

30 DAYS OF SOCIAL MEDIA CONTENT IDEAS



**Buyers
Agent Edition**



A man with a mustache, wearing a green plaid blazer over a light-colored button-down shirt, is smiling and looking down at a document on a wooden table. A woman with blonde hair is partially visible in the foreground, looking at the same document. The background shows a large window with a view of a modern building and greenery.

BUYING HOMES IS JUST THE START

Today's top buyers agents aren't just finding deals — they're **building audiences, establishing authority, and turning followers into clients** before a single phone call is made.

71% of property buyers research their agent on social media before making contact.

This 30-day content calendar is built from the real top-performing posts of our buyers agent clients — Karl Barnard, James Nelis, and A1 Property Buyers Agency. Every idea has been proven to drive reach, interactions, and followers.

Don't have time to post every day? **Social Agent Co** offers done-for-you social media management and content creation from just \$35 a day.

Day 01

MARKET MYTH BUSTER

Pick a common belief buyers hold — and respectfully dismantle it. “Off-market doesn’t mean better value.” “Waiting for rates to drop will cost you more.” Short, punchy, direct-to-camera reel or carousel.

Keep it 30–45 seconds. No jargon. One myth, one truth.

Example 01



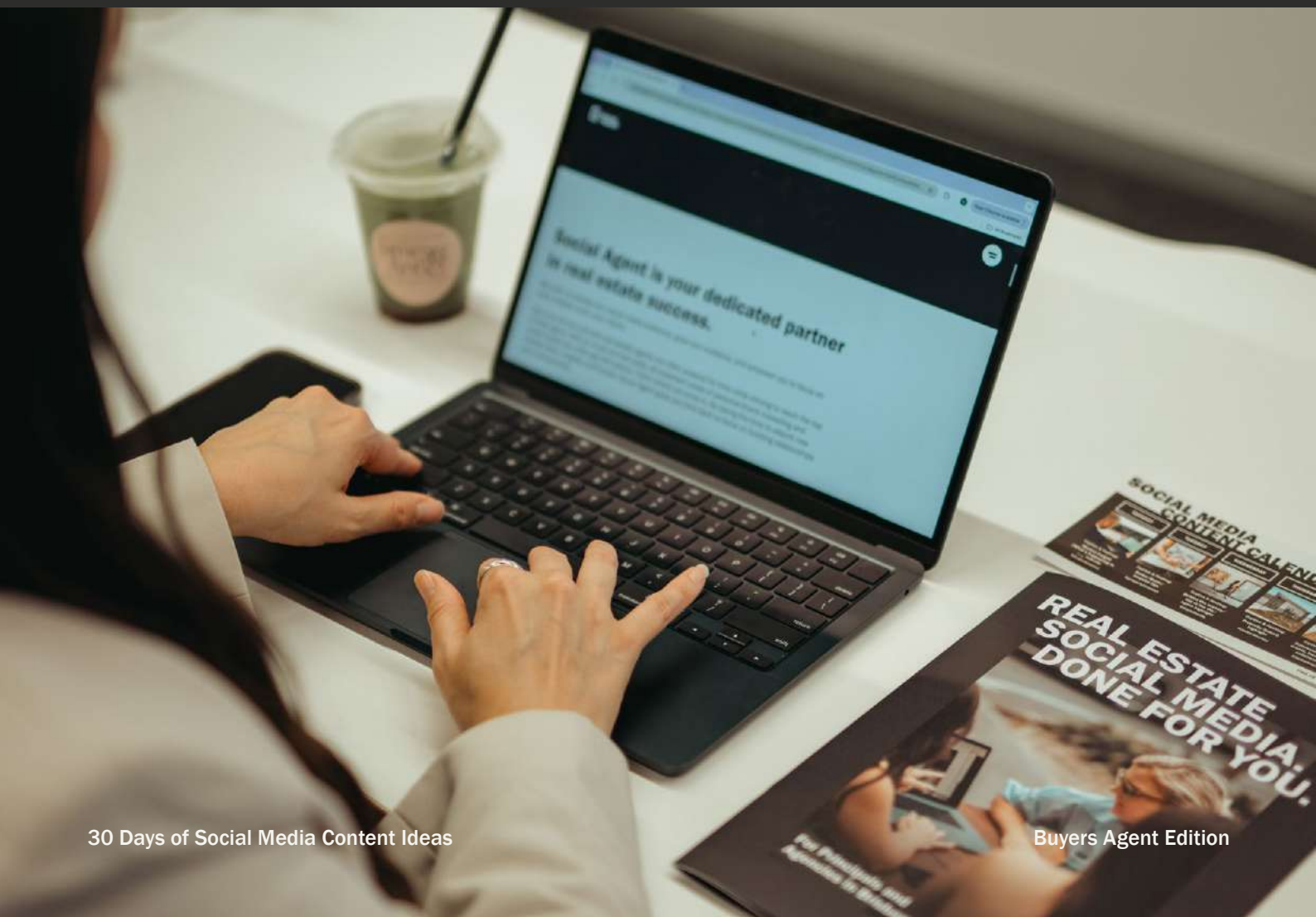
Day 02

YOUR BUYING PROCESS EXPLAINED

Walk your audience through exactly what it looks like to work with you — from first call to settlement. Carousel format works brilliantly here. “Here’s the journey we guide you through, start to finish.”

End each slide with a micro-CTA. “Swipe to see Step 4 →”

Example 02

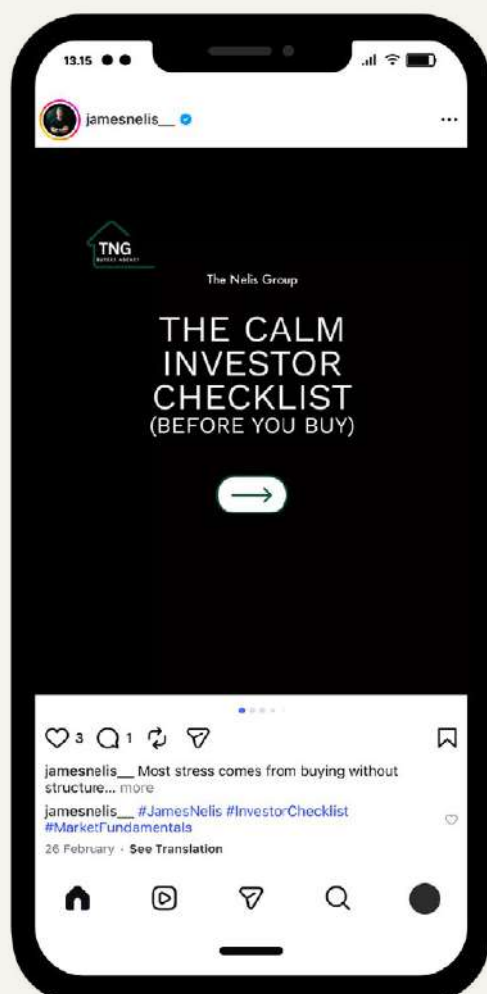


Day 03

THE CALM INVESTOR CHECKLIST

Most buying stress comes from lack of structure. Share a pre-purchase checklist: lending position, strategy alignment, market fundamentals, buffer, exit plan. Carousel or graphic. This content gets saved and shared.

Checklist carousels consistently outperform on saves. Saves signal intent.



Day 04

THE METRIC NOBODY CHECKS (BUT SHOULD)

Everyone looks at median price and past growth. Share the one metric that actually reveals market strength — vacancy rates, days on market, population growth projections, or rental yield trends. Position yourself as the expert who looks deeper.

“Everyone checks X. Few check Y. Here’s why Y matters more.”

Day 05

TIPS FOR PREPARING TO BUY

Quick, actionable advice for people at the start of their journey: getting pre-approved, understanding borrowing capacity, what a buyers agent actually costs. Low-barrier entry content that captures early-funnel leads.

Add a CTA to book a free discovery call in the caption.

Day 06

MARKET UPDATE: MY TWO CENTS

Direct-to-camera reel sharing your current read on the market. Raw, honest, no slides needed. “If you’ve got a budget, you’re pre-approved, and it’s your time — here’s what I’d do.” Opinion-led content builds trust fast.

Avoid “it depends” — take a position. Confidence converts followers.

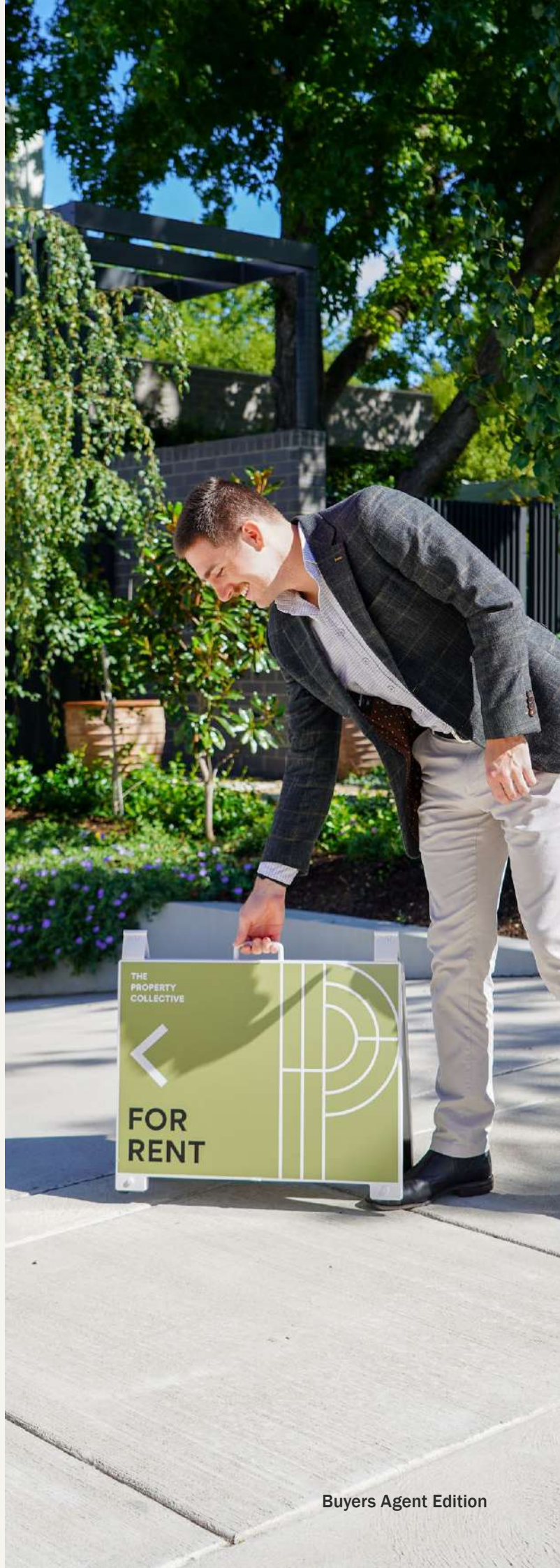


Day 07

WHAT A BUYERS AGENT ACTUALLY DOES (AND DOESN'T DO)

Many people still confuse a buyers agent with a selling agent. Clarify your role in a simple, visually clean carousel: what you do, what you don't do, who you work for. This is one of the highest-converting awareness posts you can make.

"A buyer's agent is not a shortcut. It's structure." — the kind of framing that stops the scroll.



Day 08

JUST SECURED: DEAL BREAKDOWN

Don't just post "Just Bought." Tell the story. The location logic, the negotiation tactic, the result. Reel or carousel. "Locked in within 3 weeks. Here's exactly how." Results-forward content is your biggest credibility asset.

Include the price, suburb, and key win (e.g. granny flat potential, under market value).

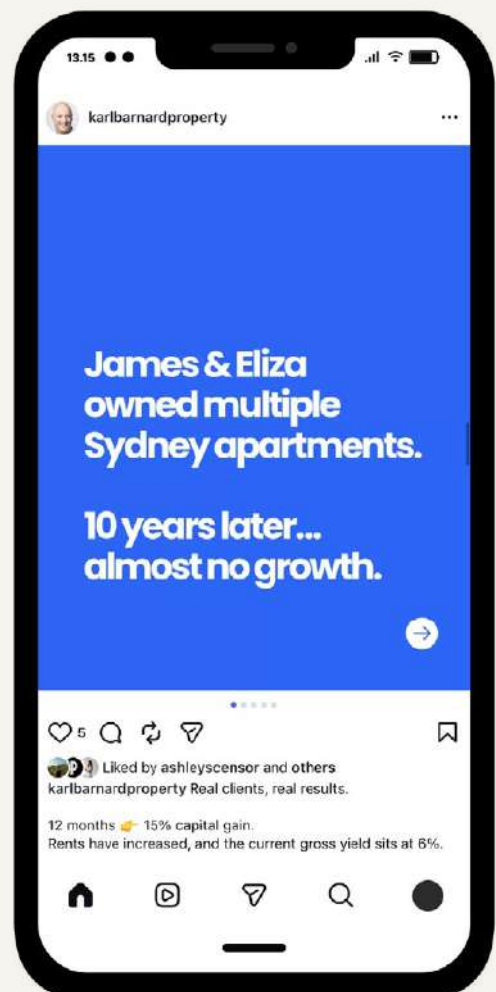


Day 09

CLIENT CASE STUDY: 12 MONTHS LATER

Real clients, real results over time. "12 months → 15% capital gain. Rents have increased. Gross yield sits at 6%." The longer the horizon, the more powerful the proof. Get client approval and share the data.

Use the carousel format: one key result per slide, timeline at the start.



Day 10

VIDEO CLIENT TESTIMONIAL

A 60-second video of a happy client sharing their experience in their own words is worth more than any written review. Film it on their settlement day, at the property, or over a casual coffee. Authentic wins over polished.

Ask: “What were you worried about before working with me?” — the answer converts.



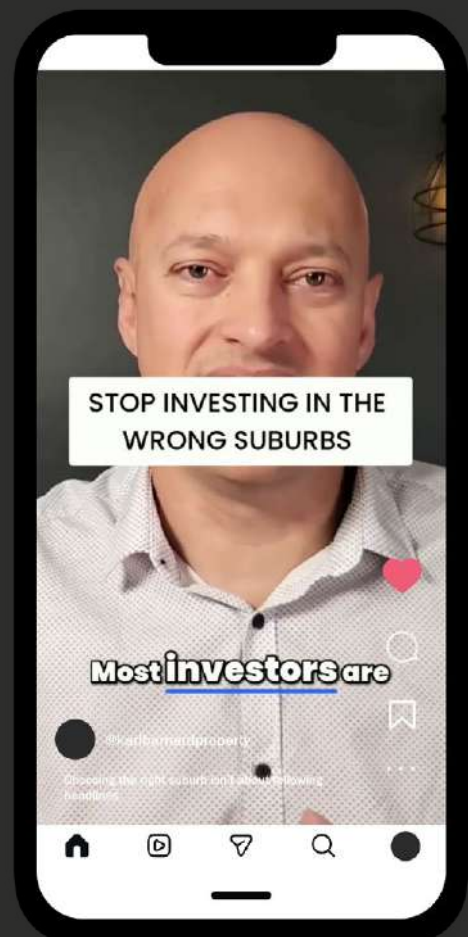
30 Days of Social Media Content Ideas

Day 11

SUBURB SELECTION: WHY I CHOSE THIS MARKET

Walk through the research framework behind a recent purchase recommendation. Growth drivers, infrastructure, supply constraints, demand profile. “Choosing the right suburb isn’t about following headlines. It’s about understanding fundamentals.”

Redact client details — focus on the logic, not the address.



Buyers Agent Edition

Day 12

THE PURCHASE THAT ALMOST DIDN'T HAPPEN

Story time. Share a deal that had complications — finance hiccup, competing bidder, vendor pulling out — and how you navigated it for your client. Narrative content builds deep connection and showcases your problem-solving value.

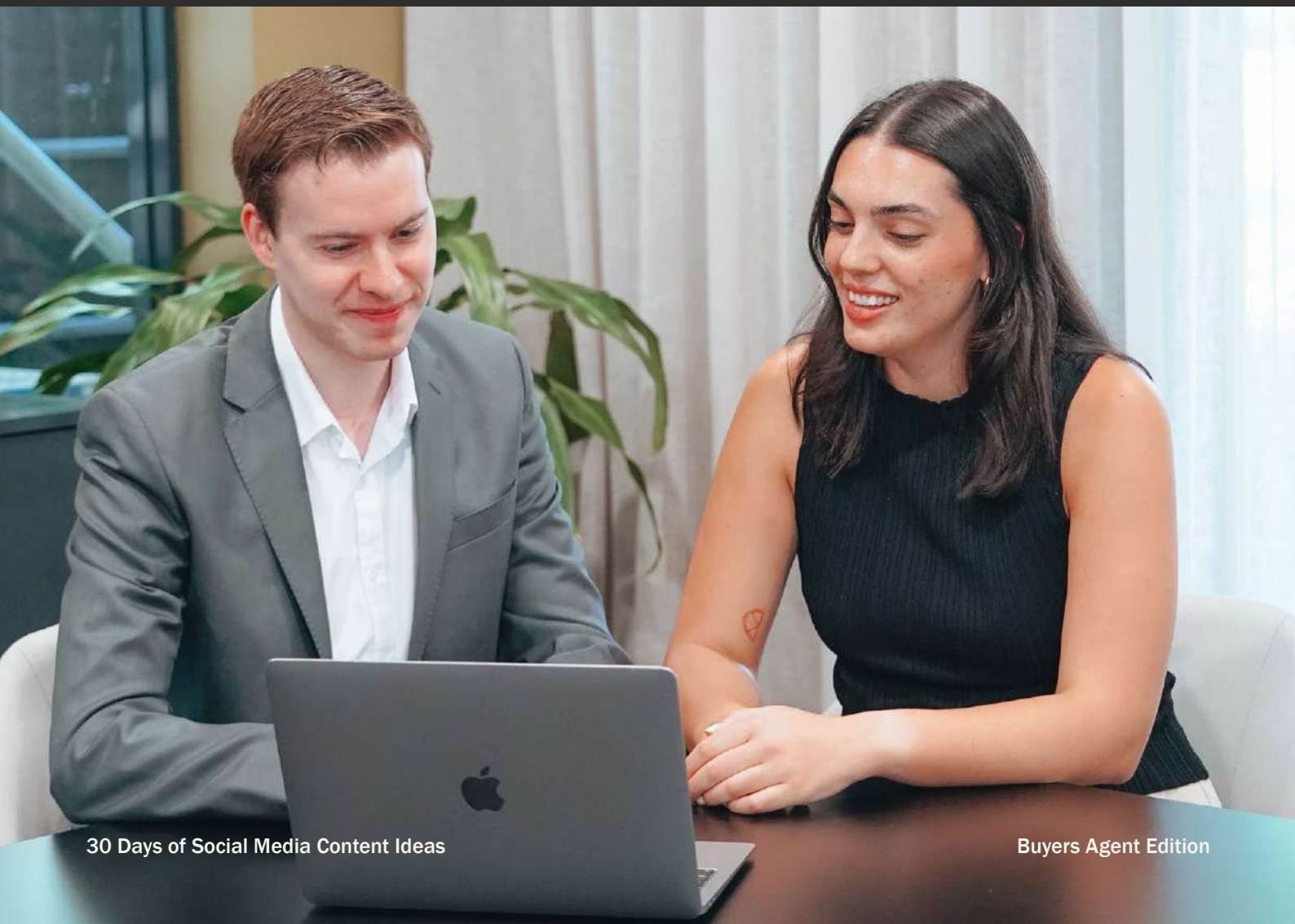
Structure: Setup → Complication → Resolution. Keep it under 90 seconds for Reels.

Day 13

BEFORE YOU BUY, WE LOOK DEEPER

Show your due diligence process visually. What do you actually analyse before recommending a property? Walk through your research stack — comparables, flood mapping, council plans, vacancy data. “We analyse: not guesswork.”

Use screen recordings or a talking-head reel to make the process tangible.



Day 14

AWARDS, RECOGNITION & MILESTONES

Named a finalist? Hit 100 properties purchased? Celebrating a team member's work anniversary? Share it. People want to work with agents who are recognised and growing. Personal milestones humanise the brand and reinforce credibility.

Day 15

AGENT SPOTLIGHT: YOUR ORIGIN STORY

Why did you become a buyers agent? What moment or experience shaped your approach? Share it authentically — on camera, in a carousel, or as a caption-led image. Your “why” is one of your most powerful differentiators.

Don't just say you love property. Share a specific moment or deal that changed your perspective.



Day 16

A DAY IN MY LIFE AS A BUYERS AGENT

Stitched clips of your actual day — property inspections, strategy calls, due diligence deep dives, negotiation phone calls. Make the invisible work visible. This is the most-requested content type by prospective clients who are “curious but not ready.”

Film 3–5 short clips throughout the day and stitch with trending audio.

Day 17

MEET THE TEAM

Introduce your analyst, EA, mortgage broker partner, or property manager you work alongside. Showcasing your support network signals capacity and professionalism. Even solo operators can feature trusted referral partners here.

Film a 30-second “interview” style clip. One question, one honest answer.

Day 18

SOMETHING PERSONAL

A snap from your weekend, your hobby, your family, your dog. Not everything needs to be about property. Followers choose agents they like, and they like people they feel they know. One personal post per month is enough — make it genuine.

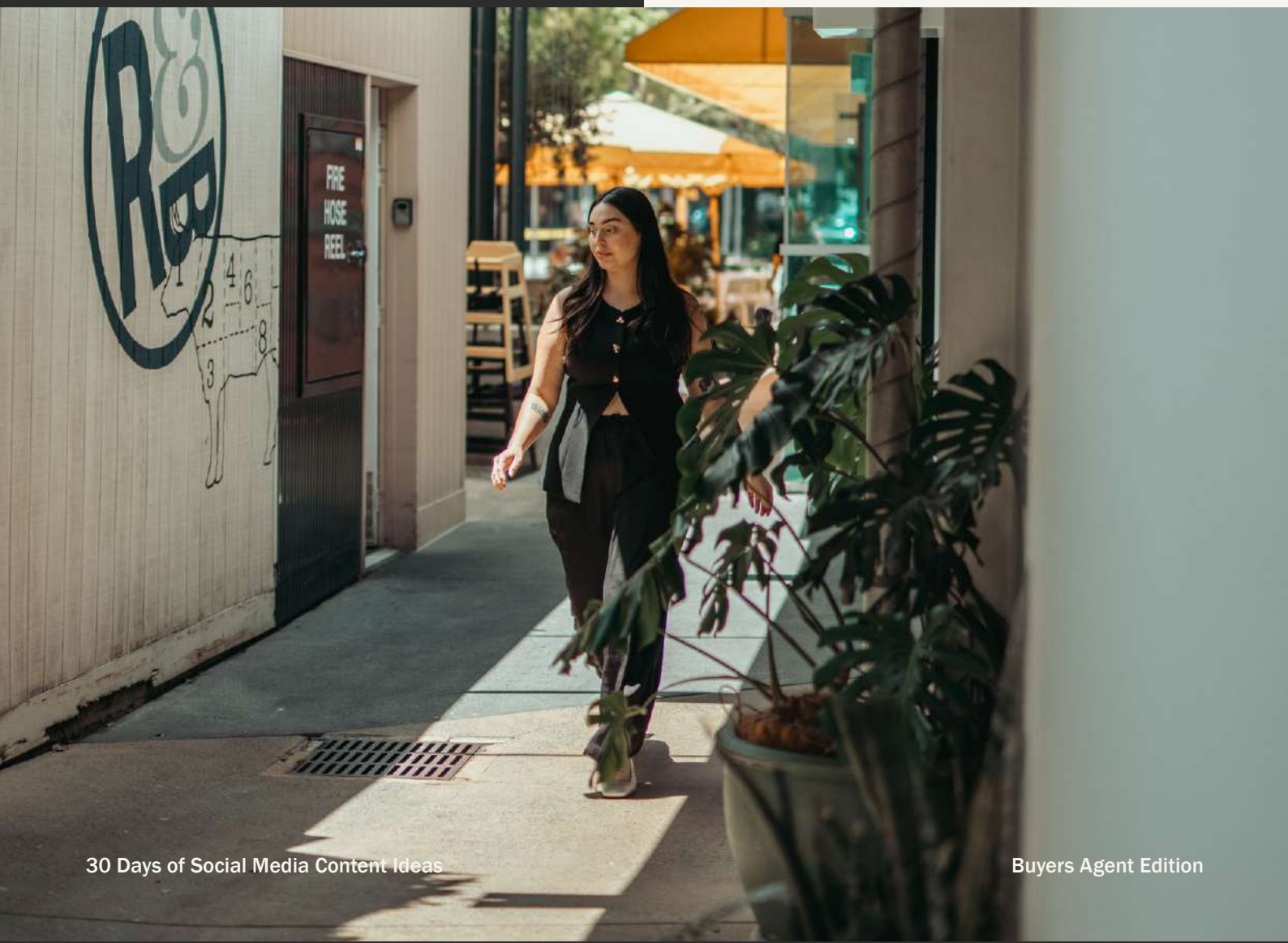
Don't overthink this. A casual phone photo + honest caption outperforms staged shoots.

Day 19

LOCAL BUSINESS SHOUTOUT

Feature a café, finance broker, property lawyer, conveyancer, or tradesperson you genuinely recommend. Tag them. It builds community, often earns a reshare, and positions you as the trusted local connector — not just a transactional service.

Film it at their place of business for authenticity and a natural collab opportunity.



Day 20

CLIENT INVESTOR NIGHT RECAP

Hosted or attended a client investor night at a venue or restaurant? Share the highlights — the conversations, key insights, and what it means for your clients.

“Great night hosting our investor clients at [venue]. Valuable conversations around the current market, strategy, and what’s ahead. Always a pleasure connecting face-to-face.”

Community builds trust — and trust drives long-term relationships.

Tag your clients, collaborators, and the venue — it helps extend your reach and visibility instantly.

Example 03



Example 04



Day 21

TEAM CULTURE & CELEBRATION

Christmas dinner, work anniversary, team outing, birthday in the office. Culture content is consistently among the highest-interacting posts for buyers agent brands. It shows you’re a real team, not just a logo. **“A huge thank you to everyone who came out — your support means everything.”**





Day 22

COLLABORATION WITH A FINANCE BROKER

Co-create content with a mortgage broker — “Tips for preparing your borrowing capacity before working with a buyers agent” or “What lenders look for in investment property applications.” Cross-audience posts are one of the fastest ways to grow your following organically.

Shoot it as a casual two-person chat, not a scripted interview. Real > polished.

Day 23

LOCAL SUBURB SPOTLIGHT

Visit a suburb you frequently buy in and film a 60-second walkthrough. What makes it attractive for buyers right now? Infrastructure pipeline, café strip, proximity, school catchment. “Here’s why investors keep coming back to [Suburb].”

Film on-location for authenticity. Drone shots if you have access.

Day 24

POLL: WHAT'S HOLDING YOU BACK FROM BUYING?

Use Instagram Stories or a Reel to ask your audience directly what's stopping them. Interest rates? Fear of overpaying? Not knowing where to start? Their answers become your next 5 content ideas — and you learn exactly what your market needs to hear.

Use the Instagram poll, question sticker, or a caption vote (“Comment A or B”).

Day 25

CELEBRATING A CLIENT MILESTONE

Settlement day photo, handover of keys, first rental payment received, portfolio hitting a target. Celebrate the client's win publicly (with permission). “This is why we do what we do.” Client-centric milestone posts drive enormous goodwill and referrals.

Get the client in the photo or video. It transforms a post into social proof.

Day 26

REPOST USER-GENERATED CONTENT

Has a client tagged you in a post about their new property? Has a partner reshared your content? Repost it with a warm caption. UGC is the most credible content format in existence — it signals that real people trust you enough to share publicly.

Always ask permission before reposting. Tag the original creator generously.

Day 27

THE PROPERTY THAT SURPRISED ME

A home that exceeded expectations, a suburb that outperformed, a client outcome that went beyond the brief. “This purchase wasn’t about buying a property. It was about buying the right one to fit the long-term plan.” Story-led content creates emotional connection.

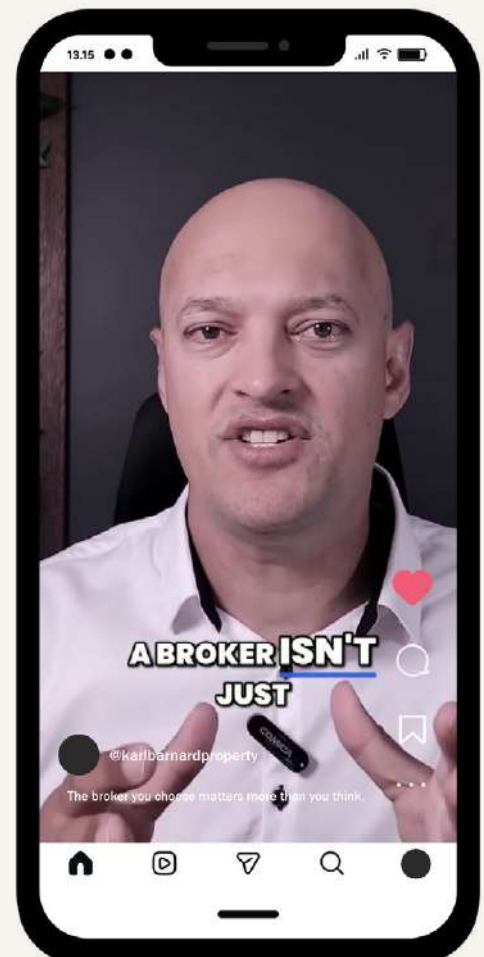
Lead with the surprise — don’t bury the lead. “I didn’t expect this suburb to...”

Day 28

CROSS-COLLATERALISATION

Share a practical investing warning that protects your audience. Cross-collateralisation, buying in the wrong structure, ignoring holding costs, overleveraging. “On paper, it looks convenient. In practice, it removes your flexibility.” Financial literacy content drives strong saves and shares.

Always recommend they speak with a finance professional — position yourself as the guide, not the advisor.





Day 29

MONTHLY RESULTS RECAP

A reel montage of the properties purchased, clients helped, and wins achieved this month. Short, punchy, celebratory. “In [Month], we helped X families secure their next property. Here’s a look at what that looked like.” Momentum builds social proof.

Keep it under 60 seconds. Upbeat music. Fast cuts. End with your CTA.

Day 30

YOUR VISION POST

Share your “why.” Why do you do this work? What does success look like for your clients and your business? Where are you headed in the next 12 months? Authentic vision content is magnetic — it attracts the right clients and repels the wrong ones. Use this to close the month with intention.

“I didn’t get into this to sell properties. I got into this to build a different future for my clients.” That kind of honesty is what converts a follower into a phone call.



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