

Get 30+ Deals from Instagram in a Year

Agent Bio

Name: **Elio Alanis**

Region: **Texas South**

Elio's Instagram Model

Follow these steps to find massive business from Instagram:

1. Find a Lender Partner

Find someone who likes educating buyers about the home-buying process, and who has an online application portal. Pre-approval will help make sure your leads are ready to go.

2. Create an Instagram Business account (or switch your current account to this setting)

You can learn how to do this from Instagram [here](#).

3. Follow 20 new people every day

The easiest way to do this is to follow any suggested people by the app, search your favorite hashtags, use the geo targeting feature, and, of course, follow-back any followers!

4. Make a post daily

Create a system, so you don't need to reinvent the wheel each day. You could try one like this:

- Monday: A cool house with an inspiration quote
- Tuesday - Thursday: Videos of properties, neighborhoods, or happy customers
- Friday: Call to action! Invite followers to Open Houses or Events
- Saturday - Sunday: Tour new construction, neighborhoods, or do house walk throughs

Check out Elio's instagram [@ElioRealtor](#) for examples of each of these types of posts.

5. Create reply or conversation templates you can easily copy and paste in your Direct Messages (DMs)

This will save you time - but make sure you sound excited and include your preferred lender's pre-approval application!

Example Template:

Hey! Thanks so much for reaching out! The first step in any home-buying adventure is getting pre-approved. Here is a link to my preferred lender's application. This will help us know how to begin. Let us know once you've applied and we can find some time to meet!

6. Reply to any DMs ASAP

Speed to lead matters! Your templates from #5 will help out a lot here. But, you might have messages from other realtors or possible partners too. If you have 3 leads and 3 agents asking for advice – get to the leads first!

Aha's

Incredible ROI: It's Free!

What you get out of this app is what you put in.

Followers Matter

Elio went from 1,000 to 7,600 followers in under 2 years using this model. He also posted 4-5 Ads each month to further expand his reach.

People Want to Get to Know YOU

Elio learned that people were more interested in him than any checklists or quotes. Making videos of himself doing tours, open houses, and other parts of his job made his audience feel like they knew him before they met him.

Resources

KW Answers: [Create a Social Media Campaign](#)