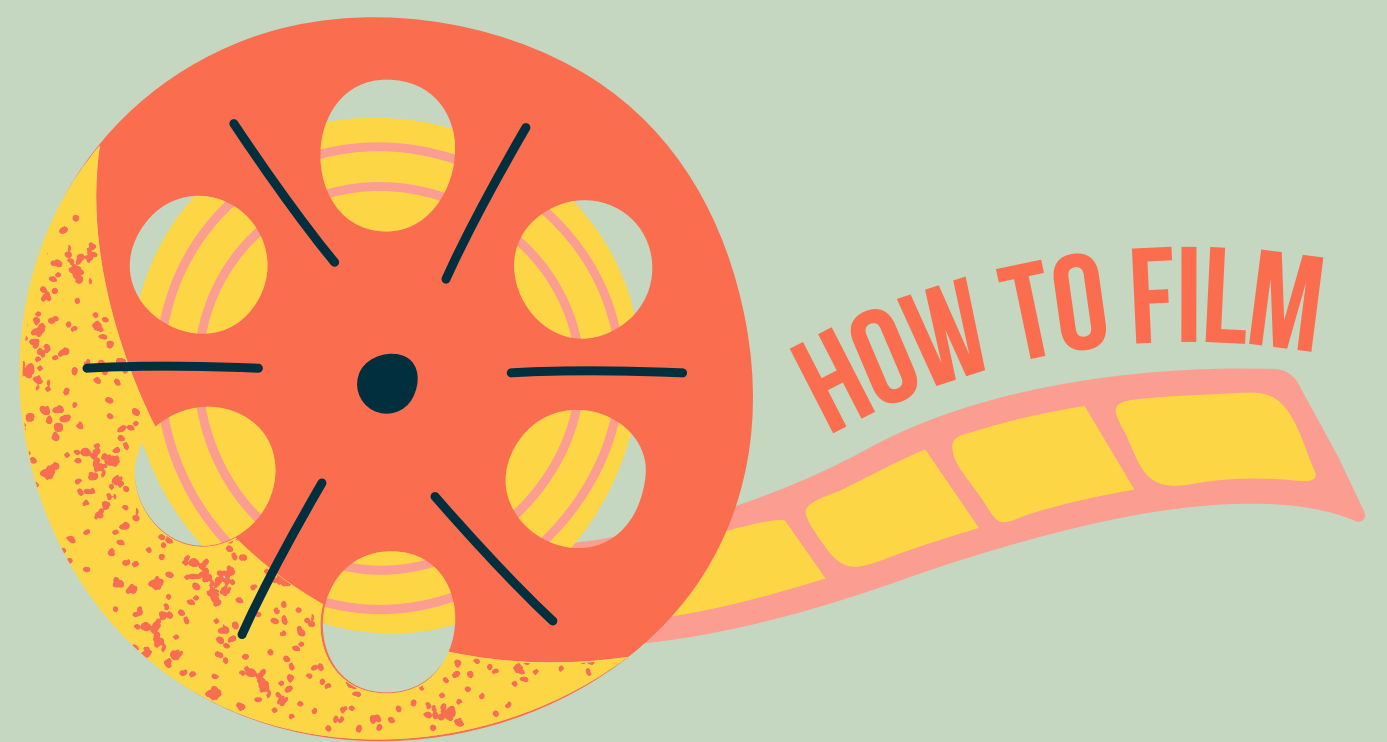


Set up your camera (or iPhone!) on a tripod or stable setting. Think of your favorite way to celebrate. A glass of champagne? Dancing? Singing? Just go for it and add your favorite happy song over the video! One step closer to being a rockstar realtor on social media!

GRIND TIME



Do you work tirelessly for your clients? Do you have a 'hustle & bustle' mentality when it comes to securing that dream home? Then this trend is for you! This idea showcases you the agent hard at work and your client relaxing knowing all their needs are being taken care of.

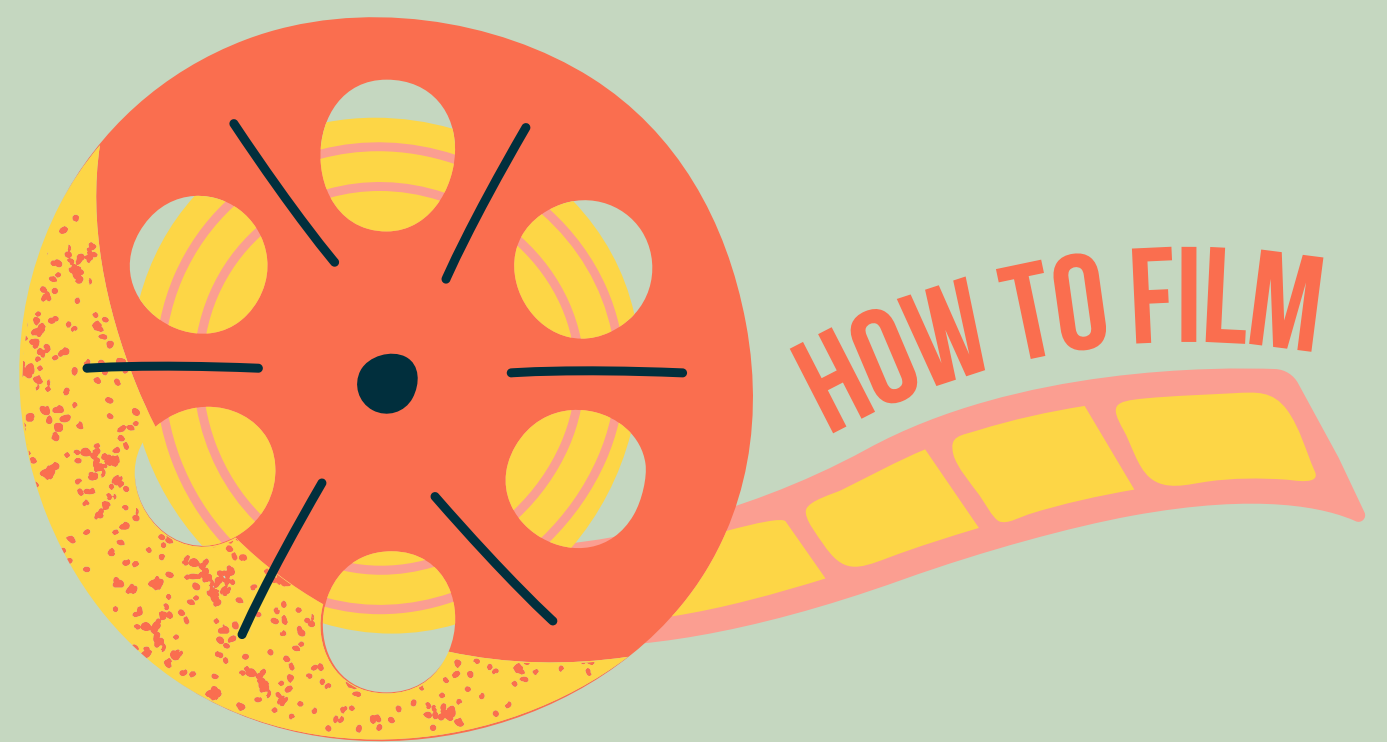


Set up your camera (or iPhone!) on a tripod or stable setting. Set yourself up in your work space, wherever that is, and just film yourself doing some work! Now grab a glass of wine, a book, or whatever it is you do to wind down, and film yourself indulging!

FIVE THINGS TO KNOW

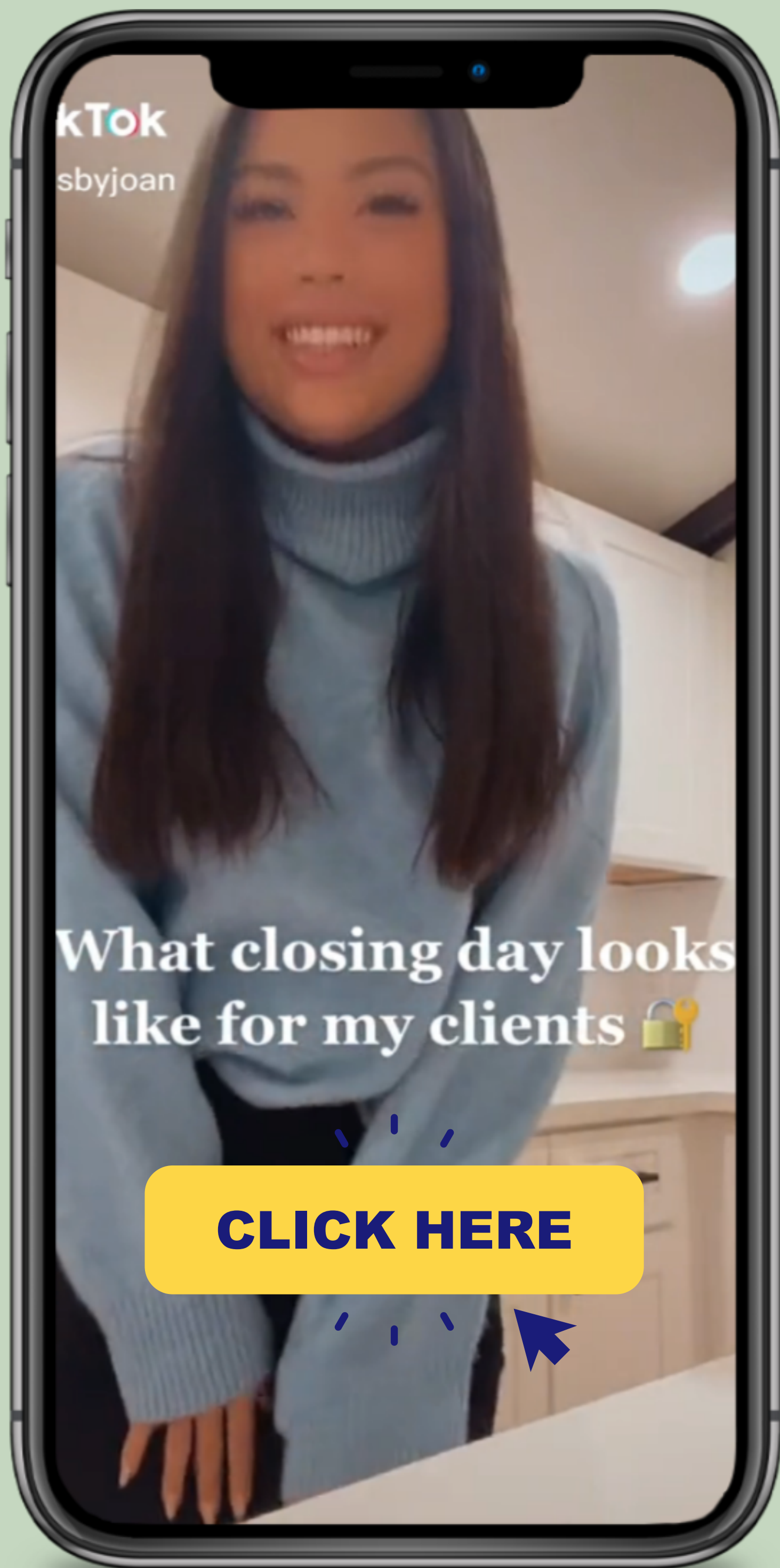


In this great idea you can think of 5 things a client should know before moving/selling/buying etc! Think of what knowledge you can share with your audience and showcase that! Remember people love being taught new things and follow you for your expertise!

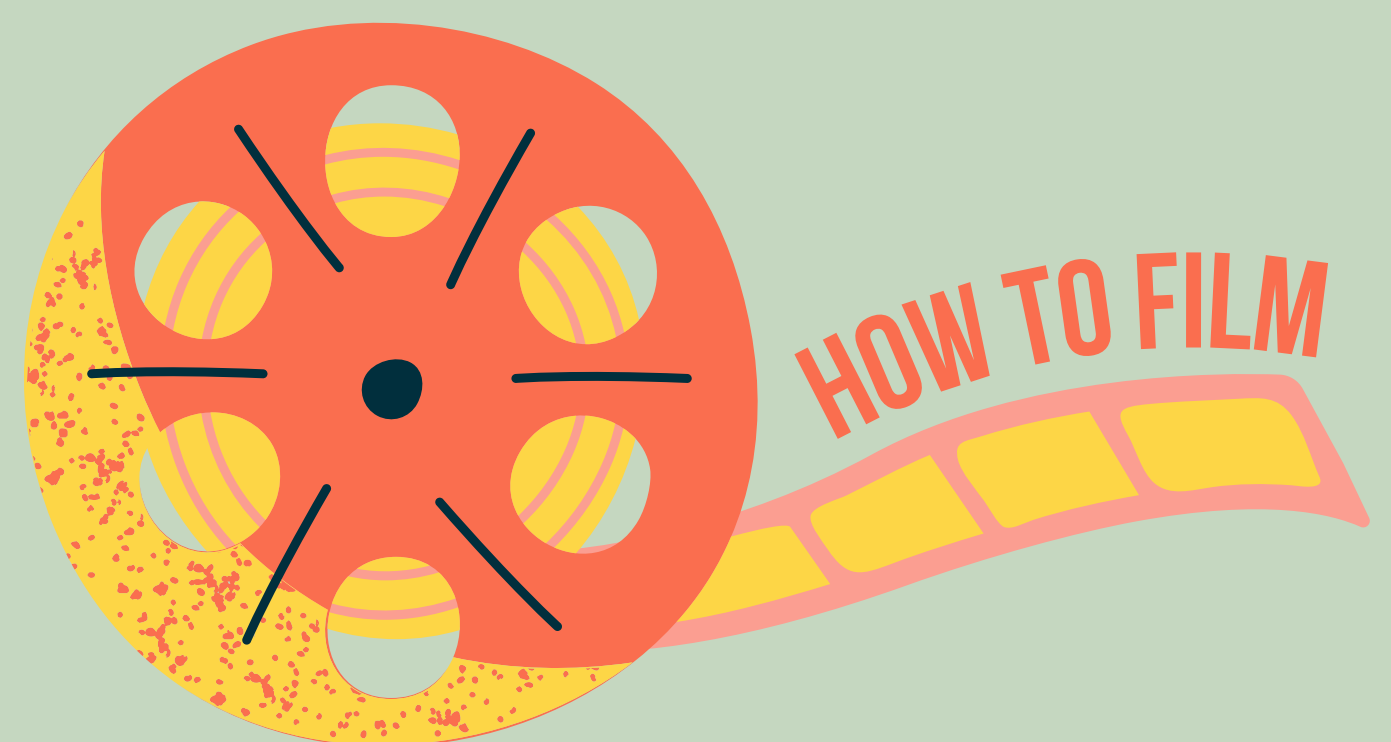


Set up your camera (or iPhone!) on a tripod or stable setting. Point to a corner on the screen with text that reads "5 things to know before..." and you fill in the blank! Next create a montage of those 5 tips being flashed on the screen!

CLOSING DAY



You know that feeling when you've been working for months to help a client achieve their goal of finally buying that dream house? Yup, closing day is an amazing milestone for both client and agent. What better way to get your followers excited then by sharing how you feel on closing day!

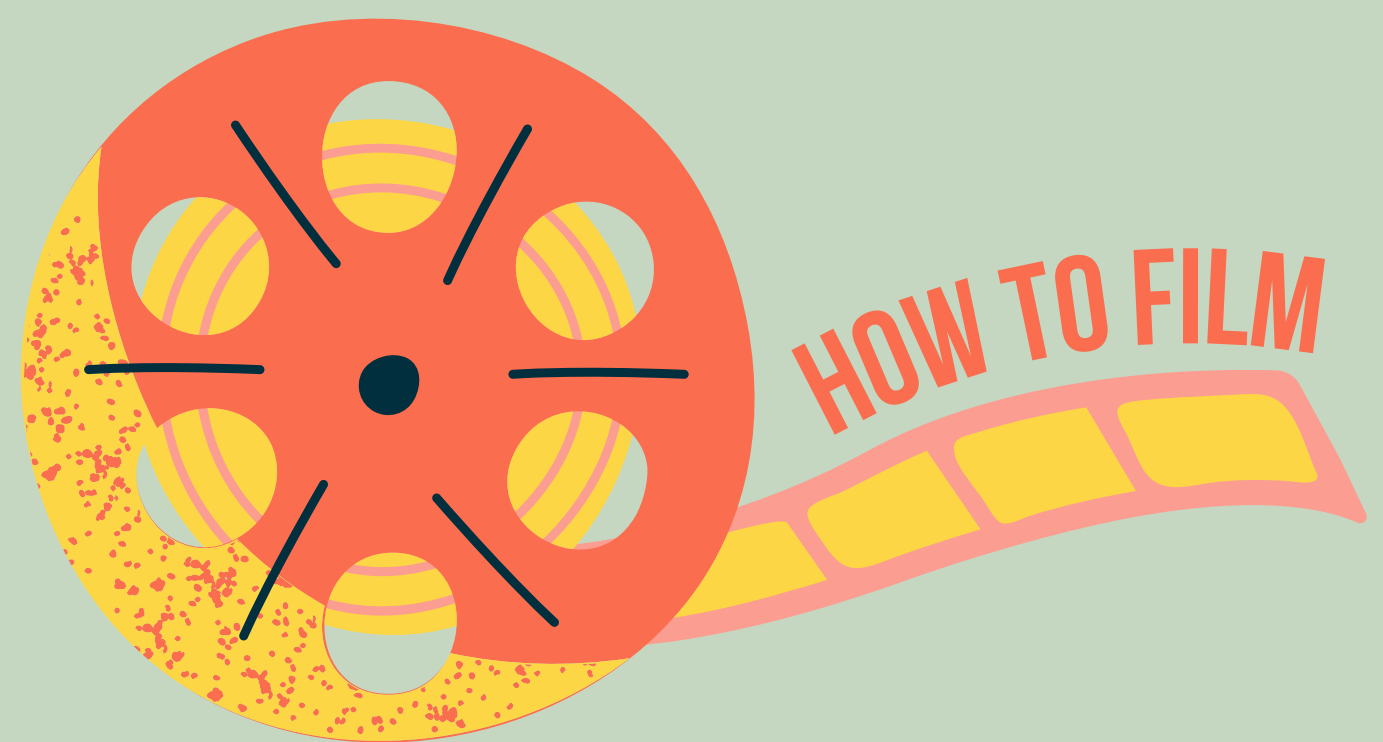


Set up your camera (or iPhone!) on a tripod or stable setting. Film yourself doing a quick pose and cut to footage of your clients walking into their brand new home or signing a purchase agreement!

TAP IN TO YOUR DREAMS



Have you ever encountered a client who is doubtful about 'making that move?' Well, using the "Tap In" audio, let your client know you are here to support and guide them and make them realize they can make that move into their dream home!



Set up your camera (or iPhone!) on a tripod or stable setting. Film your self dancing or lip syncing along to the audio with text over the video along the lines of "when your client is scared to make the move but you can make it happen!"



THAT'S A WRAP

If you want more trends like this delivered **straight to your inbox** each month, check out our shop and **subscribe!**

- 1.** You'll get 12 new trends delivered straight to your inbox each month, both TikTok and Reels!
- 2.** Instructions on how to film these trends and relate them to the real estate industry and being a real estate agent!
- 3.** You'll also receive 24/7 support! We know that making new content can be scary, but we are here to answer any questions and provide encouragement and support when necessary!

