LISTING MEDIA GUIDE

Get the Most Out of Your Listing Media

This is how to get your photos and video in front of as many local buyers and future clients as possible. Everything here is free to do and takes a few minutes per listing.

01 Your listing video

02 Your listing photos

03 Your property website and Skyview account

04 Boosting your video

05 Quick rules and common questions

01

Your Listing Video

Post it everywhere

- Post it on Instagram, TikTok, and Facebook. Each one reaches a different crowd.
- Share it to your story the day you post it.
- Share it in local Facebook groups: city groups, neighborhood groups, any local group you can get into. These are full of people who live in the area and scroll every day. We have seen good results from agents who do this.

Start the caption with a call to action

- Make the first line something like: **Comment RAYMORE and I'll send you the details.**
- Use the city name as the keyword. It makes it easy for someone to raise their hand.
- When someone comments, reply and send them the info by message. Now you have a warm lead you can call or follow up with.

Write the rest of the caption for the algorithm

- Keep the top of the caption simple and normal, like you are talking to someone.
- Pack the bottom with the details: the city name, beds, baths, square footage, price, and the standout features.
- Add keywords people search, like **new listing** and **homes for sale in Raymore**.
- Add up to 5 local hashtags. Instagram now caps posts at 5, so pick specific ones like #RaymoreHomes over generic ones like #realestate.
- Include your brokerage name.

USE AI TO WRITE IT

Open ChatGPT or any AI chat and paste this, filling in your details:
I am writing a caption for my new listing video on Instagram. The home is in [city]. Details: [beds, baths, square feet, price, best features]. Start with this line: Comment [CITY] and I'll send you the details. Then write a short, natural caption. At the bottom, add the city, the property details, and local keywords like new listing in [city] and homes for sale in [city]. Add 5 local hashtags. Include my brokerage name: [brokerage].
You may need to make a few small adjustments, but this gets you 90% of the way there.

These are the approaches we have seen bring in the most leads and engagement. If you work in the luxury market, you may want a more custom approach to your captions. These are just tips. Take what is useful and stay true to your brand.

Send us a collaboration request

- We have an audience of thousands of Kansas City realtors, real estate businesses, and real estate professionals. A collab puts your video in front of our network too.
- On Instagram, when you are posting: tap **Tag people**, then **Invite collaborator**, then search **@skyview.ms**.
- **Already posted?** You can still add us. Open the post, tap the three dots in the top right, tap **Edit**, then **Tag people**, then **Invite collaborator**, and invite **@skyview.ms**.

If the music gets muted

- Some platforms are stricter about music than others. If your video gets muted, let us know and we will swap the song.

When it sells, or if it sits

- When the home sells, reach out to us. We offer Just Sold videos for a fraction of the price of the full video.
- We rework the content we already have with a new creative idea, then add Just Sold, your branding, and the details.
- In the caption, share how it went: sold quick, multiple offers, whatever happened with the house. It looks professional and it is one more post showing you as a real estate professional.
- If a listing has been on the market for a while, we can revamp the content and put out a new video. Reach out any time.
- Every photo or video you post markets the listing and markets you. We work with a lot of agents who get consistent business from social media, so the more you put out there, the better.

Try an agent intro

- We almost always recommend an agent intro. If you did not do one on your first video with us, ask us how it works on the next one.
- We help with the script and walk you through every step to make it easy.
- Agent intro videos typically get more views and engagement. Some properties are better served by a cinematic video focused only on the home, so this is just a suggestion.

02

Your Listing Photos

Post them

- Pick 10 or fewer of the best photos from the whole house.
- Lead with your strongest photo. That could be a twilight shot, the front, the kitchen, whatever makes someone stop and say this house looks great.
- Post the photos as is. Download the print quality version and let the caption do the talking.
- If you prefer, a clean Canva template like Just Listed works too.
- Share the post to your story.
- Share it in the same local Facebook groups as your video.

Caption

- Same rules as the video. First line is the call to action: **Comment RAYMORE for more info.**
- Property information below it, then keywords and up to 5 local hashtags at the bottom.

USE AI TO WRITE IT

Open ChatGPT or any AI chat and paste this, filling in your details:
I am writing a caption for my new listing photo post on Instagram. The home is in [city]. Details: [beds, baths, square feet, price, best features]. Start with this line: Comment [CITY] for more info. Then write a short, natural caption. At the bottom, add the city, the property details, and local keywords like new listing in [city] and homes for sale in [city]. Add 5 local hashtags. Include my brokerage name: [brokerage].
You may need to make a few small adjustments, but this gets you 90% of the way there.

Photo order

- We deliver your photos in walk-through order. Feel free to move them around. Our goal is to make them as clean and easy to use as possible.

03

Your Property Website and Skyview Account

Your property website

- Your delivery email includes a property website with all of the media in one place.
- It is easy to share and it does not expire.
- Send it to your sellers. It is a presentable way to show them everything we captured.
- Ask your sellers to share it with friends and family, on Facebook or wherever they feel comfortable. That puts the home in front of their network too.
- There is a contact form at the bottom. Leads from it go to your Skyview account dashboard.

Set up your account first

- Log in to your Skyview account and go to your **account settings**, then **Profile**.
- Add your name, headshot, information, and socials. This populates to your property websites automatically and makes them more valuable.
- Then, if you want a different look, open the listing and go to the **Property Website editor** to make final changes, like adding your logo or adjusting the design.

04

Boosting Your Video

Boosting is paying Instagram or Facebook to show your post to more people in the area.

Wait at least 3 days

- We recommend not putting any money behind a video for at least 3 days after you post it.
- This way you get all of the free organic reach first.

Instagram

- You need a professional account (business or creator).
- Open the post and tap **Boost post**.
- Pick your goal: more profile visits, more website visits, or more messages.
- Build your own audience around the property's area, then set your budget and how many days it runs.

Facebook

- Go to the post on your business page and tap **Boost**. You can also boost from Meta Business Suite.
- Same steps: goal, audience around the area, budget, and length.

GOOD TO KNOW: HOUSING ADS

Meta treats listing ads as housing ads and requires you to mark them that way. Housing ads cannot target by age, gender, or ZIP code, and the location has to cover at least a 15 mile radius. Set the radius around the property and let the video do the work.

05

Quick Rules and Common Questions

Put your brokerage name in your captions

- Include your brokerage name in the caption of every listing post. Missouri and Kansas both require it on real estate advertising, and that includes social media.

Describe the home, not the buyer

- Fair housing rules apply to captions too. Talk about the house and the area, not who it is perfect for. Double check anything AI writes for you.

Where do I find everything later?

- Search your email for your Skyview delivery email. It has a link to your dashboard and to download the files for that listing.
- You can also log in any time at **https://media.skyviewms.com/login**

Questions about anything in here? Call or text us at 816-705-0008.