



3 IG Story Tricks Realtors Aren't Using (But Should Be for Local Leads!)

Here's the Story Optimization Formula — it's seriously underrated, and it WORKS 📌

1 Location Tag (Not Just for Posts—Use It on Stories!)

📌 Use the IG location sticker on every story—but don't just tag your real estate office.

→ Tag your city, neighborhood, or even a popular local spot (think: cafés, events, parks, or open house venues).

This helps your story show up in local discovery and gets pushed to users nearby.

✅ Pro tip: Drag the tag off-screen if you want it invisible—Instagram still counts it.

2 Use the Question Box to Target Local Buyers & Sellers

💬 Ask fun or helpful prompts with your city name to spark interaction and boost visibility.

Try:

→ “Chicago homeowners—what's the #1 upgrade you'd do before selling?”

→ “Austin friends, would you rather live in a high-rise or a historic home?”

→ “Phoenix buyers: pool or view—what's your pick?”

These cue the algorithm that your content is locally relevant AND start great conversations.

3 Geo Hashtags on Highlight Covers

📍 When you create Highlights (like “Open Houses,” “Buyer Tips,” or “Client Wins”), use a local hashtag in the first story used for the cover.

Examples:

→ #AtlantaHomes

→ #BostonRealEstate

→ #TampaRealtor

These are searchable and boost your local SEO over time — so even your past stories keep working for you.

⚡ Use this strategy consistently for just one week and you’ll start noticing a difference in your local reach, engagement, and even DMs.

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Want Done-for-You Social Media Content That Attracts Clients?

- ✅ Hyper-local Reels, Posts, Stories & Captions — curated monthly
- ✅ Built-in content strategy
- ✅ Simple prompts & swap instructions (photo, video, done!)
- ✅ Designed to grow your brand where it matters: your community



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