# HookDeed

90 days of Instagram hooks + caption starters
for real estate agents

## FREE SAMPLER

10 hooks + caption starters.
The full 90-day pack follows when the shop opens.

## How to use this pack (5 minutes)

Every hook in this pack has two parts: the HOOK (the bold first line — say it on camera or burn it onto the first 2 seconds of your reel) and the CAPTION STARTER (the opening lines of your caption).

Fill in every [bracket] with your details, then finish the caption in your own voice. The starter does the hard part — the opening. You do the easy part — being yourself.

Post 4-5 times a week, mixing categories. The 90-day calendar at the back of the full pack tells you exactly what to post each day.

## The CTA bank (end every caption with one)

DM me "[WORD]" and I'll send you the link / breakdown / checklist.

Save this post for your house-hunting folder.

Tag someone who needs to see this.

Comment A or B below — I read every one.

Link in bio for the full tour / worksheet.

Know someone buying or selling this year? Send this to them.

## Three rules

1. Never post a hook verbatim without filling the brackets — generic posts get generic results.

2. Your face beats stock photos. Film the hook selfie-style; authenticity outperforms production value for agents.

3. Reply to every comment in the first hour. The algorithm rewards conversations, not broadcasts.

### Listing Hooks

**#1  POV: you just found the one.**
[Street/Area] just got its newest listing — and the photos don't do the [kitchen / backyard / view] justice.

[Bed] bed · [Bath] bath · [Sqft] sq ft · listed at [Price].

Tap save, then tell me: what would your first upgrade be?

### #2 Stop scrolling. Tour this one.

[Price] in [Area] gets you: [feature 1], [feature 2], and [feature 3].

Walkthrough is 60 seconds — link in bio, or DM me "TOUR" and I'll send it straight to you.

## Just Sold & Social Proof

### #3 From 'maybe next year' to keys in 90 days.

[Client first name] told me in [Month] they were "maybe thinking about next year."

Last week they got keys to [Area]. Here's what changed their mind: [one honest detail].

Your timeline is yours — but the market won't wait for perfect.

## Buyer Education

### #4 Your pre-approval is lying to you (a little).

A pre-approval says what a bank will lend you — not what you should spend.

The smart number = pre-approval minus your real life: the car payment, the daycare, the actual groceries.

I run honest budgets with my buyers before we tour a single home. DM "BUDGET" for the worksheet.

### #5 What 'closing costs' actually means in Ontario.

Budget 1.5–4% of the purchase price ON TOP of your down payment:

→ Land transfer tax (the big one)
→ Legal fees
→ Title insurance
→ Adjustments

On a $700K home, that's $10,500–$28,000. First-time buyers: rebates exist — DM me "CLOSING" for the breakdown.

## Seller Education

### #6 Overpricing costs more than a price drop.

Every week overpriced = fewer showings = the listing goes stale = buyers assume something's wrong.

The data is brutal: homes priced right from day one sell faster AND for more than homes that chase the market down.

Price it like you mean it.

### #7 What actually happens at a listing appointment.

No pressure, no 3-hour pitch. I bring:

→ Comparable sales (the real ones, warts and all)
→ A marketing plan specific to YOUR home
→ Honest pricing — including the number you don't want to hear

You decide. I advise. That's the deal.

## Personal Brand

### #8 I'm the agent who [your differentiator].

Not the agent with the most billboards — the agent who [answers at 10pm / talks you out of bad buys / knows every street in /Area/].

[One sentence origin story: why real estate, why this area].

If that sounds like your kind of agent, the DM is open.

### #9 The call I got at 11pm last night.

[Vague-but-real story: a nervous first-time buyer / a seller with cold feet / an offer-night curveball].

This is the job people don't see: part strategist, part therapist, full-time problem solver.

Handled. That's what I'm here for.

## Engagement Hooks

### #10  Guess the list price. Closest wins bragging rights.

[Bed] bed, [Bath] bath, [Sqft] sq ft in [Area]. [One standout feature].

Drop your guess below — closest without going over gets eternal glory (and my market analysis for free).

Answer revealed tomorrow.

## About HookDeed

**This sampler is 10 of the 90 hooks in the full HookDeed 90-Day Pack.**

The full pack includes: all 90 hooks + caption starters across 6 categories, the CTA bank, the 3 rules of agent content, and the done-for-you 90-day posting calendar — priced at $29 CAD when the shop opens.

**No blank-caption mornings. That's the whole promise.**