



You're going to love this because getting your hashtag game right can make a huge difference in your reach and attracting local clients! Let's make sure your hashtags are working FOR you, not against you.

### The Mistake:

Most mortgage brokers use hashtags that are:

- ❌ Too generic (#MortgageBroker, #Lender)
- ❌ Too broad (#HomeLoan, #FinanceTips)
- ❌ Not localized (#MortgageExpert, without the city name)

The problem? These tags are so common, your posts get buried and don't reach the right audience—the buyers and homeowners in your area.

### ✅ The Fix:

Use a layered hashtag approach to reach local clients:

- 1 Local & Specific Tags (5-7):
  - Examples: #ChicagoMortgageExpert #DallasHomeLoans #SanDiegoRefinance
  - Include neighborhood tags too, like #LincolnParkLoans.
- 2 Niche Mortgage Tags (3-5):
  - Examples: #FirstTimeHomeBuyerTips #LowRateLoans #FHALoanGuide
- 3 Lifestyle & Community Tags (2-4):
  - Examples: #MovingToChicago #LivingInDallas #NewHomeSanDiego
- 4 Personal Branded Tags (1-2):
  - Examples: #LoansByYourName #YourNameFinance

### 💡 Pro Tips:

- Switch up your hashtag sets to keep them fresh and relevant.
- Avoid overly popular hashtags that get lost in the feed.
- Keep your best hashtag sets saved for easy access!

✨ Try this method in your next few posts and watch your reach grow!

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