



Let's turn your Instagram into a lead machine (without sounding like a walking advertisement).

Here's what to do instead of those 5 common mistakes:

✅ Add context to your rate posts

Talk about who the rate is for, how it compares, or what it means for monthly payments. Example: "This rate could save you \$312/mo vs. last year's average. Here's how..."

✅ Use smarter hashtags

Swap #MortgageBroker for local + niche ones like #ChicagoHomeLoans, #FirstTimeBuyerHelp, or #YourNameMortgage.

✅ Speak like a human, not a sales script

Instead of "DM me for pre-approval," try "Thinking of buying? Let's talk goals first." Feels more real—and works better.

✅ Post short-form video content (reels!)

Just 7–10 seconds with a bold hook + quick takeaway is enough to boost your reach.

✅ Create for buyers—not other brokers

Answer questions your ideal clients are Googling. "Can I buy with student loans?" "Is 2025 a good year to refi?"

💡 Implement even 2–3 of these and you'll start seeing more engagement and better visibility—because your content will finally speak to the right people.

Want Done-for-You Social Media Content That Attracts Clients?

If you're tired of wondering what to post and how to grow your brand as a mortgage broker—
I've got you covered with plug-and-play Reels, posts, stories, and captions designed *just for Mortgage brokers*.



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