
CONTENT MARKETING GUIDE
Boost Your Agency's Reach & Engagement
ELEVATE
REAL ESTATE GROUP
YOUR PRE-WRITTEN COLLECTION OF SOCIAL MEDIA POSTS, BLOGS, AND NEWSLETTERS FOR REAL ESTATE AGENTS
Streamline Your Strategy. Effortlessly Post & Attract Buyers
INCLUDES OUR EXCLUSIVE PROPERTY PHOTOSHOOTS
FOR MODERN REAL ESTATE PROFESSIONALS

CONTENT MARKETING PACKAGE

Here is your complimentary social media content package to keep your feed looking sharp! Our mission at Real Estate Photographer Pro is to make real estate agents look like the go-to experts in their market.

Beyond premium photography, video walkthroughs, and drone aerials, we provide full-scale digital marketing solutions designed to attract buyers and sellers directly to you.

We build powerful personal brands through custom web design, SEO, paid ad campaigns, and social media strategy, and we even develop custom mobile apps and software to elevate your client experience. Use this free content to engage your sphere, and reach out whenever you're ready to take your marketing to the next level!

Your comprehensive real estate marketing campaign, tailored for your property and optimized for engagement and authority.

Please feel free to modify this content to meet your needs and check the accuracy.

You can use this content to post on all of your social media platforms.

Free Stock Photos to complement your marketing:
https://ip.zootammer.com/free-stock-photos

Free Open House Marketing Planning Guide
https://static1.squarespace.com/static/5e143243e8e81546da5cd885/t/6a1d6dd4c687382aa5eb28d2/1780313556053/Open+house+marketing+planning+guide.pdf

When you book our Real Estate Photographer Pro, you get more than just stunning photos, drone shots, and cinematic video. You get a complete visual system to sell your property.

To help you get those assets out to the world immediately, we created this Property Content Guide.

This guide acts as your single-input, multi-platform marketing engine. We did all the heavy lifting, keyword research, and copywriting for you. It covers the entire sales lifecycle of this listing from "Coming Soon" to "Just Sold."
Here is a quick look at what we built for you and how it works.

What This Guide Includes

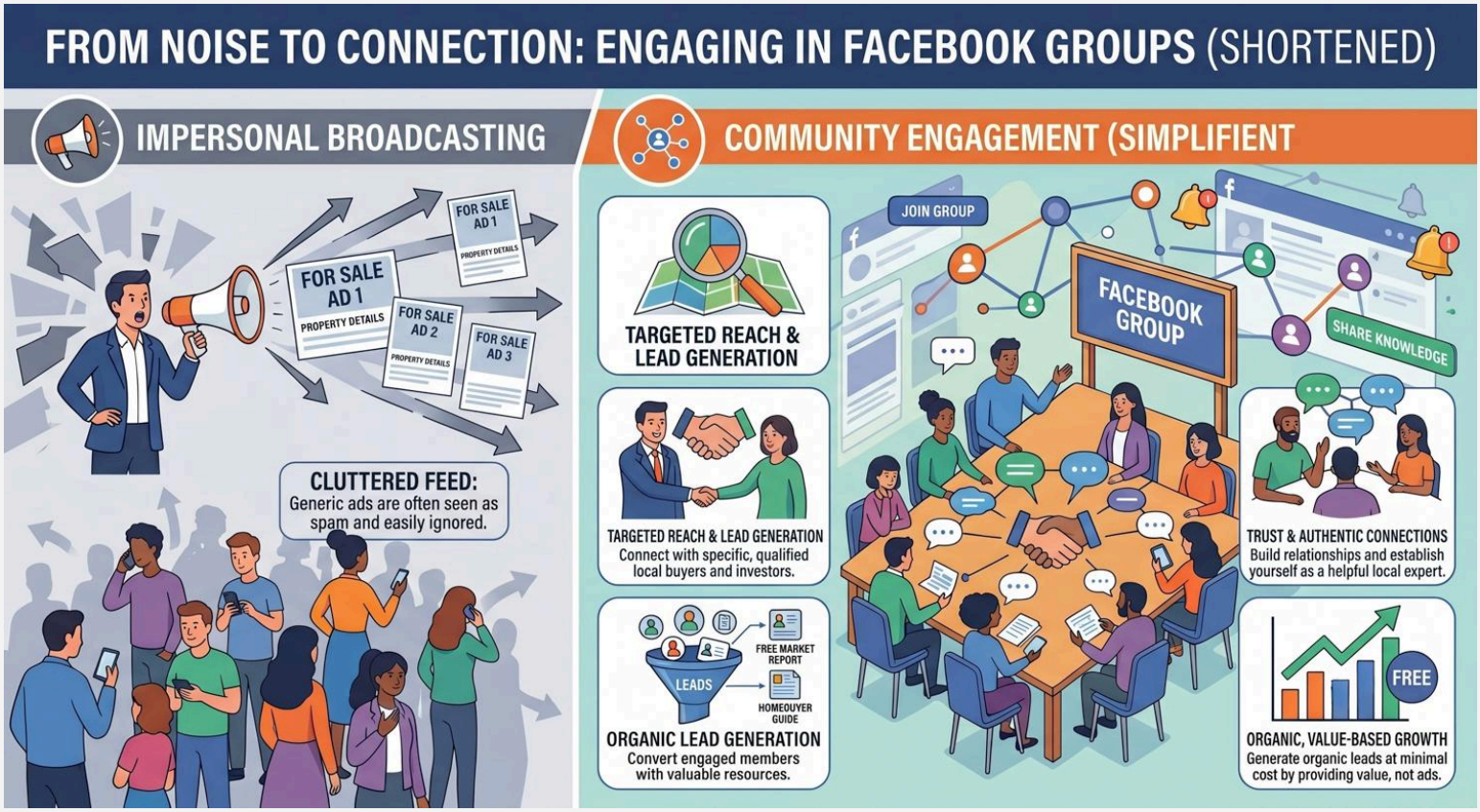
- MLS-Ready Public Remarks: Fully compliant, high-retention text under character limits.
- 5-Phase Lifecycle Campaign: Five copy-and-paste captions for your business Facebook and Instagram pages.
- Personal Social Media Posts: Five warm, authentic posts to share behind-the-scenes updates with your friends and family.
- AEO-Optimized Blog Post: A 1,500+ word local area guide designed to rank on search engines and capture buyers moving to Middle Tennessee.
- Video Scripts & Metadata: Full narrative scripts for a long-form YouTube walkthrough and a 60-second TikTok/Reel, completely timed out with visual cues.
- Agent & Client Emails: Pre-written copy for reverse prospecting and your past-client database.

How This Saves You Time (And Money)

Writing high-quality content for a single property across every digital platform takes hours of screen time. Here is an honest breakdown of the time this guide saves you:

Marketing Task	Average Time to Write	Your Time with Our Kit
MLS Description & Optimization	45 Minutes	**0 Minutes** (Copy & Paste)
10 Unique Social Media Posts	2 Hours	**0 Minutes** (Copy & Paste)
1,500+ Word Neighborhood Blog	3 Hours	**0 Minutes** (Ready to Publish)
YouTube & Short-Form Video Scripts	2 Hours	**0 Minutes** (Read the Script)
Network & Past-Client Emails	1 Hour	**0 Minutes** (Hit Send)
Total Time Spent	**8.75 Hours**	**Under 15 Minutes**

The Bottom Line: By utilizing this content marketing alongside our visual media, you instantly save nearly 9 hours of desk work per listing.



Why You Should Be Posting Your Listings in Local Facebook Groups

As a real estate agent, getting your listings on the MLS is just the baseline. To truly stand out, spark bidding wars, and catch the eye of passive buyers, you need to meet people where they are already scrolling.

While organic reach on standard Facebook Business Pages has declined, **Facebook Groups are thriving.** Here is why dropping your high-quality listing photos, walkthrough videos, and virtual tours into local groups is a marketing game-changer:

- **Bypassing the Algorithm:** Facebook heavily prioritizes content from groups in a user's main newsfeed. Posting in a group ensures your property gets seen by thousands of local members who would otherwise never see your standard page updates.
- **Hyper-Targeted Audiences:** These groups are filled exclusively with active local buyers, out-of-state families relocating to Middle Tennessee, real estate investors, and local agents with pre-approved buyers. You are pitching directly to a warm audience.
- **Maximum "Scroll-Stopping" Power:** In a sea of text-heavy posts and low-quality phone snapshots, premium professional photography and cinematic video demand attention. High-end media stands out instantly in a busy group feed, driving higher engagement, shares, and direct messages.
- **Free, Direct Lead Generation:** No ad spend required. Groups allow you to interact directly with interested parties in the comments, schedule open houses dynamically, and build a reputation as the agent who markets properties beautifully.

Pro Tip: When posting your media assets, always include a clear hook (e.g., *"Check out this gorgeous modern farmhouse just listed in Murfreesboro!"*), the key specs, and a direct link to the full virtual tour or listing page so interested buyers know exactly how to take the next step

GROUPS

Murfreesboro Real Estate
https://www.facebook.com/groups/584738928295514

Giles County Trade and Sale
https://www.facebook.com/groups/459019800902720

Middle Tennessee Homes For Sale or Rent
https://www.facebook.com/groups/MiddleTnHomes

Middle Tennessee Homes for Sale
https://www.facebook.com/groups/1374245319502992

Sell Middle TN Real Estate
https://www.facebook.com/groups/1457119864533214

TN Real Estate
https://www.facebook.com/groups/TNRealEstate615

TENNESSEE HOMES & REAL ESTATE - FOR SALE ONLY
https://www.facebook.com/groups/tricitieshomesforsaleonly

Posting Tips

For a real estate agent, organic reach is a constant battle. You can post a beautiful, high-end property walkthrough video, but Facebook's algorithm will usually only show it to a tiny fraction of your page followers.

That is where the magic of the **@followers** and **@top fans** tags comes in. When you use a Facebook Business Page or a profile in Professional Mode, these tags let you bypass the traditional feed algorithm and send a **direct notification** straight to your audience's notification bell.

Using these tags strategically changes the game for real estate marketing:

1. The @followers Tag: Direct-to-Inbox Broadcasting

- **What it does:** Typing @followers in a post or comment triggers a direct notification to everyone who follows your page, alerting them that you've highlighted them or posted important content.
- **Why it's beneficial:** Instead of crossing your fingers and hoping your followers scroll past your new listing, you are actively bringing them to it. It guarantees maximum, immediate visibility.
- **Best Real Estate Use Case: "Just Listed" alerts or Open House announcements.** When time is of the essence, and you need maximum foot traffic or immediate eyes on a hot new property, this tag ensures your entire local sphere knows about it instantly.

2. The @top fans Tag: Activating Your VIP Lead Gen Machine

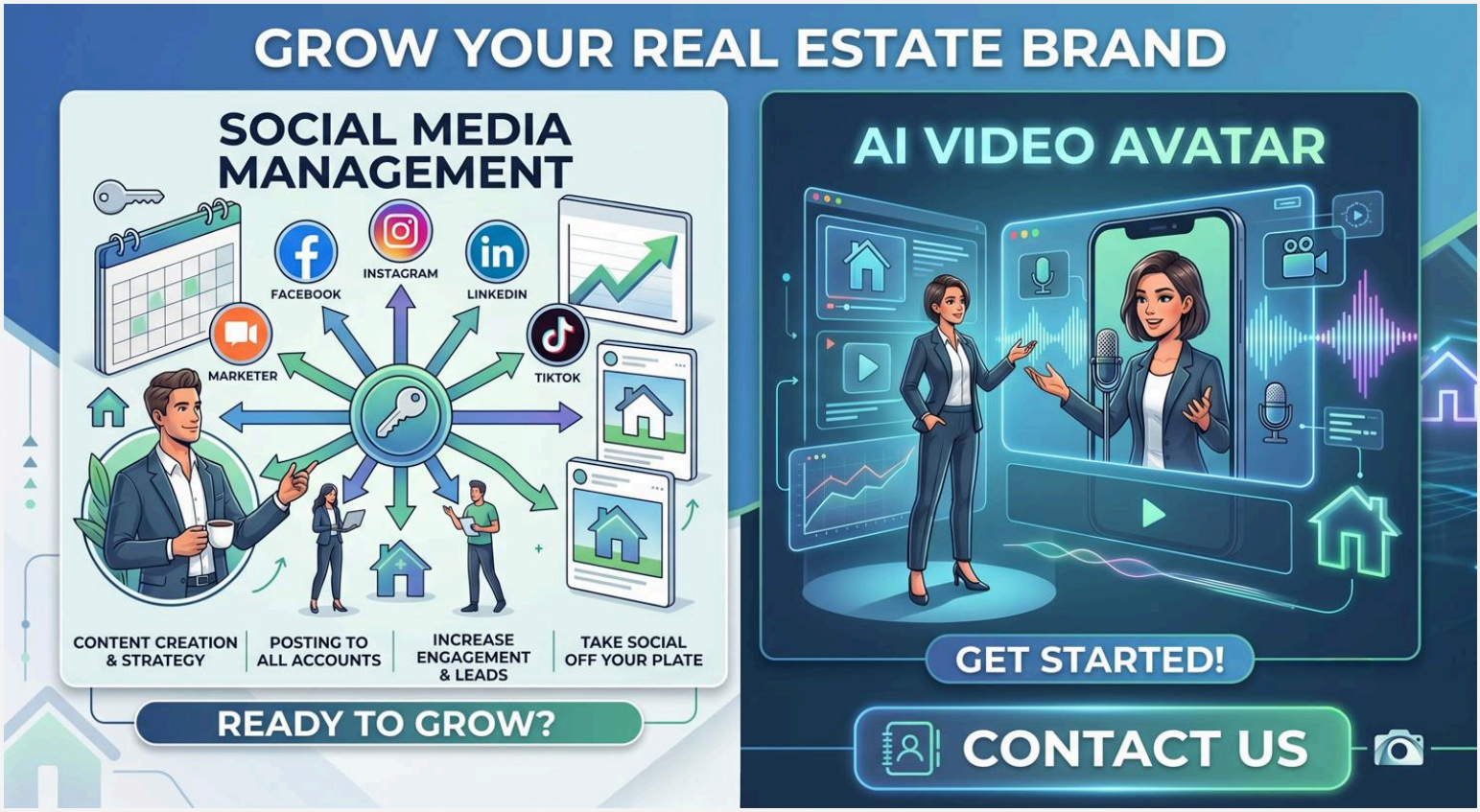
- **What it does:** This tag sends a direct notification exclusively to your "Top Fans"—the segment of your followers who actively like, comment on, and share your content the most.
- **Why it's beneficial:** These are your brand ambassadors, past clients, and local looky-loos who already love your work. When you tag them, they are highly likely to comment immediately, which tricks the Facebook algorithm into thinking your post is "viral," pushing it out to an even wider, public audience.
- **Best Real Estate Use Case: "Sneak Peeks" and Exclusive Content.** Treat your top fans like VIPs. Post a gorgeous cinematic teaser video of an upcoming luxury home and caption it: *"Giving my @top fans early access to this stunning modern farmhouse hitting the market Friday! What do we think of that kitchen?"* This builds massive loyalty and drives high engagement.

🚀 Why This Matters When Paired with Premium Media

If you are using basic phone snapshots, direct-tagging your audience can feel like spam. But when you are posting **professional photography, drone footage, or high-end video tours**, it feels like high-value eye candy. Agents who pair the @followers or @top fans tags with premium visual assets see vastly higher click-through rates because the content is genuinely worth stopping the scroll for.

⚠️ A Critical Rule of Thumb: Use, Don't Abuse

Because these tags trigger direct notifications, **use them sparingly (1–2 times a week max).** If you tag @followers on every single post, people will turn off notifications or unfollow your page. Save it for your absolute best marketing assets, major price improvements, or critical community updates to keep the response rate high!



Take Social Media Off Your Plate (While Staying the Face of Your Brand!)

Finding the time to constantly script, edit, and post to multiple social channels can feel like a second full-time job. We are here to handle the heavy lifting for you! Our team can fully manage your social media presence by creating high-converting real estate content and automatically publishing it across all of your active accounts. Whether it's showcasing your latest premium listings, sharing market updates, or engaging with local buyer groups, we keep your digital feeds active, polished, and generating leads while you focus on closing deals.

Want to dominate video marketing without spending hours in front of a camera? We can even build a custom, hyper-realistic **AI Twin Avatar** of you! Your digital clone can seamlessly voice listing walkthroughs, announce open houses, and drop market updates across Instagram, Facebook, and TikTok using your exact likeness. It gives you an always-on, 24/7 personal video presence without the camera shyness or filming bottlenecks.

> **Ready to level up?** If you are interested in taking your social media and video marketing to the next level completely hands-free, **contact us today** to learn more about our management and avatar packages!

HOW TO USE THIS MARKETING ENGINE: YOUR CREATIVE LAUNCHPAD

A Creative Starting Point, Not a Rigid Script:

The assets across this guide are generic examples, brainstorm prompts, and structured frameworks designed to jump-start your content marketing without staring at a blank screen. Real estate is inherently local and personal. Use these social media posts, video scripts, and blog structures as an idea bank to keep marketing momentum steady throughout your listing's sales cycle.

Customization Is Essential:

Great marketing reflects both the property's unique features and your distinct brand voice. Edit every post before hitting publish. Replace generic descriptions with your listing's exact finishes, architectural details, and neighborhood landmarks. Infuse each piece with your personal perspective, local expertise, and brokerage identity so potential clients recognize your unique brand.

Need Done-For-You Marketing Copy for Your Property?

If you are marketing an unconventional property, managing a packed schedule, or prefer professional, bespoke copy written specifically for your listing, our copywriting team can handle it for you.

How to Request Custom Listing Copy:

- **Orders/Inquiries: support@realestatephotographerpro.com.**
- **Please note: Our support hours are M-F 9am-4pm CST.**
- **Include Key Assets:** Send the property address, target list price, top 3–5 selling highlights, showing instructions, and your complete contact information as you would like it to appear in the promotional guide text.
- **Turnaround & Delivery:** Receive a completely custom, platform-ready marketing package (MLS copy, social media campaign, video scripts, and email blasts) tailored to your exact property specs within 3 business days.

501 W George Durham Rd

Here is your complete master content marketing package for 501 W George Durham Rd. All outputs follow the Hemingway writing rules, strictly adhere to Fair Housing and FTC guidelines, and completely exclude AI buzzwords.

The agent information block, including your requested HD Photo Hub link and the review disclaimer, is attached to every single output.

Please review and edit this content before posting.

CATEGORY 1: CORE PROPERTY COPY & MLS LISTINGS

Version 1: Direct & Action-Oriented 501 W George Durham Rd stands ready for its next owner. Built in 2005, this single-family home delivers a practical layout and solid construction. The property sits on a generous lot in Westmoreland, offering plenty of outdoor space. Inside, natural light fills the main living areas. The kitchen provides abundant cabinet storage and functional prep space. Bedrooms feature standard closets and easy access to the full bathrooms. The driveway easily accommodates multiple vehicles. Local shops and commuter routes are minutes away. Schedule your walkthrough today.

Robin Johnson, REALTOR®

Benchmark Realty LLC

615-545-9296

Property Gallery:
https://realestatephotographerpro.hd.pics/501-W-George-Durham-Rd

Version 2: Story-Driven & Descriptive Welcome to 501 W George Durham Rd. This 2005 build offers a quiet retreat in the heart of Westmoreland. The front yard provides a wide buffer from the road. Step through the front door and notice the clear sightlines across the main living space. The kitchen anchors the home, offering plenty of room to cook and prep. You gain immediate access to the backyard from the main level. The outdoor space gives you room for gardening, recreation, or simple relaxation. The floor plan maximizes every square foot. Call today to see the layout in person.

Robin Johnson, REALTOR®

Benchmark Realty LLC

615-545-9296

Property Gallery:
https://realestatephotographerpro.hd.pics/501-W-George-Durham-Rd

Version 3: Concise & Scannable. Available now in Westmoreland. 501 W George Durham Rd is a 2005 single-family home offering a straightforward, functional design.

• Spacious lot with mature landscaping.

• Bright, open main living area.

• Functional kitchen with extensive storage.

• Easy commute to regional highways and local amenities.

This property offers a strong foundation and a great location. Vacant and easy to show. Book your tour today.

Robin Johnson, REALTOR®

Benchmark Realty LLC

615-545-9296

Property Gallery:
https://realestatephotographerpro.hd.pics/501-W-George-Durham-Rd

SOCIAL MEDIA CAMPAIGNS (PHASED APPROACH)

LinkedIn-Optimized Post (B2B / Market Focus): The Westmoreland real estate market continues to show strong fundamentals. I just listed 501 W George Durham Rd, a solid 2005 single-family build offering immediate value in Sumner County. As Middle Tennessee expands, properties in this corridor offer a smart opportunity for primary buyers and investors seeking steady appreciation. The home features a highly functional layout and sits on a generous lot. If you have clients looking in the Westmoreland area, let's connect.

#WestmorelandTN #SumnerCounty #TNRealEstate #MiddleTN #RealEstateInvesting #BenchmarkRealty

Robin Johnson, REALTOR®

Benchmark Realty LLC

615-545-9296

Property Gallery:
https://realestatephotographerpro.hd.pics/501-W-George-Durham-Rd

20 BUSINESS FACEBOOK POSTS

Post 1: Launch Post (The Vibe)

The wait is over! 501 W George Durham Rd is officially on the market. Built in 2005, this Westmoreland home brings a smart floor plan and plenty of outdoor space. Click the link to view the full photo gallery and see the wide-open backyard for yourself. Message me to book your private tour before the weekend rush!

Robin Johnson, REALTOR®

Benchmark Realty LLC

615-545-9296

Property Gallery:
https://realestatephotographerpro.hd.pics/501-W-George-Durham-Rd

Post 2: Open House Teaser

Mark your calendars. We are opening the doors at 501 W George Durham Rd this weekend. This property offers a great layout and a massive yard. Houses with this much space in Westmoreland move fast. Keep an eye on my page for the official times tomorrow!

Robin Johnson, REALTOR®

Benchmark Realty LLC

615-545-9296

Property Gallery:
https://realestatephotographerpro.hd.pics/501-W-George-Durham-Rd

Post 3: Feature Spotlight

Let's talk about outdoor space. The yard at 501 W George Durham Rd gives you room to breathe. Whether you want to plant a garden, build a fire pit, or just enjoy the fresh air, this lot delivers. Click the link below to see the exterior photos.

Robin Johnson, REALTOR®

Benchmark Realty LLC

615-545-9296

Property Gallery:
https://realestatephotographerpro.hd.pics/501-W-George-Durham-Rd

Post 4: Local Insight

Living in Westmoreland means you get the best of both worlds. You secure a quiet, rural lifestyle while keeping an easy drive to regional highways. 501 W George Durham Rd puts you right in the center of this great community. Check out the listing link below!

Robin Johnson, REALTOR®

Benchmark Realty LLC

615-545-9296

Property Gallery:
https://realestatephotographerpro.hd.pics/501-W-George-Durham-Rd

Post 5: Just Sold / Under Contract Tease

Demand in Westmoreland is real. We just put 501 W George Durham Rd under contract! Properly priced homes with great layouts are moving quickly. Want to know what your Sumner County home is worth today? Send me a private message.

Robin Johnson, REALTOR®

Benchmark Realty LLC

615-545-9296

Property Gallery:
https://realestatephotographerpro.hd.pics/501-W-George-Durham-Rd

Post 6: Phase 1 - Behind the Scenes

A little magic in the making! 🪄 We are putting the final touches on a beautiful new listing in Westmoreland, and I couldn't resist sharing a quick behind-the-scenes look. The photographer is working their magic at 501 W George Durham Rd, and this home is almost ready for its big debut. Drop a 🙋‍♀️ in the comments if you want to be the first to know when it goes live!

Robin Johnson, REALTOR®

Benchmark Realty LLC

615-545-9296

Property Gallery:
https://realestatephotographerpro.hd.pics/501-W-George-Durham-Rd

Post 7: Phase 1 - Sneak Peek

The details in this upcoming Westmoreland listing are solid. 🤩 Here is a quick sneak peek at the spacious layout and natural light. This home hits the market soon, and you are going to want to see the rest. Send me a DM to get on the exclusive VIP preview list!

Robin Johnson, REALTOR®

Benchmark Realty LLC

615-545-9296

Property Gallery:
https://realestatephotographerpro.hd.pics/501-W-George-Durham-Rd

Post 8: Phase 1 - Coming Soon

🛑 STOP YOUR SCROLL 🛑 Coming soon to Westmoreland! This 2005 single-family gem hits the market on [Date]. From the large yard to the open living space, it checks all the boxes. Want the details before anyone else? Click the link to sign up for early access, or message me right now!

Robin Johnson, REALTOR®

Benchmark Realty LLC

615-545-9296

Property Gallery:
https://realestatephotographerpro.hd.pics/501-W-George-Durham-Rd

Post 9: Phase 2 - Just Listed

🚨 IT'S OFFICIAL! 🚨 Welcome to your new home at 501 W George Durham Rd. This single-family home is officially on the market and ready for its next chapter. ✨ Built in 2005 ✨ Smart Layout ✨ Expansive Yard ✨ Great Location. Tag someone who is looking to move to Westmoreland, and tap the link to view the full gallery!

Robin Johnson, REALTOR®

Benchmark Realty LLC

615-545-9296

Property Gallery:
https://realestatephotographerpro.hd.pics/501-W-George-Durham-Rd

Post 10: Phase 2 - Property Website Live

Want to take a spin through my newest listing without leaving your couch? 🛋️ The dedicated property website for 501 W George Durham Rd is officially LIVE! Click the link to explore the virtual tour and see every detail up close. Let me know what your favorite room is in the comments!

Robin Johnson, REALTOR®

Benchmark Realty LLC

615-545-9296

Property Gallery:
https://realestatephotographerpro.hd.pics/501-W-George-Durham-Rd

Post 11: Phase 2 - Virtual Tour / Walkthrough

Come tour this incredible Westmoreland home with me! 🎥 From the moment you walk through the front door, the natural light completely steals the show. Watch until the end to see the massive backyard. Ready to see it in person? DM me the word "TOUR" and let's get you on the schedule!

Robin Johnson, REALTOR®

Benchmark Realty LLC

615-545-9296

Property Gallery:
https://realestatephotographerpro.hd.pics/501-W-George-Durham-Rd

Post 12: Phase 3 - Open House Announcement

Cancel your weekend plans! 🗓️ Join me this [Day of the week] from [Start Time] to [End Time] for an exclusive Open House at 501 W George Durham Rd. Whether you are actively house hunting or just looking for some inspiration, I would love to see you there. Stop by, grab a treat, and let's talk real estate!

Robin Johnson, REALTOR®

Benchmark Realty LLC

615-545-9296

Property Gallery:
https://realestatephotographerpro.hd.pics/501-W-George-Durham-Rd

Post 13: Phase 3 - Open House Reminder

⏰ Happening TODAY! I will be holding the doors open at 501 W George Durham Rd from [Start Time] to [End Time]. Come see this great Westmoreland home for yourself. Just plug the address into your GPS and stop by to say hi!

Robin Johnson, REALTOR®

Benchmark Realty LLC

615-545-9296

Property Gallery:
https://realestatephotographerpro.hd.pics/501-W-George-Durham-Rd

Post 14: Phase 3 - Feature Spotlight 2

Let's take a moment to appreciate the kitchen at my listing at 501 W George Durham Rd. 😍 The layout provides excellent counter space and storage, making meal prep easy. Could you see yourself cooking here? Tap the link for more photos and pricing details!

Robin Johnson, REALTOR®

Benchmark Realty LLC

615-545-9296

Property Gallery:
https://realestatephotographerpro.hd.pics/501-W-George-Durham-Rd

Post 15: Phase 3 - Schedule Your Viewing Today

This Westmoreland property won't wait around forever! ⏳ 501 W George Durham Rd is easy to show and ready for you to walk through. Don't rely on photos alone—you have to see the space in person. Send me a direct message right now or call me at 615-545-9296 to book your private, no-pressure showing.

Robin Johnson, REALTOR®

Benchmark Realty LLC

615-545-9296

Property Gallery:
https://realestatephotographerpro.hd.pics/501-W-George-Durham-Rd

Post 16: Phase 3 - Price Improvement

📉 PRICE IMPROVEMENT on 501 W George Durham Rd! This solid home just became an even better opportunity. Now offered at $[New Price]. If you have had your eye on this property, now is the time to make your move. DM me "UPDATED" to schedule your tour today!

Robin Johnson, REALTOR®

Benchmark Realty LLC

615-545-9296

Property Gallery:
https://realestatephotographerpro.hd.pics/501-W-George-Durham-Rd

Post 17: Phase 3 - Back on Market

🔄 SECOND CHANCE ALERT! 🔄 501 W George Durham Rd is back on the market through no fault of the home! Sometimes financing falls through for one buyer, which means a massive opportunity for YOU. This one went fast the first time, so do not wait. Check the link for all the details and call me to get in today!

Robin Johnson, REALTOR®

Benchmark Realty LLC

615-545-9296

Property Gallery:
https://realestatephotographerpro.hd.pics/501-W-George-Durham-Rd

Post 18: Phase 4 - Under Contract / Pending

✍️ UNDER CONTRACT! We have an accepted offer on 501 W George Durham Rd and are officially in escrow. A huge congratulations to my sellers! 🥂 If you missed out on this one, don't worry—I am always hunting for opportunities. Drop your ideal neighborhood in the comments below, and I will keep my eyes peeled for you!

Robin Johnson, REALTOR®

Benchmark Realty LLC

615-545-9296

Property Gallery:
https://realestatephotographerpro.hd.pics/501-W-George-Durham-Rd

Post 19: Phase 4 - Multiple Offers Received

🔥 The market is hot! We received multiple strong offers on 501 W George Durham Rd, and the sellers are currently reviewing them. Thank you to all the agents and buyers who came through this weekend. Thinking of selling? This is proof that the right marketing strategy creates demand. Send me a DM and let's talk about your home!

Robin Johnson, REALTOR®

Benchmark Realty LLC

615-545-9296

Property Gallery:
https://realestatephotographerpro.hd.pics/501-W-George-Durham-Rd

Post 20: Phase 5 - Just Sold

🍾 JUST SOLD! 🍾 The keys have officially been handed over, and 501 W George Durham Rd is closed! I am thrilled for my clients as they close this chapter and start their next adventure. A big thank you to everyone who helped get this across the finish line. If buying or selling a home is on your agenda this year, let's chat!

Robin Johnson, REALTOR®

Benchmark Realty LLC

615-545-9296

Property Gallery:
https://realestatephotographerpro.hd.pics/501-W-George-Durham-Rd

20 BUSINESS INSTAGRAM POSTS (FEED/REELS)

(Hashtags: #WestmorelandTN #WestmorelandRealEstate #SumnerCountyTN #MiddleTNRealEstate #BenchmarkRealty #TNRealEstate #TennesseeHomes #WestmorelandTNHomes #RobinJohnsonRealtor #MiddleTNHomes)

Instagram Post 1: Reel - Launch Post

(Format: Quick video tour of the exterior and main living area)

The wait is over! 🏡 501 W George Durham Rd is officially live. Built in 2005, this Westmoreland home brings a smart floor plan and plenty of outdoor space. Save this post, and hit the link in bio to view the full photo gallery!

#WestmorelandTN #WestmorelandRealEstate #SumnerCountyTN #MiddleTNRealEstate #BenchmarkRealty #TNRealEstate #TennesseeHomes #WestmorelandTNHomes #RobinJohnsonRealtor #MiddleTNHomes

Robin Johnson, REALTOR®

Benchmark Realty LLC

615-545-9296

Property Gallery:
https://realestatephotographerpro.hd.pics/501-W-George-Durham-Rd

Instagram Post 2: Static / Carousel - Open House Teaser

(Format: Best 3 exterior and kitchen photos)

Mark your calendars! 🗓️ We are opening the doors at 501 W George Durham Rd this weekend. This property offers a great layout and a massive yard. Houses in Westmoreland with this much space move fast. Save this post for address details! Link in bio.

#WestmorelandTN #WestmorelandRealEstate #SumnerCountyTN #MiddleTNRealEstate #BenchmarkRealty #TNRealEstate #TennesseeHomes #WestmorelandTNHomes #RobinJohnsonRealtor #MiddleTNHomes

Robin Johnson, REALTOR®

Benchmark Realty LLC

615-545-9296

Property Gallery:
https://realestatephotographerpro.hd.pics/501-W-George-Durham-Rd

Instagram Post 3: Reel - Feature Spotlight

(Format: Panning video of the backyard)

Let's talk about outdoor space. 🌳 The yard at 501 W George Durham Rd gives you room to breathe. Plant a garden, build a fire pit, or just enjoy the fresh air. Tap the link in bio to see all property details!

#WestmorelandTN #WestmorelandRealEstate #SumnerCountyTN #MiddleTNRealEstate #BenchmarkRealty #TNRealEstate #TennesseeHomes #WestmorelandTNHomes #RobinJohnsonRealtor #MiddleTNHomes

Robin Johnson, REALTOR®

Benchmark Realty LLC

615-545-9296

Property Gallery:
https://realestatephotographerpro.hd.pics/501-W-George-Durham-Rd

Instagram Post 4: Static - Local Insight

(Format: Photo of the home mixed with a local Westmoreland landmark)

Living in Westmoreland means enjoying a quiet lifestyle while staying just a short drive from the highways. 🚗 501 W George Durham Rd puts you right in the center of this great community. Check the link in bio for the listing!

#WestmorelandTN #WestmorelandRealEstate #SumnerCountyTN #MiddleTNRealEstate #BenchmarkRealty #TNRealEstate #TennesseeHomes #WestmorelandTNHomes #RobinJohnsonRealtor #MiddleTNHomes

Robin Johnson, REALTOR®

Benchmark Realty LLC

615-545-9296

Property Gallery:
https://realestatephotographerpro.hd.pics/501-W-George-Durham-Rd

Instagram Post 5: Static - Just Sold Tease

(Format: Graphic saying "Under Contract")

Demand in Westmoreland is real. 📈 We just put 501 W George Durham Rd under contract! Want to know what your Sumner County home is worth today? Send me a DM. Link in bio for more info!

#WestmorelandTN #WestmorelandRealEstate #SumnerCountyTN #MiddleTNRealEstate #BenchmarkRealty #TNRealEstate #TennesseeHomes #WestmorelandTNHomes #RobinJohnsonRealtor #MiddleTNHomes

Robin Johnson, REALTOR®

Benchmark Realty LLC

615-545-9296

Property Gallery:
https://realestatephotographerpro.hd.pics/501-W-George-Durham-Rd

Instagram Post 6: Reel - Phase 1 Behind the Scenes

(Format: Time-lapse of getting the house ready)

A little magic in the making! 🪄 Putting the final touches on 501 W George Durham Rd. Staging and photography are underway. Drop a 🙋‍♀️ in the comments to be the first to know when it goes live!

#WestmorelandTN #WestmorelandRealEstate #SumnerCountyTN #MiddleTNRealEstate #BenchmarkRealty #TNRealEstate #TennesseeHomes #WestmorelandTNHomes #RobinJohnsonRealtor #MiddleTNHomes

Robin Johnson, REALTOR®

Benchmark Realty LLC

615-545-9296

Property Gallery:
https://realestatephotographerpro.hd.pics/501-W-George-Durham-Rd

Instagram Post 7: Carousel - Phase 1 Sneak Peek

(Format: Tight, detailed shots of finishes)

The details in this upcoming Westmoreland listing are solid. 🤩 Quick sneak peek at the natural light and functional kitchen. Hits the market soon! DM me to get on the VIP preview list.

#WestmorelandTN #WestmorelandRealEstate #SumnerCountyTN #MiddleTNRealEstate #BenchmarkRealty #TNRealEstate #TennesseeHomes #WestmorelandTNHomes #RobinJohnsonRealtor #MiddleTNHomes

Robin Johnson, REALTOR®

Benchmark Realty LLC

615-545-9296

Property Gallery:
https://realestatephotographerpro.hd.pics/501-W-George-Durham-Rd

Instagram Post 8: Static - Phase 1 Coming Soon

(Format: Coming Soon graphic over front elevation)

🛑 STOP YOUR SCROLL 🛑 Coming soon to Westmoreland! 501 W George Durham Rd hits the market on [Date]. Click the link in bio to sign up for early access!

#WestmorelandTN #WestmorelandRealEstate #SumnerCountyTN #MiddleTNRealEstate #BenchmarkRealty #TNRealEstate #TennesseeHomes #WestmorelandTNHomes #RobinJohnsonRealtor #MiddleTNHomes

Robin Johnson, REALTOR®

Benchmark Realty LLC

615-545-9296

Property Gallery:
https://realestatephotographerpro.hd.pics/501-W-George-Durham-Rd

Instagram Post 9: Reel - Phase 2 Just Listed

(Format: High-energy video walkthrough of the main floor)

🚨 IT'S OFFICIAL! 🚨 Welcome to 501 W George Durham Rd. Built in 2005, smart layout, and an expansive yard. Tag someone looking to move to Westmoreland! Link in bio.

#WestmorelandTN #WestmorelandRealEstate #SumnerCountyTN #MiddleTNRealEstate #BenchmarkRealty #TNRealEstate #TennesseeHomes #WestmorelandTNHomes #RobinJohnsonRealtor #MiddleTNHomes

Robin Johnson, REALTOR®

Benchmark Realty LLC

615-545-9296

Property Gallery:
https://realestatephotographerpro.hd.pics/501-W-George-Durham-Rd

Instagram Post 10: Reel - Phase 2 Website Live

(Format: Screen recording scrolling through the property website)

Tour my newest listing without leaving your couch! 🛋️ The property website for 501 W George Durham Rd is officially LIVE! Link in bio to explore the tour. Comment your favorite room!

#WestmorelandTN #WestmorelandRealEstate #SumnerCountyTN #MiddleTNRealEstate #BenchmarkRealty #TNRealEstate #TennesseeHomes #WestmorelandTNHomes #RobinJohnsonRealtor #MiddleTNHomes

Robin Johnson, REALTOR®

Benchmark Realty LLC

615-545-9296

Property Gallery:
https://realestatephotographerpro.hd.pics/501-W-George-Durham-Rd

Instagram Post 11: Reel - Phase 2 Virtual Walkthrough

(Format: POV walking through the front door)

Come tour this incredible Westmoreland home with me! 📽️ Watch until the end to see the massive backyard. DM me the word "TOUR" and let's get you on the schedule!

#WestmorelandTN #WestmorelandRealEstate #SumnerCountyTN #MiddleTNRealEstate #BenchmarkRealty #TNRealEstate #TennesseeHomes #WestmorelandTNHomes #RobinJohnsonRealtor #MiddleTNHomes

Robin Johnson, REALTOR®

Benchmark Realty LLC

615-545-9296

Property Gallery:
https://realestatephotographerpro.hd.pics/501-W-George-Durham-Rd

Instagram Post 12: Static - Phase 3 Open House Announcement

(Format: Clean text graphic with Open House dates)

Cancel your weekend plans! 🗓️ Join me [Day] from [Start Time] to [End Time] for an Open House at 501 W George Durham Rd. Stop by, grab a treat, and let's talk real estate! Save this post!

#WestmorelandTN #WestmorelandRealEstate #SumnerCountyTN #MiddleTNRealEstate #BenchmarkRealty #TNRealEstate #TennesseeHomes #WestmorelandTNHomes #RobinJohnsonRealtor #MiddleTNHomes

Robin Johnson, REALTOR®

Benchmark Realty LLC

615-545-9296

Property Gallery:
https://realestatephotographerpro.hd.pics/501-W-George-Durham-Rd

Instagram Post 13: Static / Story - Phase 3 Open House Reminder

(Format: Photo of the front door open)

⏰ Happening TODAY! Doors open at 501 W George Durham Rd from [Start Time] to [End Time]. Plug it into your GPS and stop by to say hi! Link in bio for directions.

#WestmorelandTN #WestmorelandRealEstate #SumnerCountyTN #MiddleTNRealEstate #BenchmarkRealty #TNRealEstate #TennesseeHomes #WestmorelandTNHomes #RobinJohnsonRealtor #MiddleTNHomes

Robin Johnson, REALTOR®

Benchmark Realty LLC

615-545-9296

Property Gallery:
https://realestatephotographerpro.hd.pics/501-W-George-Durham-Rd

Instagram Post 14: Carousel - Phase 3 Feature Spotlight 2

(Format: Slides showing different angles of the kitchen)

Appreciating the kitchen at 501 W George Durham Rd. 😍 Excellent counter space and storage. Could you see yourself cooking here? Tap the link in bio for pricing!

#WestmorelandTN #WestmorelandRealEstate #SumnerCountyTN #MiddleTNRealEstate #BenchmarkRealty #TNRealEstate #TennesseeHomes #WestmorelandTNHomes #RobinJohnsonRealtor #MiddleTNHomes

Robin Johnson, REALTOR®

Benchmark Realty LLC

615-545-9296

Property Gallery:
https://realestatephotographerpro.hd.pics/501-W-George-Durham-Rd

Instagram Post 15: Reel - Phase 3 Schedule Viewing

(Format: Talking head video of Robin standing outside the house)

This Westmoreland property won't wait around! ⏳ 501 W George Durham Rd is vacant and easy to show. Don't rely on photos alone. DM me right now to book your private showing.

#WestmorelandTN #WestmorelandRealEstate #SumnerCountyTN #MiddleTNRealEstate #BenchmarkRealty #TNRealEstate #TennesseeHomes #WestmorelandTNHomes #RobinJohnsonRealtor #MiddleTNHomes

Robin Johnson, REALTOR®

Benchmark Realty LLC

615-545-9296

Property Gallery:
https://realestatephotographerpro.hd.pics/501-W-George-Durham-Rd

Instagram Post 16: Static - Phase 3 Price Improvement

(Format: Graphic showing the new price highlight)

📉 PRICE IMPROVEMENT on 501 W George Durham Rd! Now offered at $[New Price]. If you have had your eye on this property, make your move. DM me "UPDATED" to tour!

#WestmorelandTN #WestmorelandRealEstate #SumnerCountyTN #MiddleTNRealEstate #BenchmarkRealty #TNRealEstate #TennesseeHomes #WestmorelandTNHomes #RobinJohnsonRealtor #MiddleTNHomes

Robin Johnson, REALTOR®

Benchmark Realty LLC

615-545-9296

Property Gallery:
https://realestatephotographerpro.hd.pics/501-W-George-Durham-Rd

Instagram Post 17: Static - Phase 3 Back on Market

(Format: Bold text graphic "Back on Market")

🔄 SECOND CHANCE ALERT! 🔄 501 W George Durham Rd is back on the market! The buyer's financing fell through, which means a massive opportunity for YOU. Check the link in bio!

#WestmorelandTN #WestmorelandRealEstate #SumnerCountyTN #MiddleTNRealEstate #BenchmarkRealty #TNRealEstate #TennesseeHomes #WestmorelandTNHomes #RobinJohnsonRealtor #MiddleTNHomes

Robin Johnson, REALTOR®

Benchmark Realty LLC

615-545-9296

Property Gallery:
https://realestatephotographerpro.hd.pics/501-W-George-Durham-Rd

Instagram Post 18: Reel - Phase 4 Under Contract

(Format: Agent placing a pending sign on the rider)

✍️ UNDER CONTRACT! Accepted offer on 501 W George Durham Rd. 🥂 Drop your ideal neighborhood below, and I will keep hunting for you! Link in bio.

#WestmorelandTN #WestmorelandRealEstate #SumnerCountyTN #MiddleTNRealEstate #BenchmarkRealty #TNRealEstate #TennesseeHomes #WestmorelandTNHomes #RobinJohnsonRealtor #MiddleTNHomes

Robin Johnson, REALTOR®

Benchmark Realty LLC

615-545-9296

Property Gallery:
https://realestatephotographerpro.hd.pics/501-W-George-Durham-Rd

Instagram Post 19: Static - Phase 4 Multiple Offers

(Format: Graphic showing 'Multiple Offers')

🔥 The market is hot! We received multiple offers on 501 W George Durham Rd. Thinking of selling? The right strategy creates demand. Send me a DM!

#WestmorelandTN #WestmorelandRealEstate #SumnerCountyTN #MiddleTNRealEstate #BenchmarkRealty #TNRealEstate #TennesseeHomes #WestmorelandTNHomes #RobinJohnsonRealtor #MiddleTNHomes

Robin Johnson, REALTOR®

Benchmark Realty LLC

615-545-9296

Property Gallery:
https://realestatephotographerpro.hd.pics/501-W-George-Durham-Rd

Instagram Post 20: Carousel - Phase 5 Just Sold & Case Study

(Format: First image: Sold sign. Second image: Text slide of days on market/sale price)

🍾 JUST SOLD! 🍾 The keys have been handed over, and 501 W George Durham Rd is closed! 📊 Days on Market: [Number]. Sale Price: [Percentage]% Over Asking. Want results like this? DM me "STRATEGY". Link in bio!

#WestmorelandTN #WestmorelandRealEstate #SumnerCountyTN #MiddleTNRealEstate #BenchmarkRealty #TNRealEstate #TennesseeHomes #WestmorelandTNHomes #RobinJohnsonRealtor #MiddleTNHomes

Robin Johnson, REALTOR®

Benchmark Realty LLC

615-545-9296

Property Gallery:
https://realestatephotographerpro.hd.pics/501-W-George-Durham-Rd

EXTENSIVE LIST OF OTHER CONTENT POSSIBILITIES

To fully blanket the market and command authority in Westmoreland, here is an extensive list of additional content formats we can generate for you upon request:

- **Long-Form SEO Local Guides: Articles targeting high-volume searches such as "Relocating to Sumner County" or "What to Know Before Buying Land in Westmoreland, TN."**
- **Segmented Email Campaigns: Targeted messaging tracks for sphere of influence, local real estate broker networks, and out-of-town buyer databases.**
- **Investor Pitch Decks & Analysis: Pro-forma cash flow sheets, local rental yield benchmarks, and zoning potential overviews.**
- **Print Media Features: Editorial articles, community spotlights, and advertorials for local newspapers and county lifestyle magazines.**
- **Targeted Direct Mail: High-impact "Just Listed," "Open House Invitation," and "Under Contract" oversized postcards.**
- **Local Audio & Radio Commercials: 15-, 30-, and 60-second broadcast scripts for regional stations or geofenced streaming platforms.**
- **Canvassing Collateral: Informative neighborhood door hangers, one-sheet feature lists, and print-ready open house takeaway sheets.**
- **SMS Lead Follow-Up Sequences: Short, conversational text prompts for open house visitor check-ins and portal inquiry responses.**
- **Long-Form Video Walkthrough Scripts: In-depth YouTube scripts structured around neighborhood context, commute times, and architecture.**
- **Voice-Over Scripts: Formatted commercial audio tracks for promotional video tours.**



Real Estate Photographer Pro
Your All-in-One Partner for Web Design and Digital Marketing Solutions. We can help build your brand using expert web design, digital marketing, SEO, social media, paid ads, custom mobile apps, and software development. Photography & Video - Drone Aerial Photography & Video.

FREE APP - Book & Reschedule Shoots - Download Media - Share Photos

Kenneth Purdom - Founder
Cell: 615-310-7171
Orders/Inquiries: support@realestatephotographerpro.com
Book Online 24/7: https://www.realestatephotographerpro.com

REAL ESTATE
PHOTOGRAPHER PRO LLC

