

1. FIND NEW INSTAGRAM ACCOUNTS TO TARGET

#city #realtor #homeforsale #realestate #realestateagent etc

2. LOOK AT THE INSTAGRAM PROFILE AND AUDIT THEIR ACCOUNT

2. Spend a minute or two scrolling through an agent's account and try to learn a bit about them. Sometimes you can see the agent's style or personality just by scrolling through a few posts.

3. BRING THEM VALUE

If you are just getting started, then I would recommend offering to shoot a listing for free. If you find an agent that does a good amount of business, you can potentially snag that customer by providing better quality photos or service at a discounted price. If their current photographer has similar quality to yours, you will want to blow the agents' minds by providing superior service.

Search their website, google, Zillow, etc. for their current/recent listings/sales.

Here is an example:

"Hey Tom- I love your listing on Main St. I do real estate photography. I would love to shoot an upcoming listing of yours for free. Look at my account and lmk. -Cheers
-Jordan"

4. DIRECT MESSAGE

4. Some agents will include their phone number and email address on their IG profile. I would highly recommend starting with a simple message in the agents DM's. Keep in mind that most agents get a lot of phone calls and emails throughout the day. Sliding into their DMs gives them an opportunity to see your work on your profile before they respond immediately. They might not take the time to look at your profile after a phone call or email from you.

5. RINSE AND REPEAT

Success is a numbers game. Be prepared to get 100 no's for every yes. Most people won't even reply. But don't get discouraged. It's part of the game.