

#1 COACH

in Real Estate Training



A Decade of Dominance

Now 10 Consecutive Years!

2014

2015

2016

2017

2018

2019

2020

2021

2022

2023



Follow Tom on Social



@TomFerry



@TomFerry



@TomFerry



@CoachTomFerry



@TomFerry



@therealtomferry



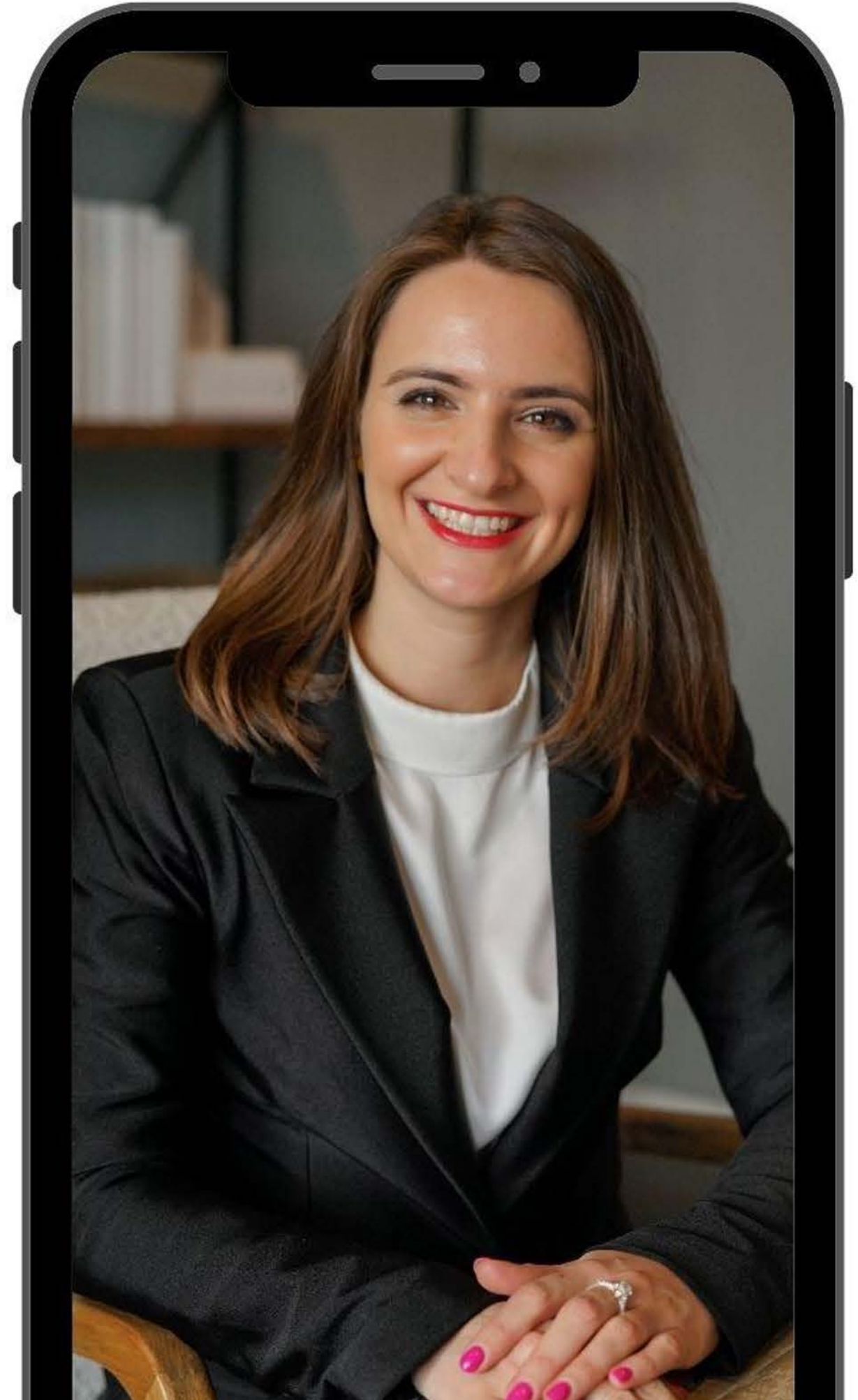


FOLLOW ME

@DIANAM_CHICAGOREALTOR

HOW TO TURN FOLLOWERS INTO SALES

Unlocking Real Estate Potential on Instagram:
Maximizing Reels for Success



**DOWNTOWN
Palatine**



real estate?



HOW I STARTED



600 SUBSCRIBER

SPORATIC POSTING

NO VISUAL STRATEGY

NO CLIENTS FROM INSTAGRAM

EVERY JOURNEY
**STARTS
SOMEWHERE..**



DIANA MATICHYN

DIANA MATICHYN HOME TEAM



WIFE AND MOM OF TWINS

10 YEARS SELLING REAL ESTATE

TEAM LEADER

83 CLIENTS HELPED IN 2023

WHERE AM I NOW?

11,000 FOLLOWERS

REGULAR DAILY POSTING

4-5 LEADS A WEEK



WHAT SHOULD YOU PUT IN YOUR BIO?



1,700 posts

11K followers

1,768 following

DIANA MATICHYN | REALTOR | CHICAGO SUBURBS
Real Estate Agent

- 🏠 Chicago suburbs life & homes
- 💕 Wife & twin mom
- 👩 Realtor for 10 years
- 👨‍👩‍👧 500+ happy clients in their new homes!
- 🇺🇦 From Ukraine
- 🔗 linktr.ee/dianamrealtor

21.5K accounts reached in the last 30 days. [View insights](#)

SWITCHED TO CREATOR ACCOUNT FOR INSIGHTS

CLEAR IDENTITY AND LOCATION – WHAT'S YOUR "AND"?

YOUR NEW BEST FRIEND



Diana Matichyn
Home Team



COLDWELL BANKER
REALTY

YOUR NEW BEST FRIEND



**WHAT DO
YOU DO
WITH THE
IDEAS?**



Diana Matichyn
Home Team



COLDWELL BANKER
REALTY

POSTS THAT DON'T WORK



IMPERSONAL POSTS

STOCK PHOTOS

LOT'S OF TEXT ON THE PHOTO

PURELY INFORMATIVE POSTS, BORING, HARD DATA OR NEWS



Keep it neutral

Deal to the widest
ce, your decor should
be too masculine
ninine.



Tip of the Day =



POSTS THAT DO WORK



COLDWELL BANKER
REALTY

PERSONAL STORIES / PHOTOS

MODIVATIONAL

A LITTLE HUMOR / FUN FACTS

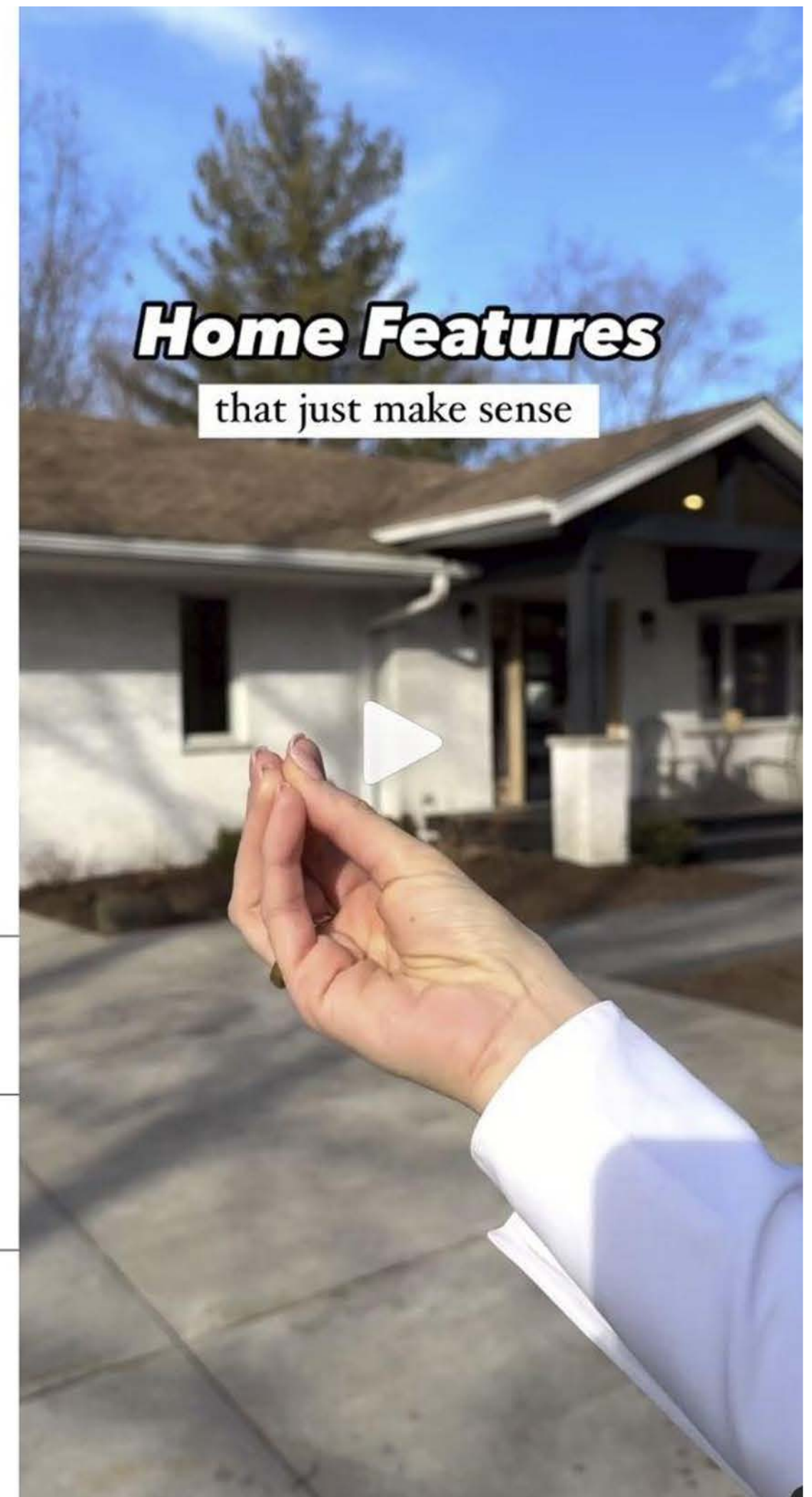
NEW LISTINGS / UNDER CONTRACT

HOUSING MARKET UPDATES

TIPS FOR SELLERS AND BUYERS

NEIGHBORHOOD SPOTLIGHT

RESTAURANT REVIEWS



Chat GPT ASSISTS WITH:

GENERATING CONTENT IDEAS

REFINING LANGUAGE

ANALYZING TRENDS

RECOMMENDING ENGAGEMENT STRATEGIES

ASSISTING WITH SCHEDULING

SUGGESTING HASHTAGS

PLANNING CONTENT CALENDARS.



dianam_chicagorealtor
Arlington Heights, Illinois

dianam_chicagorealtor If buying a home this year is on your to do list... start here!

Step 1
Find a realtor you trust and has experience in the current high paced market (me, wink, wink) 😊

Step 2
I will recommend you a few lenders that I had a great experience working with.

These 2 steps are key to a successful move, because otherwise, it could be a long, frustrating and disappointing experience.

Step 3
Submit the financial information to the lender to get a pre-approval letter. Now you will know the max budget you are able to spend, what downpayment to put and monthly expenses.

🌱 Now about the budget:
If you're looking to spend a max of \$600,000 on a home, we should be looking for homes \$575,000 and lower - so we have room to come up on the price when there are multiple offers.

Of course, there could be a situation when a \$600k doesn't have multiple offers and you could get it for the asking price, but we are nearing the market now where this is going to be rare.

Step 4
Identify communities that are the best fit for you!
Sometimes I will get a call and clients are looking

[View insights](#) [Boost post](#)

👍 🗨️ 📍

👤👤👤 Liked by [chicago.art.girl](#) and 101 others
February 20

😊 Add a comment... [Post](#)

THE SPECIFICS



CONSISTENT POSTING SCHEDULE

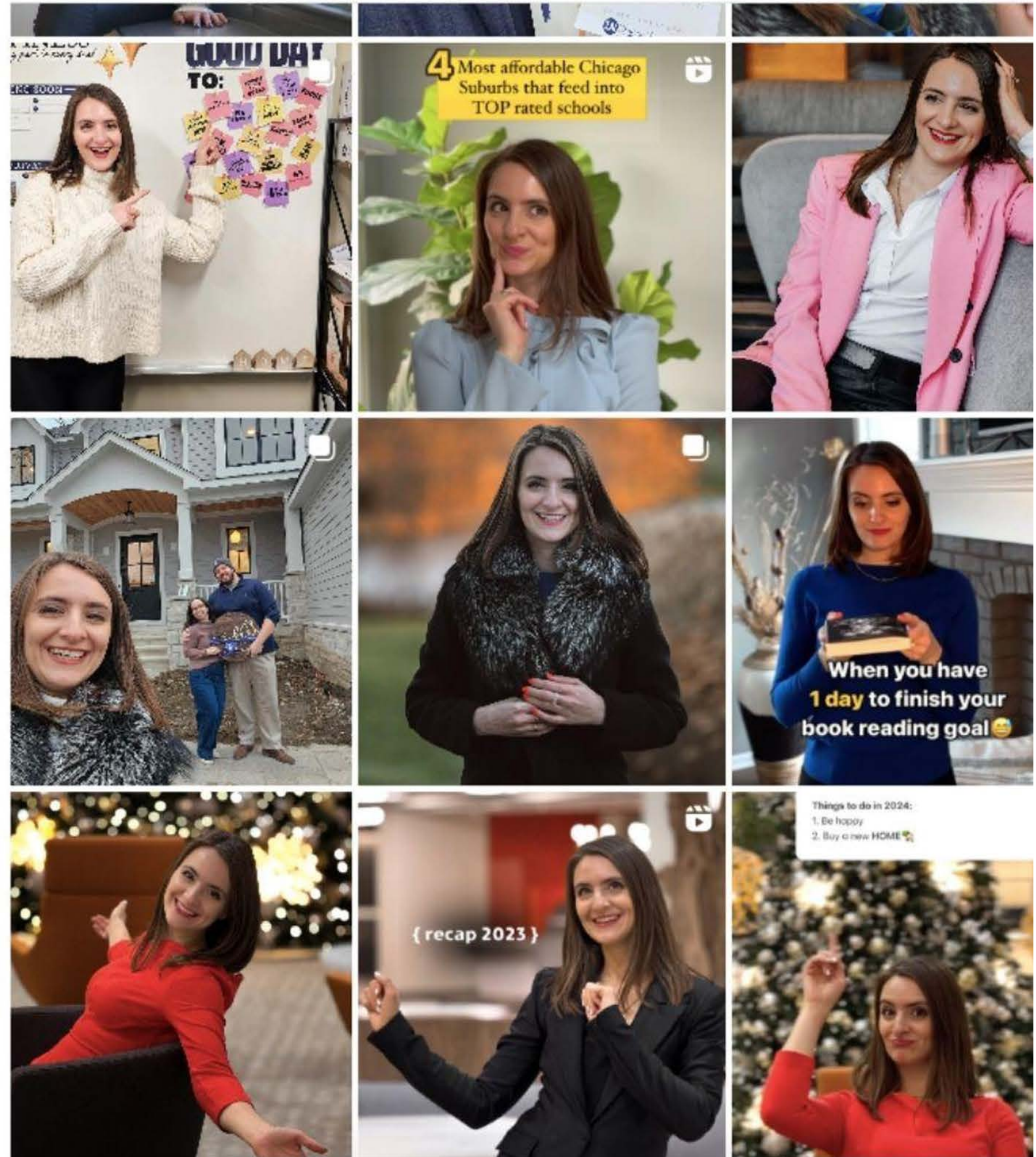
One post 5 times a week and
3-7 stories a day

PROFESSIONAL PHOTOS

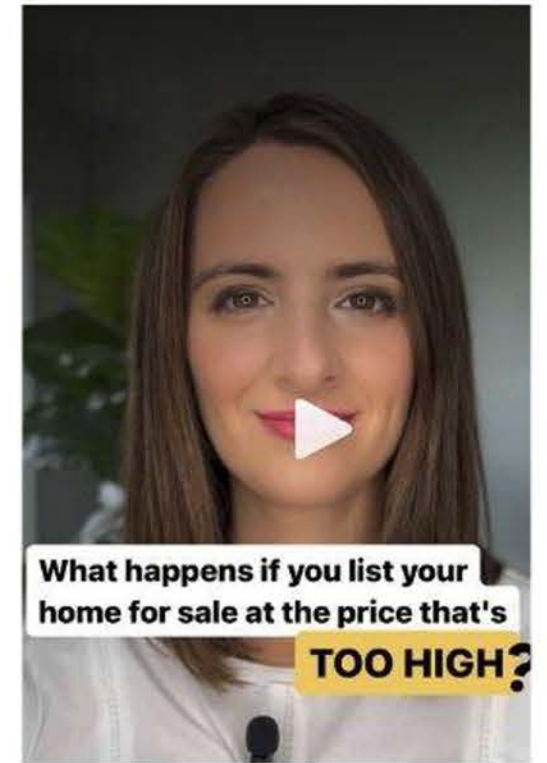
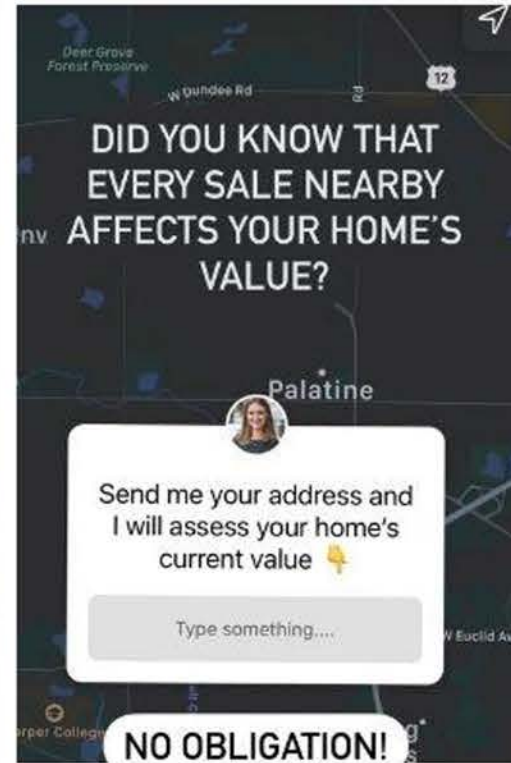
Meet with photographer 1x month

BATCH CONTENT

Recording videos once every 2 weeks



THE STORIES



A MIX OF:

PERSONAL (WORK, FUN, MORNING ROUTINE, BOOKS, ETC.)

INFORMATIONAL (HOW TO REFINANCE YOUR HOME, MARKET NEWS, SOLD)

ENTERTAINMENT (QUIZZES, DESIGN IDEAS, BEFORE/AFTER)

NEW LISTINGS / UNDER CONTRACT

THE REELS

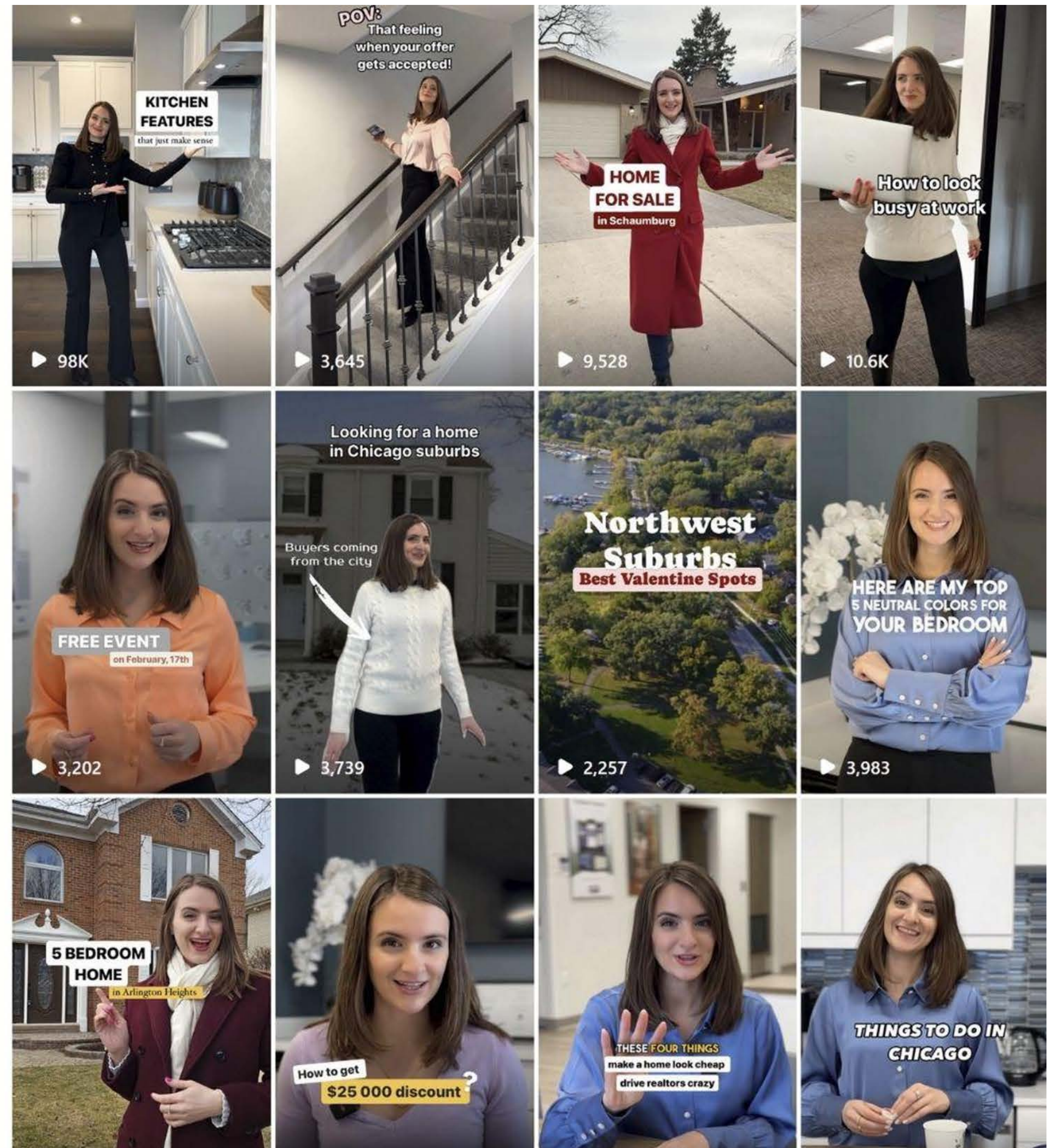


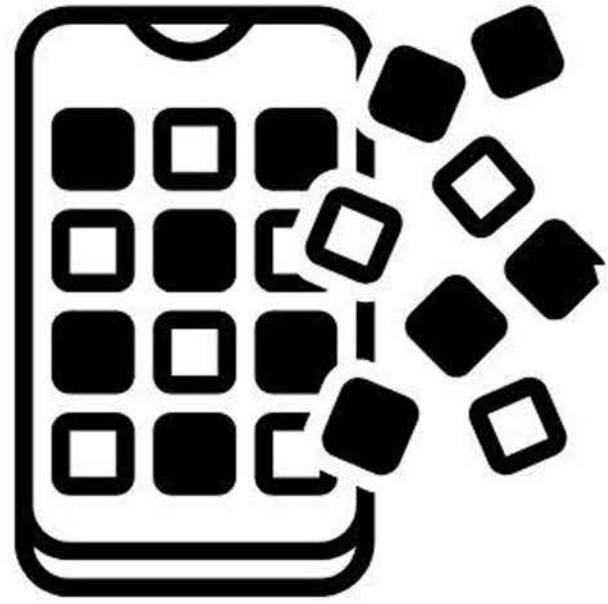
HOUSE TOURS

MOM LIFE

DESIGN TIPS

REALTOR ADVICE





THE APPS WE USE

CANVA - PRESENTATIONS, ADS, CARDS, BANNERS, STORIES, AND POSTS

INSTORIES - BEAUTIFUL STORY VIDEOS

CHATGPT - CONTENT WRITER

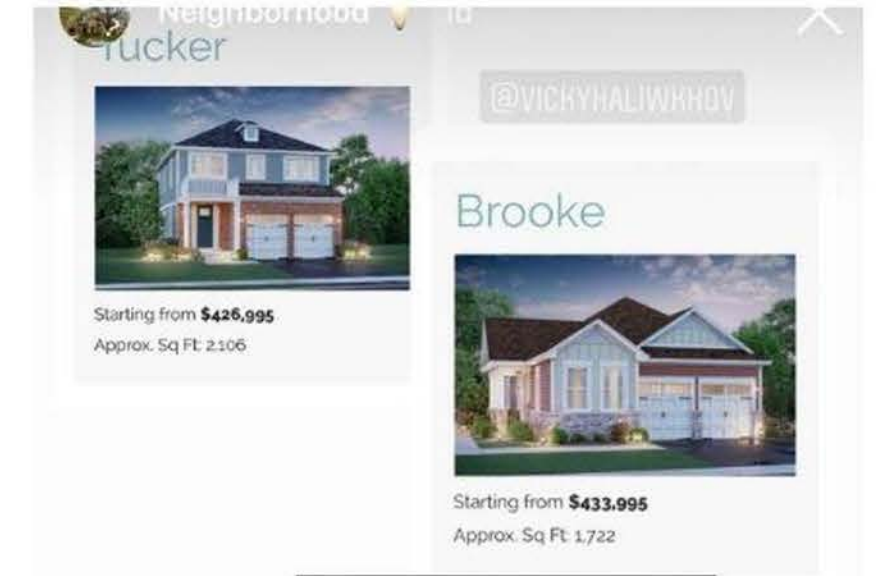
AIRBRUSH - TO EDIT PHOTOS

LIGHTROOM - TO COLOR CORRECT

STORY CUTTER - VIDEO EDITING

SWIPEMIX - TO SPLIT AN IMAGE IN TWO, OR MAKE A SHORT VIDEO SLIDE

CAPTION KIT - TO ADD SPACES, ITALICS AND **BOLD**



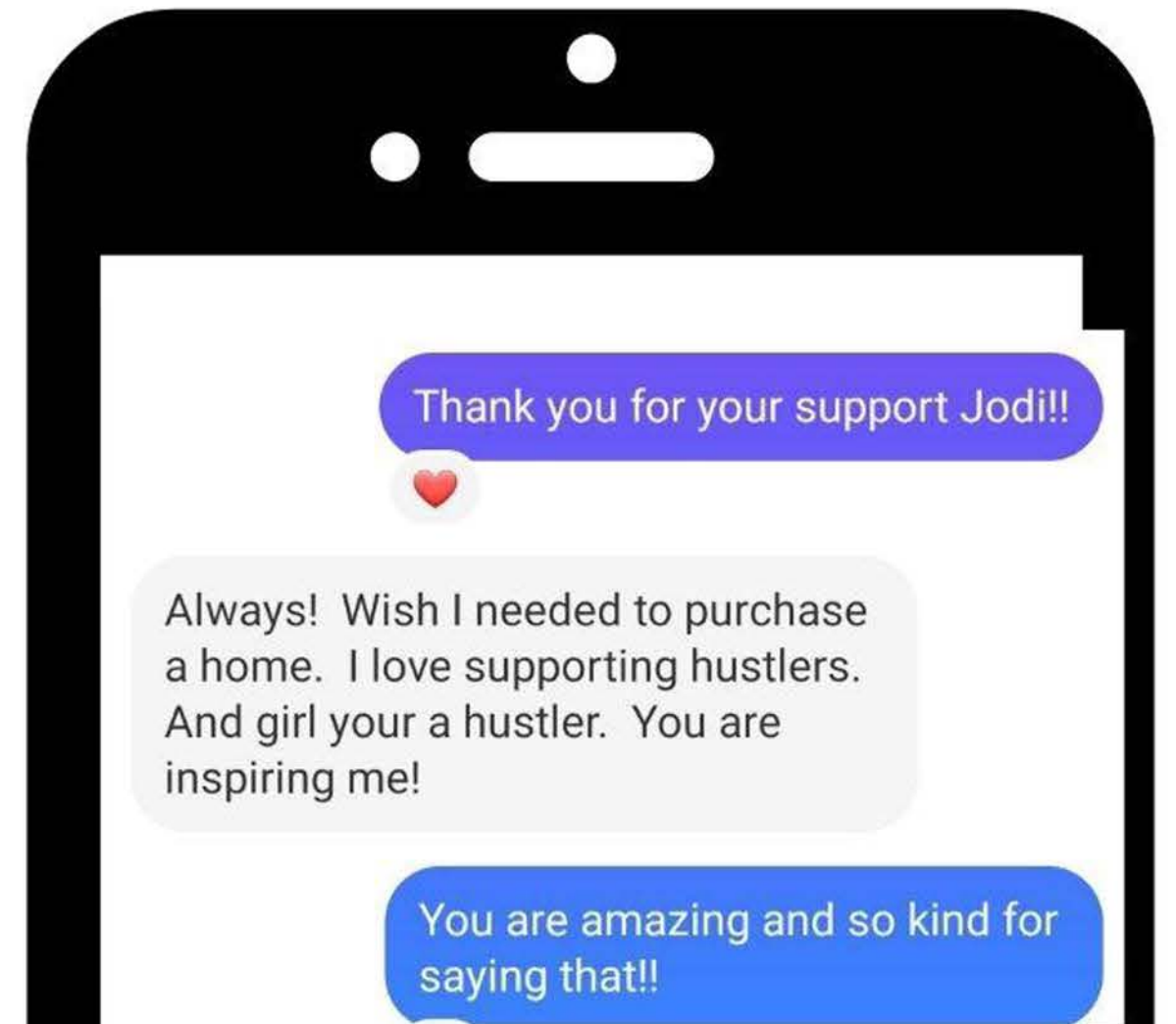
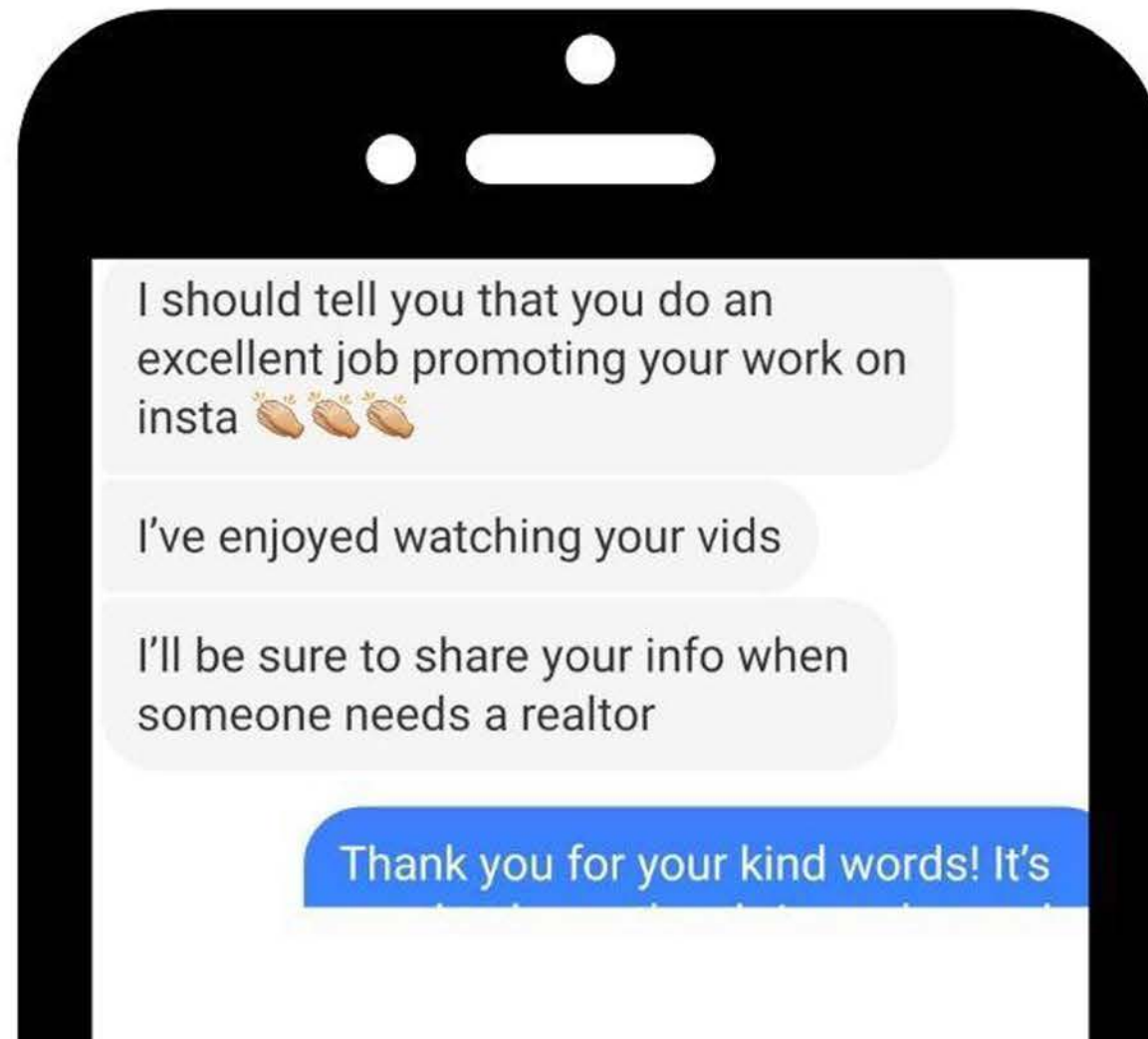
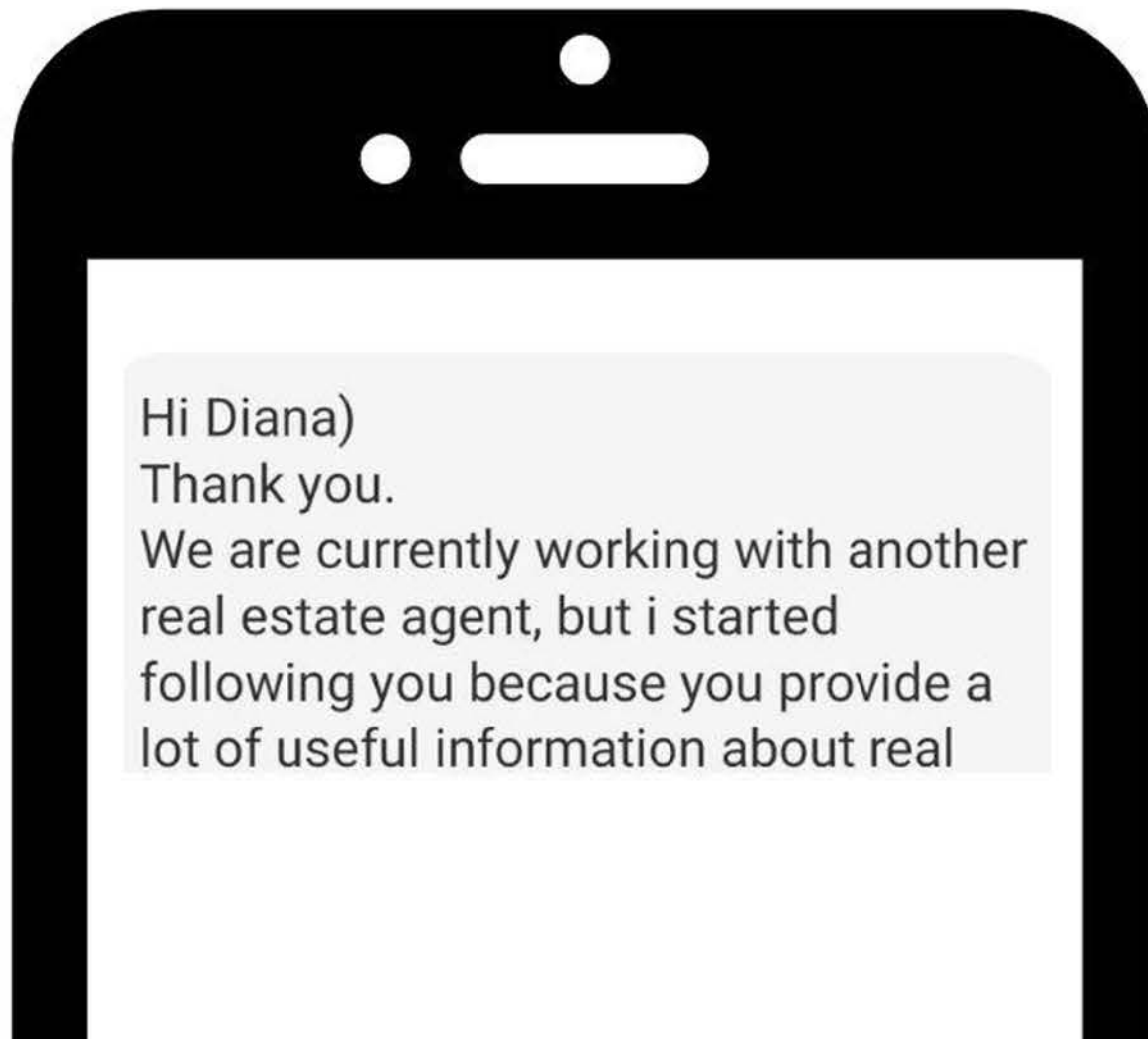
131 Pheasant Ln. Barrington, IL 60010
Full remodel - taken down to the studs



Diana Matichyn Home Team
(224) 500-6491



IS IT WORTH THE EFFORT?



LETS CONNECT



FOLLOW ME

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Diana Matichyn
Home Team



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