

# August 2023 Real Estate Content Calendar

Use these post ideas to plan your social media content for the month.

## Week 1: August 1 - 5

<b>8/3/2023</b>	<b>National Wellness Month</b>  Promote the importance of a healthy lifestyle and how it can positively impact homebuyers' well-being.  <b>Suggested Hashtags:</b> #WellnessMonth #HealthyLiving #SelfCare
<b>8/4/2023</b>	<b>National Golf Month</b>  Highlight nearby golf courses and communities with golf amenities. Encourage potential buyers who are golf enthusiasts.  <b>Suggested Hashtags:</b> #GolfMonth #GolfCommunity #GolfLovers
<b>8/5/2023</b>	<b>Blogger Day (August 5)</b>  Feature a local blogger who focuses on home decor and interior design. Showcase how they add value to the real estate community.  <b>Suggested Hashtags:</b> #BloggerDay #HomeDecor #InteriorDesign

## Week 2: August 6 - 12

<b>8/6/2023</b>	<b>Back to School Month</b>  Share tips on finding the perfect home in a family-friendly neighborhood with great schools.  <b>Suggested Hashtags:</b> #BackToSchool #FamilyHome #SchoolDistricts
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<b>8/7/2023</b>	<b>Purple Heart Day (August 7)</b>  Pay tribute to military families and veterans. Share stories of how you've helped them find homes and offer discounts or special offers.  <b>Suggested Hashtags:</b> #PurpleHeartDay #MilitaryFamilies #Veterans
<b>8/8/2023</b>	<b>International Cat Day (August 8)</b>  Create content around pet-friendly homes and share photos of clients with their beloved cats in their new homes.  <b>Suggested Hashtags:</b> #CatDay #PetFriendlyHomes #HomeWithCats
<b>8/9/2023</b>	<b>National Book Lovers Day (August 9)</b>  Recommend cozy reading nooks in homes and celebrate the joy of reading in the comfort of a dream home.  <b>Suggested Hashtags:</b> #BookLoversDay #ReadingNooks #DreamHomeReading
<b>8/10/2023</b>	<b>Home Buying Process</b>  Walk your audience through the step-by-step process of buying a home, from getting pre-approved to closing the deal.  <b>Suggested Hashtags:</b> #HomeBuyingProcess #FirstTimeHomebuyer #Homeownership

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<b>8/11/2023</b>	<b>Throwback Listings</b>  Share "throwback" posts featuring memorable or unique properties you've previously listed and sold.  <b>Suggested Hashtags:</b> #ThrowbackListings #MemorableHomes #SoldProperties
<b>8/12/2023</b>	<b>Local Business Spotlights</b>  Showcase local businesses and establishments that contribute to the unique character of your community.  <b>Suggested Hashtags:</b> #LocalBusinessSpotlight #SupportLocal #CommunityCommerce

### Week 3: August 13 - 19

<b>8/13/2023</b>	<b>Local Market Insights</b>  Share valuable market updates and trends in your area, such as recent sales data, median home prices, and new developments.  <b>Suggested Hashtags:</b> #LocalMarketInsights #RealEstateMarket #HousingTrends
<b>8/14/2023</b>	<b>National Financial Awareness Day (August 14)</b>  Educate potential buyers about financial planning for homeownership and offer tips on budgeting for their dream home.  <b>Suggested Hashtags:</b> #FinancialAwareness #HomeownershipFinances #BudgetForHome

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<b>8/15/2023</b>	<b>National Relaxation Day (August 15)</b>  Showcase relaxing features of homes like spa-like bathrooms, serene gardens, or peaceful views.  <b>Suggested Hashtags:</b> #RelaxationDay #SerenityAtHome #HomeSpa
<b>8/16/2023</b>	<b>Home Staging Tips</b>  Offer advice on how to stage a home effectively to make it more appealing to potential buyers.  <b>Suggested Hashtags:</b> #HomeStagingTips #StagedHomes #SellYourHome
<b>8/17/2023</b>	<b>Testimonials from Happy Clients</b>  Feature testimonials and reviews from satisfied clients. Highlight their positive experiences working with you and the successful outcomes.  <b>Suggested Hashtags:</b> #HappyClients #ClientTestimonials #SatisfiedBuyers
<b>8/18/2023</b>	<b>Home Maintenance and DIY Projects</b>  Offer home maintenance tips and simple DIY projects to help homeowners take care of their properties.  <b>Suggested Hashtags:</b> #HomeMaintenance #DIYProjects #HomeImprovement

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<b>8/19/2023</b>	<b>World Photo Day (August 19)</b>  Encourage followers to share photos of their favorite homes or rooms, and repost the best ones with proper credits.  <b>Suggested Hashtags:</b> #WorldPhotoDay #HomePhotos #DreamHomeViews
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### Week 4: August 20 - 26

<b>8/20/2023</b>	<b>Celebrating Homeownership Anniversaries</b>  Acknowledge and celebrate the anniversaries of your clients' home purchases. Share heartwarming stories of their homeownership journeys.  <b>Suggested Hashtags:</b> #HomeownershipAnniversary #HappyHomeowners #HomeSweetHome
<b>8/21/2023</b>	<b>National Senior Citizens Day (August 21)</b>  Discuss senior-friendly housing options and offer guidance to seniors looking to downsize or transition into new homes.  <b>Suggested Hashtags:</b> #SeniorCitizensDay #SeniorHousing #Downsizing

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<b>8/22/2023</b>	<b>Home Safety and Security</b>  Offer practical tips on home safety and security measures to make your followers feel secure in their homes.  <b>Suggested Hashtags:</b> #HomeSafety #SecureHomes #SmartHomeSecurity
<b>8/23/2023</b>	<b>World Water Week (August 23-September 1)</b>  Raise awareness of water-saving features in homes and eco-friendly practices in real estate.  <b>Suggested Hashtags:</b> #WorldWaterWeek #WaterConservation #SustainableHomes
<b>8/24/2023</b>	<b>Moving Tips and Checklists</b>  Offer practical moving tips and checklists to help ease the stress of the moving process for both buyers and sellers.  <b>Suggested Hashtags:</b> #MovingTips #RelocationChecklist #SmoothMove
<b>8/25/2023</b>	<b>Open House Invitations</b>  Promote upcoming open houses with eye-catching visuals and inviting captions. Encourage your followers to visit the properties.  <b>Suggested Hashtags:</b> #OpenHouseInvitation #HomeTour #HouseHunting

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<b>8/26/2023</b>	<b>National Dog Day (August 26)</b>  Celebrate pet-friendly communities and share heartwarming stories of clients finding homes suitable for their furry friends.  <b>Suggested Hashtags:</b> #NationalDogDay #PetFriendlyHomes #HomeForDogs
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### Week 5: August 27 - 31

<b>8/27/2023</b>	<b>First-Time Homebuyer Tips</b>  Provide guidance specifically tailored to first-time homebuyers. Offer tips on budgeting, understanding mortgage options, and inspections.  <b>Suggested Hashtags:</b> #FirstTimeBuyer #HomeBuyingTips #FirstHome
<b>8/28/2023</b>	<b>Real Estate Trivia and Fun Facts</b>  Engage your audience with real estate trivia and fun facts about historical properties, architectural styles, or unique features of homes.  <b>Suggested Hashtags:</b> #RealEstateTrivia #FunFacts #DidYouKnow

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<b>8/29/2023</b>	<b>DIY Home Staging Tips</b>  Share budget-friendly DIY home staging tips that sellers can implement to make their homes more attractive to potential buyers.  <b>Suggested Hashtags:</b> #DIYStaging #StagingOnABudget #HomeSellingTips
<b>8/30/2023</b>	<b>National Beach Day (August 30)</b>  Showcase beachfront properties and coastal living lifestyles. Inspire potential buyers to make their dream of beach living a reality.  <b>Suggested Hashtags:</b> #BeachDay #CoastalLiving #BeachfrontProperties
<b>8/27/2023</b>	<b>First-Time Homebuyer Tips</b>  Provide guidance specifically tailored to first-time homebuyers. Offer tips on budgeting, understanding mortgage options, and inspections.  <b>Suggested Hashtags:</b> #FirstTimeBuyer #HomeBuyingTips #FirstHome

Make sure to explore all of Photofy's marketing resources for real estate professionals and use our app to effortlessly create and schedule your posts.

<https://photofy.com/blog>

With Photofy, you've got the tools to make August 2023 a phenomenal month for your social media presence! Happy posting! 😊