

7 WAYS  
ESTATE  
AGENTS  
BUILD INSTANT  
SELLER  
CREDIBILITY

Without Posting Every Day on Social Media

# Hello!



I'm Cass!

I spent 5 years deep in the real estate industry, working inside one of London's biggest estate agencies. And the last 3 years building my own marketing agency for estate agents. In short, I know how estate agencies actually work AND how to market them.

Over the past few years, I've focused on one thing: helping estate agents grow online in a way that brings real leads and real instructions. I've worked with everyone from independent agents to some of the biggest names in the industry, including Knight Frank and eXp, turning social media into a genuine business tool, not a time-wasting vanity exercise.

This workbook breaks down seven practical tips I've seen work again and again. No fluff, no gimmicks, just what actually moves the needle.

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# Why Sellers Decide Before You Ever Speak

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**Most estate agents think trust is built in the valuation.  
It is not.**

**By the time a seller invites you into their home, they have  
already:**

- **Looked you up**
- **Compared you to other agents**
- **Formed an opinion**

**Your online presence either pre-sells you or forces you to  
fight uphill.**

**The agents who win instructions most easily are not  
louder.**

**They are not posting more.**

**They simply look credible before the conversation starts.**

**Here is how they do it.**

# 1. Create High-Quality Content

Not content for content's sake. Signals of competence.

Sellers do not judge your marketing the way other agents do. They judge it the way they judge any professional service.

Shaky videos, poor lighting, rushed filming and messy visuals signal one thing:

**lack of care.**

That is not the message you want attached to someone's biggest asset.

This builds credibility because:

Quality content creates a shortcut in the seller's brain.

“If they care this much about presentation, they will care about my home.”

## Actions this week

- Film in good natural light
- Use a tripod or stabiliser
- Frame shots properly
- Speak calmly, not quickly
- Consider using a professional videographer

## 2. Stop Speaking to Everyone

Speak directly to sellers and landlords.

Most agents accidentally create content for:

- Other agents
- Buyers who are years away from transacting
- The algorithm

Sellers and landlords are the ones who instruct you.

If your content does not answer their questions or reassure their fears, it is noise.

This builds credibility because:

People trust professionals who clearly know who they serve.

Clarity signals confidence.

### Actions this week

For the next 14 days, only post content that fits **one of these three categories**:

- A property you are proud to represent
- A simple insight that shows you understand the local market
- A behind-the-scenes moment that shows how you work with clients

If it fits one of those, post it.

If it doesn't, skip it.

# 3. Fix Your Online Shop Window

And no, we are not talking about your high street window.

Your real shop window is:

- Your website
- Instagram
- LinkedIn
- TikTok

This is where sellers form first impressions.

Messy profiles, inconsistent branding, outdated photos or unclear bios instantly reduce trust.

This builds credibility because:

Sellers equate organisation and presentation with competence.

They assume how you present yourself is how you will present their property.

## Actions this week

1. Update your bio with who you help and where
2. Pin your best three posts to the top of your profile
3. Remove anything that feels dated, rushed or off-brand

Your profile should make a seller think:

“This feels professional. This feels safe.”

# 4. Get in Front of Your Ideal Client

Without posting every day.

Organic posting is optional. Visibility is not.

Relying purely on organic reach is unpredictable and time-consuming.

Using ads allows you to:

- Put your best content in front of local sellers
- Build recognition without daily effort
- Control your spend

Even £3 per day can drive 100–300 relevant local followers per month when done properly.

This builds credibility because:

Repeated exposure creates familiarity.

Familiarity creates trust.

Trust leads to instructions.

## Actions this week

Identify the 3 posts you would want a seller to see if they looked you up tomorrow.

Those are the posts that should be doing the work for you.

Later in the doc, we explain:

- Organic reach is unreliable
- Ads are how smart agents keep those posts visible
- This is where most agents stop and ask for help

# 5. Kill the Cringe

Getting on camera is not optional anymore. It is normal.

Most agents are not “cringe”.

They are just over-judging themselves.

Cringe comes from trying to be someone else.

The truth:

- This is your content
- You decide what you film
- You decide how polished or relaxed it feels

Sellers are not expecting perfection.

They are looking for someone real, calm, and professional.

This builds credibility because:

Authenticity builds trust faster than performance.

And if you truly hate the camera:

- Use voiceovers
- Film properties, not yourself
- Hire someone who enjoys being on camera

## Actions this week

Choose one format that feels natural and stick to it.  
Stop forcing what does not fit you.

# 6. Stop Focusing on Likes

They are vanity metrics.

Every account starts with low likes.

That does not mean the content is not working.

Sellers are not checking:

- Your like count
- Your engagement rate

They are noticing:

- Quality
- Consistency
- Presentation

A beautifully shot listing with 12 likes still builds trust.

This builds credibility because:

Perception matters more than popularity.

Likes grow after credibility is established, not before.

## Actions this week

Track:

- Profile visits
- Follower growth
- Enquiries

Stop refreshing the like count.

# 7. Stand Out or Blend In

Most agents look interchangeable.

Same captions.

Same “just listed”.

Same tone.

That makes choosing you harder.

Sellers do not instruct the biggest agent.

They instruct the one they remember.

Personality does not mean trends or gimmicks.

It means:

- A point of view
- Consistent tone
- Feeling human

This builds credibility because:

People trust what feels familiar and distinctive.

Sameness makes you invisible.

## Actions this week

Add one post that:

- Shares an opinion
- Explains your approach
- Shows how you think

Not what you sold. Why you are different.

# The Real Shift

Credibility is not built by posting more.  
It is built by being intentional.

When done properly:



Your content  
works while  
you do your job



Sellers feel  
warmer before  
meetings



Instructions  
feel easier to  
win

# Next Steps

If you want help setting this up properly, we offer a low-commitment Meta ads service designed for estate agents who want:

- Seller-focused credibility
- Predictable visibility
- No daily posting
- No influencer nonsense

It is built to amplify a small number of high-quality posts and keep them working for you consistently. You can explore it when it makes sense.

# Client Testimonials



“Crimson Social have been handling all of our social media since November 2023 and we couldn't be happier! Cass and her team are very professional and super responsive. They always go the extra mile to create the best content. I would definitely recommend Crimson to anyone looking to grow their social media presence.”

*Chris Hogan*

Owner of The Chant Group



“Big thanks to Cass and the team for the consistently high standard on our Instagram and Facebook presence. Their paid ads work has been exceptional too! Strategic, efficient, and fully managed end-to-end. Highly recommended.”

*Pei Li Lee*

Marketing Manager at Druce



# Thank-you!

Hope these 7 tips help you land more instructions!

If you want to work with us, feel free to drop me an email below and I can advise on how best to help you!



## Contact:

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