

REAL ESTATE CAPTION TEMPLATES & HOOK IDEAS

Write Faster. Sound Better. Get More Engagement.

by Peninsula Media

WHY YOUR CAPTIONS MATTER

You have 1–2 seconds to grab attention.

Your caption is your voice — your way to connect, convert, and show value beyond the photos.

But writing them? That's where most agents get stuck.

So here's your shortcut.

15 SCROLL-STOPPING HOOKS

Use these as your first line to stop the scroll — then lead into your post:

1. "Most people think [X]... but the truth is..."
Most people think spring is the only time to sell... but the truth is, serious buyers are active year-round.
2. "This might be controversial, but..."
I don't always recommend renovating before selling.
3. "Real estate agents don't usually say this, but..."
4. "Here's what I tell every single client before they list..."
5. "If you're selling in [Suburb] soon, you need to hear this..."
6. "3 mistakes I see sellers make all the time..."
7. "What \$800K gets you in 3 different suburbs ↓"
8. "Behind the scenes of an open home day 👁️"
9. "The weirdest thing that's ever happened during a showing..."
10. "Want to sell faster? Here's my go-to prep tip 📌"
11. "If I could only give sellers ONE piece of advice..."
12. "This feature added serious value to a recent listing..."
13. "Yes, staging works — here's the proof 📸"
14. "If I had to buy my first home again, here's what I'd do differently..."

15. "Thinking of selling soon? Read this before you do 📌"

🧠 CAPTION FORMULAS THAT ACTUALLY WORK

◆ EDUCATIONAL / AUTHORITY BUILDER

"Let's talk about [TOPIC].

Most buyers/sellers don't realise that [INSIGHT].

Here's why it matters: [BREAK IT DOWN].

If you're planning to [BUY/SELL] soon, this is gold."

Example:

Let's talk about underquoting.

Most buyers don't realise it's still happening.

Here's how to spot it and what to do instead...

◆ JUST LISTED / SOLD (NO SNOOZE-FEST)

"This one's got that 'I could live here forever' feeling.

📍 [Suburb] | [Beds/Baths/Feature]

Swipe through for our favourite room (wait till you see the kitchen 🤩).

Want the full tour? DM me or check the link in bio."

OR

"Another sold! But the story behind it is what really matters...

This one came with 3 competing offers, a record street price, and one very happy first-home buyer."

◆ CLIENT STORY / SOCIAL PROOF

"I'll never forget when [CLIENT FIRST NAME] called me about this listing.

They were nervous, excited — and unsure it would work out.

Fast forward to today: keys in hand, smiles all around, and a beautiful new beginning."

◆ PERSONAL / BRAND CONNECTION

“I’ve never shared this before, but here goes...

The reason I got into real estate was [SHORT BACKSTORY].

And every time I hand over a key, I’m reminded why this job still lights me up.”

◆ **VALUE + CTA COMBO**

“3 ways to make your home more appealing to buyers (without blowing your budget):

- 1 Fresh paint
- 2 Lighting upgrades
- 3 Declutter & depersonalise

Want a full pre-sale prep checklist? Send me a DM and I’ll shoot it over.”

🚀 **CTA IDEAS (THAT AREN’T “CALL ME”)**

- DM me “prep” and I’ll send you my seller checklist
- Tag a friend who needs to see this 📌
- Save this for when you’re ready to sell
- Thinking of moving? I’d love to help
- Want the price guide? Just shoot me a message
- Let’s talk timing — I can help you get it right for your home and market

🔧 **HOW TO USE THIS GUIDE**

1. Pick your post type: tip, listing, story, testimonial, etc.
2. Use a hook to open strong
3. Use a template to write fast
4. Add a CTA that drives action or connection
5. Post it — even if it’s not perfect
6. Repeat weekly

✍️ **FINAL THOUGHT**

You don’t need to write like a novelist — you just need to write like **you**.

Use these tools to sound clear, confident, and connected.

Your words can build trust before you even meet.

Need help turning your ideas into content that converts?

 peninsulamedia.com.au

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