
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.

This is content that you can use to post on all of your social media platforms.

Free Stock Photos to compliment 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

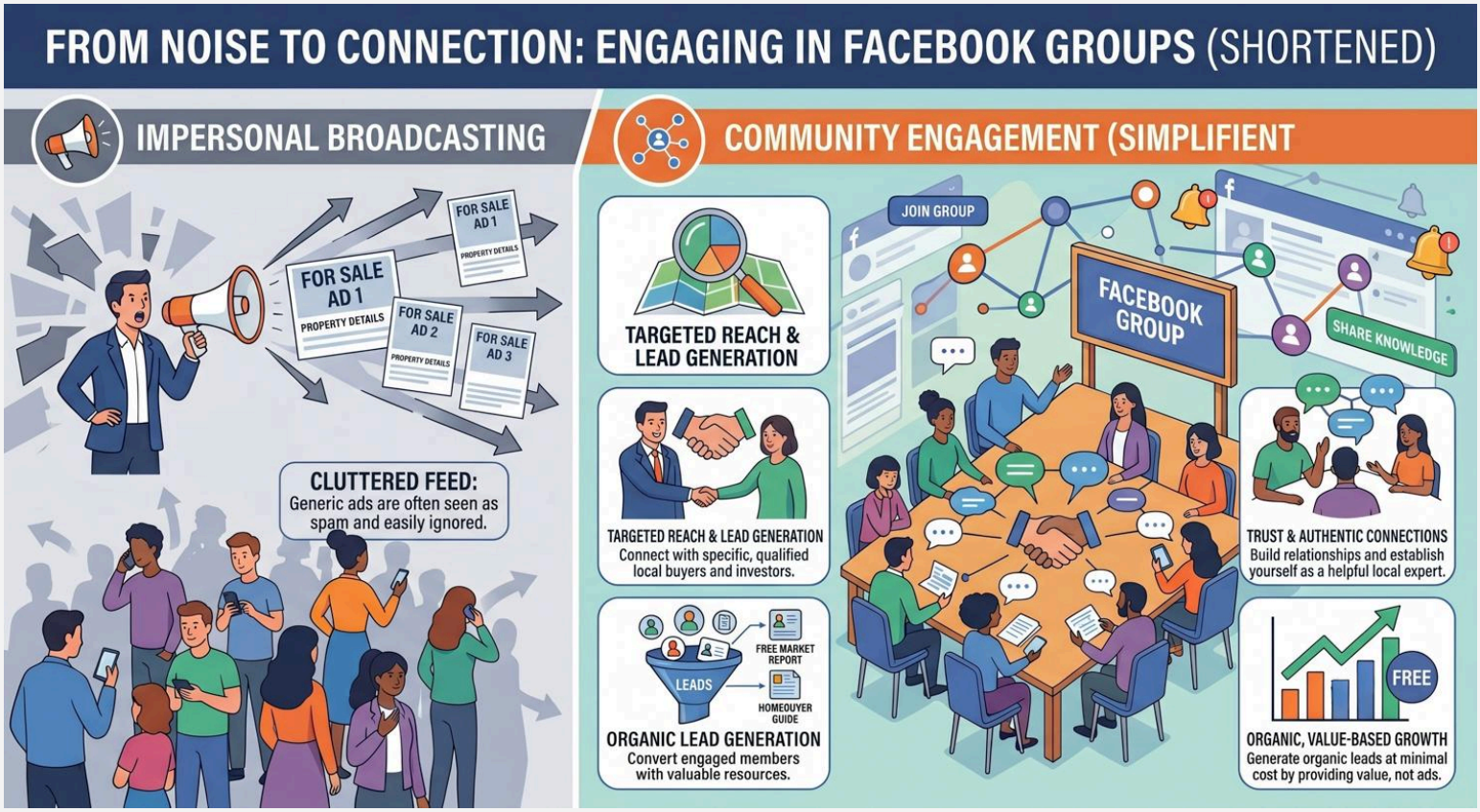
- MLS-Ready Public Remarks: Fully compliant, high-retention text under character limits.
- 5-Phase Lifecycle Campaign: Five copy-and-paste captions for your business Facebook and Instagram pages.
- Personal Social Media Posts: Five warm, authentic posts to share behind-the-scenes updates with your friends 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 group content 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

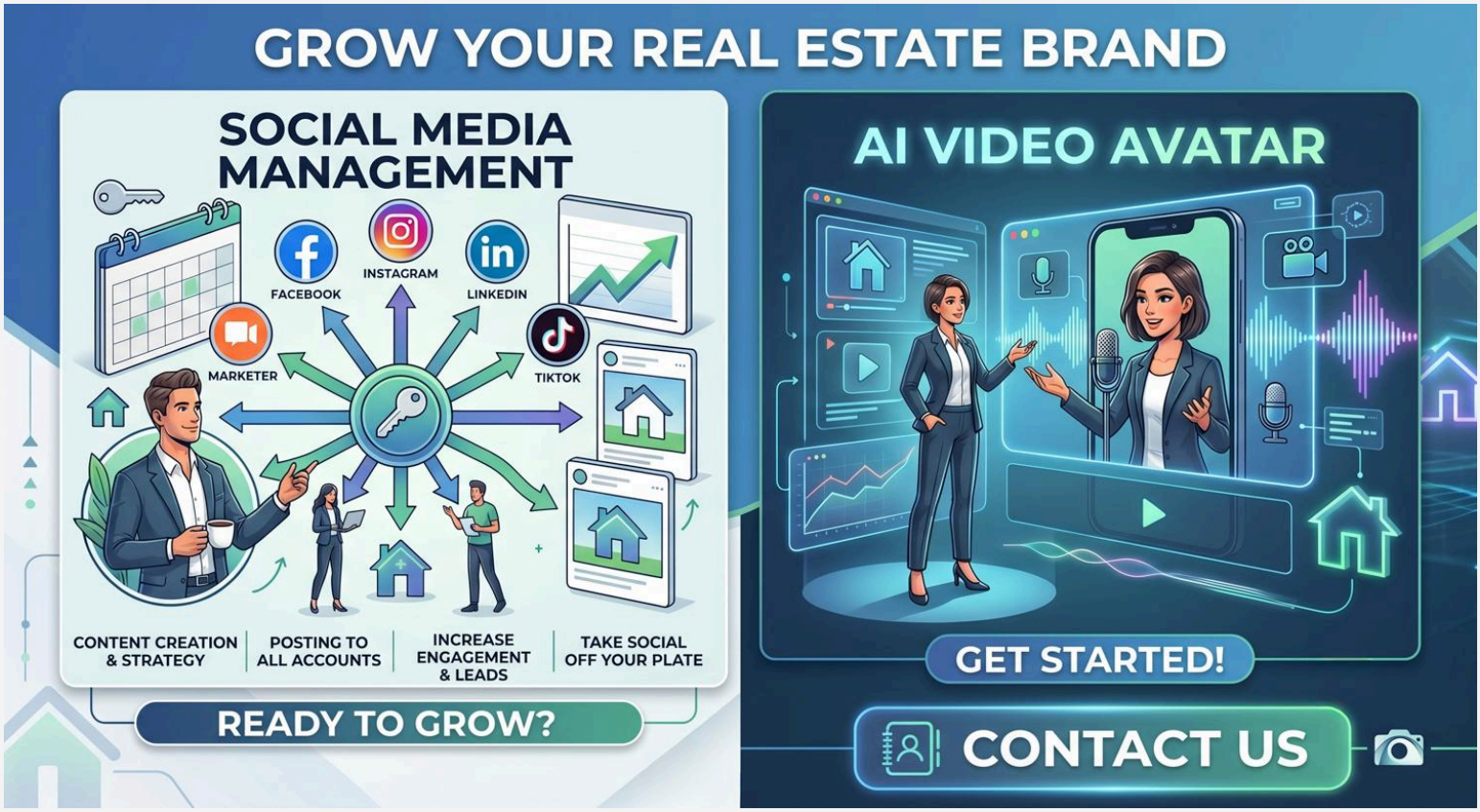
- **What it does:** This tag sends a direct notification exclusively to your "Top Fans"—the segment of your followers who actively like, comment on, and share your content the most.
- **Why it's beneficial:** These are your brand ambassadors, past clients, and local looky-loos who already love your work. 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 best marketing assets, major price improvements, or critical community updates to keep response rates 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.

Please review and edit this content before posting.

CATEGORY 1: CORE PROPERTY COPY & MLS LISTINGS

Version 1: Direct & Action-Oriented

1330 Chippendale Cir delivers unmatched versatility across 4,427 finished square feet on 0.74 acres in Columbia. Built in 1978 with no HOA restrictions, this property features three distinct living quarters. The main level showcases vaulted ceilings with exposed wood beams, a stone fireplace, formal dining, and an expansive back deck. An attached private suite, built in 2020, offers an accessible layout, a private entrance, dedicated laundry, and its own driveway. The walkout basement features an apartment complete with a full kitchen updated in 2026. Outside, enjoy a swimming pool, fully fenced yard, raised garden beds, a chicken coop, and a duck house. Recent capital improvements include new exterior siding with a 10-year warranty (June 2026), 2019 HVAC units, and a 2019 septic field. Schedule your tour today.

Tori McWilliams

Cell: 931-374-5558

Property Gallery: https://realestatephotographerpro.hd.pics/1330-Chippendale-Cir

Version 2: Story-Driven & Descriptive

Space, privacy, and function meet at 1330 Chippendale Cir. Set on nearly three-quarters of an acre in Maury County, this 5-bedroom, 4-bathroom property spans 4,427 square feet with room for everyone. Natural light highlights the exposed timber beams and central stone hearth in the main living room. The main kitchen connects to formal dining and a broad rear deck overlooking the private swimming pool. A separate attached suite built in 2020 provides level-entry living, its own laundry, and a private driveway. Downstairs, the finished walkout basement includes a full secondary kitchen added in 2026. The fenced grounds support self-sufficient outdoor living with garden beds, a chicken coop, and a duck house. Enjoy true flexibility without HOA limitations. Contact us to walk the grounds in person.

Tori McWilliams

Cell: 931-374-5558

Property Gallery: https://realestatephotographerpro.hd.pics/1330-Chippendale-Cir

Version 3: Concise & Scannable

Rare multi-living opportunity at 1330 Chippendale Cir in Columbia, TN. 4,427 total square feet on a 0.74-acre lot with zero HOA restrictions.

• Main Residence: 3 bedrooms, 2 bathrooms, vaulted beamed ceilings, stone fireplace, 2-car garage, large back deck.

• Attached Suite (Built 2020): 1 bedroom, 1 bathroom, accessible design, private entrance, dedicated driveway, in-unit laundry.

• Walkout Basement Apartment: 1–2 bedrooms, full bathroom, brand-new 2026 kitchen.

• Outdoor Living: In-ground swimming pool, fully fenced yard, raised garden beds, chicken coop, duck house.

• Key Upgrades: New siding with 10-year warranty (June 2026), 2026 basement kitchen, 2019 HVAC, 2019 septic field, 2022/2019 water heaters.

Easy to show. Book your private walkthrough today.

Tori McWilliams

Cell: 931-374-5558

Property Gallery: https://realestatephotographerpro.hd.pics/1330-Chippendale-Cir

SOCIAL MEDIA CAMPAIGNS (PHASED APPROACH)

LinkedIn-Optimized Post (B2B / Asset Focus)

Real estate versatility drives value in today's market. 1330 Chippendale Cir in Columbia, TN presents a flexible residential footprint: 4,427 square feet across three functional living spaces on 0.74 acres with no HOA restrictions. The property includes a 3-bedroom main residence, a 2020 attached accessible suite with private access and parking, and a finished walkout basement apartment featuring a brand-new 2026 kitchen. As Maury County continues to grow economically, properties offering distinct living quarters, rental potential, or multi-generational utility remain in high demand. Recent capital expenditures include brand-new siding installed in June 2026 with a 10-year warranty, 2019 HVAC systems, and a 2019 septic field. If you have clients looking in the Columbia or Middle Tennessee market, let’s connect.

#ColumbiaTN #MauryCounty #MiddleTNRealEstate #TennesseeRealEstate #RealEstateInvesting #AssetManagement

Tori McWilliams

Cell: 931-374-5558

Property Gallery: https://realestatephotographerpro.hd.pics/1330-Chippendale-Cir

20 BUSINESS FACEBOOK POSTS

Post 1: Launch Post (The Vibe)

The wait is over! 1330 Chippendale Cir is officially on the market in Columbia. With 4,427 square feet, 5 bedrooms, 4 full bathrooms, and 0.74 acres, this home has room for every lifestyle. Features include an attached 2020 private suite, a walkout basement with a brand-new 2026 kitchen, and a private swimming pool out back. No HOA! Check out the full photo gallery and message me to book your private tour today.

Tori McWilliams

Cell: 931-374-5558

Property Gallery: https://realestatephotographerpro.hd.pics/1330-Chippendale-Cir

Post 2: Open House Teaser

Mark your calendars. We are opening the doors to 1330 Chippendale Cir this weekend. Come explore three distinct living spaces, the vaulted living room, and the swimming pool. Properties with this much versatility on nearly an acre do not last long in Columbia. Stay tuned for exact open house hours!

Tori McWilliams

Cell: 931-374-5558

Property Gallery: https://realestatephotographerpro.hd.pics/1330-Chippendale-Cir

Post 3: Feature Spotlight (Attached Suite)

Let's talk privacy and accessibility. The attached suite at 1330 Chippendale Cir was built in 2020 and includes its own private entrance, dedicated driveway, full bathroom, bedroom, and laundry. It connects to the main home while offering complete independence. Click the link to see the layout!

Tori McWilliams

Cell: 931-374-5558

Property Gallery: https://realestatephotographerpro.hd.pics/1330-Chippendale-Cir

Post 4: Local Insight

Columbia offers the best blend of historic charm and modern expansion. Located just minutes from downtown Columbia, 1330 Chippendale Cir gives you 0.74 acres with no HOA, room for a garden, a chicken coop, and quick access to local shopping and dining. See why Maury County is growing so fast!

Tori McWilliams

Cell: 931-374-5558

Property Gallery: https://realestatephotographerpro.hd.pics/1330-Chippendale-Cir

Post 5: Just Sold / Under Contract Tease

Demand in Columbia remains strong! 1330 Chippendale Cir is officially under contract. Properties offering flexible floor plans, recent updates, and private lots move fast when marketed right. Want to know what your Maury County property is worth in today's market? Send me a direct message!

Tori McWilliams

Cell: 931-374-5558

Property Gallery: https://realestatephotographerpro.hd.pics/1330-Chippendale-Cir

Post 6: Phase 1 - Behind the Scenes

A little magic in the making! 🪄 We are putting the final touches on a one-of-a-kind property in Columbia, and I could not wait to share a behind-the-scenes look. Staging is finished, professional photos are complete, and this 4,427 sq ft home with a pool and guest suites is ready to launch. Drop a 🙋‍♀️ in the comments for early access!

Tori McWilliams

Cell: 931-374-5558

Property Gallery: https://realestatephotographerpro.hd.pics/1330-Chippendale-Cir

Post 7: Phase 1 - Sneak Peek

The versatility in this upcoming Columbia listing is hard to find. 🤩 Here is a quick sneak peek at the main living room featuring soaring vaulted ceilings, exposed timber beams, and a floor-to-ceiling stone fireplace. This home hits the market soon. Send me a DM to join the VIP preview list!

Tori McWilliams

Cell: 931-374-5558

Property Gallery: https://realestatephotographerpro.hd.pics/1330-Chippendale-Cir

Post 8: Phase 1 - Coming Soon

🛑 STOP YOUR SCROLL 🛑 Coming soon to Columbia! 1330 Chippendale Cir features 5 bedrooms, 4 bathrooms, 4,427 sq ft, and sits on 0.74 acres with NO HOA. With an attached 2020 suite, a walkout basement apartment with a new 2026 kitchen, and a swimming pool, it checks every box. Click the link to register for early access!

Tori McWilliams

Cell: 931-374-5558

Property Gallery: https://realestatephotographerpro.hd.pics/1330-Chippendale-Cir

Post 9: Phase 2 - Just Listed

🚨 IT'S OFFICIAL! 🚨 1330 Chippendale Cir is on the market.

✨ 4,427 Sq Ft

✨ 5 Bedrooms, 4 Full Baths

✨ Attached 2020 Private Suite

✨ Walkout Basement Apartment with 2026 Kitchen

✨ Swimming Pool & Fenced Backyard

✨ No HOA

Tag someone looking for space in Columbia and click the link to view the complete photo tour!

Tori McWilliams

Cell: 931-374-5558

Property Gallery: https://realestatephotographerpro.hd.pics/1330-Chippendale-Cir

Post 10: Phase 2 - Property Website Live

Want to tour my newest listing right from your couch? 🛋️ The property website for 1330 Chippendale Cir is officially LIVE! Click the link below to view high-resolution photography, check out the layout, and explore all three living areas. Tell me your favorite feature in the comments!

Tori McWilliams

Cell: 931-374-5558

Property Gallery: https://realestatephotographerpro.hd.pics/1330-Chippendale-Cir

Post 11: Phase 2 - Virtual Tour / Walkthrough

Come tour 1330 Chippendale Cir with me! 🎥 From the moment you enter, the exposed ceiling beams and stone fireplace catch your eye. Wait until you see the private attached suite and the walkout basement kitchen. Ready to walk through in person? Send me a message with the word “TOUR” to get scheduled!

Tori McWilliams

Cell: 931-374-5558

Property Gallery: https://realestatephotographerpro.hd.pics/1330-Chippendale-Cir

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 1330 Chippendale Cir in Columbia. Come check out the pool, walk the 0.74-acre lot, and see how this 4,427 sq ft home flows in person. Stop by and let's talk real estate!

Tori McWilliams

Cell: 931-374-5558

Property Gallery: https://realestatephotographerpro.hd.pics/1330-Chippendale-Cir

Post 13: Phase 3 - Open House Reminder

⏰ Happening TODAY! I am opening the doors at 1330 Chippendale Cir from [Start Time] to [End Time]. Come tour this 5-bed, 4-bath home featuring an in-ground pool, three living quarters, and brand-new siding. Put the address into your GPS and come say hello!

Tori McWilliams

Cell: 931-374-5558

Property Gallery: https://realestatephotographerpro.hd.pics/1330-Chippendale-Cir

Post 14: Phase 3 - Feature Spotlight 2 (Outdoor & Homestead Living)

Enjoy outdoor living without leaving home. The backyard at 1330 Chippendale Cir includes a swimming pool, a large entertaining deck, raised garden beds, a chicken coop, and a duck house—all inside a fully fenced yard on 0.74 acres. Check out the link below for more photos!

Tori McWilliams

Cell: 931-374-5558

Property Gallery: https://realestatephotographerpro.hd.pics/1330-Chippendale-Cir

Post 15: Phase 3 - Schedule Your Viewing Today

Homes with this much flexibility do not come along often in Maury County! ⏳ 1330 Chippendale Cir gives you 4,427 square feet of finished space, no HOA, and three separate living quarters. Send me a direct message or call 931-374-5558 to book your private tour today.

Tori McWilliams

Cell: 931-374-5558

Property Gallery: https://realestatephotographerpro.hd.pics/1330-Chippendale-Cir

Post 16: Phase 3 - Price Improvement

📉 PRICE IMPROVEMENT on 1330 Chippendale Cir! This 4,427 sq ft property with a swimming pool and multi-living layout is now offered at $[New Price]. If you have been looking for acreage and space in Columbia, now is your chance. DM me "UPDATED" to schedule your showing!

Tori McWilliams

Cell: 931-374-5558

Property Gallery: https://realestatephotographerpro.hd.pics/1330-Chippendale-Cir

Post 17: Phase 3 - Back on Market

🔄 SECOND CHANCE ALERT! 🔄 1330 Chippendale Cir is back on the market due to buyer financing falling through! This home passed inspections with flying colors and is ready for its next owner. With 5 bedrooms, 4 baths, and 0.74 acres, do not wait. Check the link and call me today!

Tori McWilliams

Cell: 931-374-5558

Property Gallery: https://realestatephotographerpro.hd.pics/1330-Chippendale-Cir

Post 18: Phase 4 - Under Contract / Pending

✍️ UNDER CONTRACT! We have an accepted offer on 1330 Chippendale Cir and are officially in escrow. Congratulations to my sellers! 🥂 If you missed out on this unique property, message me with your search criteria and I will find off-market opportunities for you!

Tori McWilliams

Cell: 931-374-5558

Property Gallery: https://realestatephotographerpro.hd.pics/1330-Chippendale-Cir

Post 19: Phase 4 - Multiple Offers Received

🔥 High demand in Columbia! We received multiple competitive offers on 1330 Chippendale Cir. Strategic marketing and proper positioning make all the difference. Thinking of selling your home in Maury County? Send me a DM to talk about your property's value!

Tori McWilliams

Cell: 931-374-5558

Property Gallery: https://realestatephotographerpro.hd.pics/1330-Chippendale-Cir

Post 20: Phase 5 - Just Sold

🍾 JUST SOLD! 🍾 1330 Chippendale Cir in Columbia has officially closed! So excited for both the buyers and sellers on this successful transition. Ready to make your next move in Middle Tennessee? Tap the link to connect!

Tori McWilliams

Cell: 931-374-5558

Property Gallery: https://realestatephotographerpro.hd.pics/1330-Chippendale-Cir

20 BUSINESS INSTAGRAM POSTS (FEED/REELS)

(Hashtags: #ColumbiaTN #ColumbiaRealEstate #MauryCountyTN #MiddleTNRealEstate #TennesseeHomes #ColumbiaTNHomes #MiddleTNHomes #TNHomesForSale #SouthernLiving #ToriMcWilliams)

Instagram Post 1: Reel - Launch Post

(Format: Fast-paced video walkthrough through front doors, pool, and attached suite)

The wait is over! 🏡 1330 Chippendale Cir in Columbia is officially live. 4,427 sq ft, 5 beds, 4 baths, 3 separate living quarters, swimming pool, and 0.74 acres with no HOA. Save this post and tap the link in bio for the complete photo gallery!

#ColumbiaTN #ColumbiaRealEstate #MauryCountyTN #MiddleTNRealEstate #TennesseeHomes #ColumbiaTNHomes #MiddleTNHomes #TNHomesForSale #SouthernLiving #ToriMcWilliams

Tori McWilliams

Cell: 931-374-5558

Property Gallery: https://realestatephotographerpro.hd.pics/1330-Chippendale-Cir

Instagram Post 2: Carousel - Open House Teaser

(Format: Slide 1: Front elevation. Slide 2: Beamed living room. Slide 3: Pool/deck.)

Clear your weekend schedule! 🗓️ We are opening the doors at 1330 Chippendale Cir. 4,427 sq ft of living space, private in-law quarters, and an in-ground pool on nearly an acre. Save this post for directions. Link in bio!

#ColumbiaTN #ColumbiaRealEstate #MauryCountyTN #MiddleTNRealEstate #TennesseeHomes #ColumbiaTNHomes #MiddleTNHomes #TNHomesForSale #SouthernLiving #ToriMcWilliams

Tori McWilliams

Cell: 931-374-5558

Property Gallery: https://realestatephotographerpro.hd.pics/1330-Chippendale-Cir

Instagram Post 3: Reel - Feature Spotlight (Attached Suite)

(Format: Smooth walk-in tour of the 2020-built suite showing private entrance and bath)

Let's look at true functional design. 🔑 Built in 2020, this attached suite includes its own driveway, private entrance, full bath, bedroom, and laundry. Save this post and tap the link in bio for floor plans!

#ColumbiaTN #ColumbiaRealEstate #MauryCountyTN #MiddleTNRealEstate #TennesseeHomes #ColumbiaTNHomes #MiddleTNHomes #TNHomesForSale #SouthernLiving #ToriMcWilliams

Tori McWilliams

Cell: 931-374-5558

Property Gallery: https://realestatephotographerpro.hd.pics/1330-Chippendale-Cir

Instagram Post 4: Static - Local Insight

(Format: High-res photo of the 0.74-acre yard with downtown Columbia context)

Space and convenience in Columbia. 🌳 1330 Chippendale Cir offers 0.74 acres, zero HOA rules, and quick access to downtown dining and shopping. Check out the link in bio for more details!

#ColumbiaTN #ColumbiaRealEstate #MauryCountyTN #MiddleTNRealEstate #TennesseeHomes #ColumbiaTNHomes #MiddleTNHomes #TNHomesForSale #SouthernLiving #ToriMcWilliams

Tori McWilliams

Cell: 931-374-5558

Property Gallery: https://realestatephotographerpro.hd.pics/1330-Chippendale-Cir

Instagram Post 5: Static - Just Sold Tease

(Format: Under contract graphic over exterior photo)

Demand in Maury County is strong! 📈 1330 Chippendale Cir is officially under contract. Thinking of selling your home? Tap the link in bio or send a DM to discuss your property's value!

#ColumbiaTN #ColumbiaRealEstate #MauryCountyTN #MiddleTNRealEstate #TennesseeHomes #ColumbiaTNHomes #MiddleTNHomes #TNHomesForSale #SouthernLiving #ToriMcWilliams

Tori McWilliams

Cell: 931-374-5558

Property Gallery: https://realestatephotographerpro.hd.pics/1330-Chippendale-Cir

Instagram Post 6: Reel - Phase 1 Behind the Scenes

(Format: Behind-the-scenes video of professional photography at the pool and deck)

Behind the scenes at our newest listing in Columbia! 🪄 Staging is done, photography is wrapping up, and this 4,427 sq ft property is nearly ready for market. Drop a 🙋‍♀️ in the comments for first access!

#ColumbiaTN #ColumbiaRealEstate #MauryCountyTN #MiddleTNRealEstate #TennesseeHomes #ColumbiaTNHomes #MiddleTNHomes #TNHomesForSale #SouthernLiving #ToriMcWilliams

Tori McWilliams

Cell: 931-374-5558

Property Gallery: https://realestatephotographerpro.hd.pics/1330-Chippendale-Cir

Instagram Post 7: Carousel - Phase 1 Sneak Peek

(Format: Close-up details of exposed beams, stone fireplace, and new 2026 basement kitchen)

A quick preview of what is coming. 🤩 Exposed wood beams, stone fireplace, and updated kitchens across multiple living quarters. This Columbia property hits the market soon. DM me for early viewing details!

#ColumbiaTN #ColumbiaRealEstate #MauryCountyTN #MiddleTNRealEstate #TennesseeHomes #ColumbiaTNHomes #MiddleTNHomes #TNHomesForSale #SouthernLiving #ToriMcWilliams

Tori McWilliams

Cell: 931-374-5558

Property Gallery: https://realestatephotographerpro.hd.pics/1330-Chippendale-Cir

Instagram Post 8: Static - Phase 1 Coming Soon

(Format: Front elevation graphic marked 'Coming Soon')

🛑 STOP YOUR SCROLL 🛑 Coming soon to Columbia! 1330 Chippendale Cir hits the market on [Date]. 5 beds, 4 baths, pool, and 3 living spaces on 0.74 acres. Tap the link in bio to join the VIP list!

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Instagram Post 9: Reel - Phase 2 Just Listed

(Format: Video showcasing the swimming pool, yard, chicken coop, and deck)

🚨 JUST LISTED! 🚨 Welcome to 1330 Chippendale Cir in Columbia. 4,427 sq ft, 5 beds, 4 baths, in-ground pool, and no HOA on 0.74 acres. Tap the link in bio to explore the gallery and save this post!

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Instagram Post 10: Reel - Phase 2 Property Website Live

(Format: Screen capture scrolling the HD photo tour)

Tour 1330 Chippendale Cir from your phone! 📱 The official property website is live. Check out high-res photos of all three living spaces and the pool. Link in bio to take a look!

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Instagram Post 11: Reel - Phase 2 Virtual Walkthrough

(Format: Walkthrough from main living area down to the walkout basement kitchen)

Walk through 1330 Chippendale Cir with me! 🎥 From vaulted ceilings to the finished walkout basement apartment with a new 2026 kitchen. DM me the word “TOUR” to see it in person!

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Instagram Post 12: Static - Phase 3 Open House Announcement

(Format: Clean text flyer with property photo and open house hours)

Open House alert! 🗓️ Join me [Day] from [Start Time] to [End Time] at 1330 Chippendale Cir in Columbia. Come view the pool, grounds, and private suites. Save this post for your weekend plans! Link in bio.

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

(Format: Photo from the back deck looking at the pool)

⏰ Doors open TODAY from [Start Time] to [End Time] at 1330 Chippendale Cir! Stop by to explore this 4,427 sq ft Columbia home. Link in bio for directions.

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Instagram Post 14: Carousel - Phase 3 Feature Spotlight (Basement Apartment)

(Format: Slide 1: Basement living area. Slide 2: 2026 Kitchen. Slide 3: Walkout access.)

A full second kitchen in the walkout basement! 🍳 Built new in 2026, this walkout apartment offers 1 to 2 bedrooms and a full bath. Perfect layout flexibility. Tap the link in bio for full specs!

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Instagram Post 15: Reel - Phase 3 Schedule Viewing

(Format: Tori standing by the pool inviting viewers to schedule a showing)

Looking for space, acreage, and no HOA in Columbia? ⏳ 1330 Chippendale Cir is ready for showings. Call 931-374-5558 or DM me to book your private walkthrough today!

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Instagram Post 16: Static - Phase 3 Price Improvement

(Format: Graphic announcing updated price)

📉 PRICE IMPROVEMENT on 1330 Chippendale Cir! Offered now at $[New Price]. 4,427 sq ft, 3 separate living quarters, swimming pool, and 0.74 acres. Send a DM to schedule your tour!

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Instagram Post 17: Static - Phase 3 Back on Market

(Format: Bold graphic: Back on Market)

🔄 SECOND CHANCE! 🔄 1330 Chippendale Cir is back on the market due to buyer financing. Home is in great shape with new siding (June 2026) and updated mechanicals. Link in bio to book your tour!

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Instagram Post 18: Reel - Phase 4 Under Contract

(Format: Quick clip marking the sign rider 'Under Contract')

✍️ UNDER CONTRACT! 1330 Chippendale Cir is officially pending. Congrats to our sellers! Drop your home search checklist in the comments and let me find your next property. Link in bio!

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Instagram Post 19: Static - Phase 4 Multiple Offers

(Format: Graphic with text 'Multiple Offers Received')

🔥 Multiple offers received on 1330 Chippendale Cir! The right strategy generates real interest. Thinking of listing your Columbia property? Send a DM and let’s talk!

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Instagram Post 20: Carousel - Phase 5 Just Sold

(Format: Slide 1: Sold sign. Slide 2: Pool shot. Slide 3: Performance metrics.)

🍾 JUST SOLD! 🍾 1330 Chippendale Cir is officially closed. Big congratulations to all parties involved! Ready for clear results on your own real estate journey? Tap the link in bio!

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EXTENSIVE LIST OF OTHER CONTENT POSSIBILITIES

To support your full marketing push for 1330 Chippendale Cir and future listings, here are additional content formats we can generate:

- **Long-Form SEO Local Guides:** Keyword-targeted articles such as "Multi-Generational Living in Columbia TN" or "Buying Land with No HOA in Maury County."
- **Segmented Email Campaigns:** Tailored messages for local buyers, investor databases, and regional agent networks.
- **Investor Pro-Formas:** Detailed rental rate comparisons and multi-unit yield models.
- **Print Media & Newspaper Features:** Editorial property spotlights and feature ads for local publications.
- **Targeted Direct Mailers:** Oversized postcards for "Just Listed," "Open House," and "Under Contract" announcements.
- **Radio & Audio Ads:** 15-, 30-, and 60-second broadcast scripts for local radio and streaming platforms.
- **Neighborhood Canvassing Material:** Door hangers, property feature one-sheets, and open house handouts.
- **SMS Follow-Up Drip Sequences:** Automated, conversational text templates for open house visitors and online inquiries.
- **YouTube Video Scripts:** Long-form architectural tours covering Maury County growth and neighborhood amenities.
- **Video Voice-Overs:** Structured voice scripts with exact visual cues.



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