

KW Guyana Social Media & Content Strategy

Prepared October 6, 2026 · Draft for review by Stefan John

1. Overall strategy

KW Guyana should run its pages as a media brand about Guyanese real estate, with listings as one part of the mix, not the whole feed. Target: by the end of 90 days, a Guyanese buyer, seller, investor or returning diaspora member should think of KW Guyana first when they have a property question.

The positioning line

“The people who explain Guyana real estate.” Every post either explains something, shows something real, or introduces someone credible. Listings ride on top of that trust instead of carrying the page alone.

Who we are talking to, and what each group needs from us

Audience	What they worry about	What earns their follow	Primary platform
Local buyers (first-time and upgrading)	Overpaying, title problems, getting financing	Clear process explainers, honest price reality checks	Facebook, TikTok
Property owners / sellers	Pricing wrong, slow sale, unreliable agents	Proof we market properties well, valuation content	Facebook
Landlords	Bad tenants, vacancy, chasing rent	Tenant-screening tips, corporate tenant demand	Facebook, Instagram
Renters / expats relocating	Safety, commute, utilities, fair rent	Neighbourhood guides, “what GYD X rents”	Instagram, TikTok
Investors and developers	Where growth is, returns, legal risk	Market observations, area analysis, commercial demand	Instagram, LinkedIn (optional)
Diaspora (US, Canada, UK, Caribbean)	Being cheated from abroad, family disputes, buying remotely	“Buying from abroad” series, trustworthy process	Facebook, Instagram
Prospective agents	Income, training, support, brand	Agent stories, training footage, real numbers on the model	Instagram, Facebook, TikTok

Content mix (per month, across all platforms)

Bucket	Share	Pillars it covers
Educate	30%	Real estate education, buyer content, seller content
Show properties	25%	Property marketing, investment content
Market authority	15%	Market observations, neighbourhood and area analysis
Guyana lifestyle	10%	Communities, food, infrastructure, everyday life
People and culture	15%	Agent personal brands, KW culture
Recruit	5%	Agent recruitment (rises to ~10% through Q4 while pushing to 30 agents)

Four recurring series (the backbone of the page)

Named series make the account feel produced and give people a reason to come back.

1. **“Before You Buy”** — 30-second warnings and checks for buyers (titles, transports, surveys, financing). Weekly.
2. **“What GYD __ Gets You”** — same budget, different areas or property types. Weekly. Highest share potential.
3. **“Ask a KW Agent”** — an agent answers one real question from comments or DMs, face to camera. Twice weekly; rotates agents to build personal brands.
4. **“Back Home”** — content for the diaspora: buying remotely, building vs buying, what has changed in Georgetown. Weekly.

Supporting formats: Friday “Market Notes” carousel, Sunday lifestyle post, monthly “Agent Spotlight”.

Team roles and production workflow

The team already exists for this; the plan needs clear ownership more than more people.

Role	Owner	Responsibilities
Strategy, approvals, calendar	Andy (social media lead)	Owens this calendar, approves every post, weekly report
Filming and editing	Valentia + AvyGail (7 days/month in Guyana)	AvyGail’s 7 days = batch-filming days; Valentia edits and fills gaps
Comments, DMs, email	Cecy	Responds using the engagement bank (Section 9) within 1 hour in business hours; logs leads to Command
On-camera agents	Etienne + rotating agents	Each agent films at least 2 videos per month; Etienne schedules them
Listing intake	Delandreiea (MCA)	Sends every new listing to the content team within 24 hours with photos, price and agent
Final sign-off	Stefan	Reviews the monthly calendar before it goes live

Batch-filming model. AvyGail’s 7 days per month should be planned as: 2 days property tours, 2 days agent-led talking-head videos (film 8–10 per day), 1 day lifestyle/neighbourhood b-roll, 1 day office/culture/training, 1 day flex for new listings. That produces roughly 40–50 finished pieces a month, enough to cover this calendar with buffer.

Lead handling (where content turns into revenue)

- Every DM asking about price, viewing, valuation or selling is a lead: Cecy logs it in Command the same day and routes it via the existing round robin.
- Use a single link in bio pointing to a simple page with three buttons: Find a property / Sell or rent out my property / Join KW Guyana.
- Use one consistent WhatsApp Business number on every post.

KPIs to track weekly (Andy’s report)

Metric	Why it matters	30-day target (set after week 1 baseline)
Qualified DMs / WhatsApp leads	The real business result	Baseline + 50%
Seller/landlord enquiries	Listings drive everything	Track separately from buyer leads
Saves + shares per post	Signals content worth following	Rising week over week
3-second hold rate on Reels	Tests the hook	Above 50%
Follower growth (all platforms)	Brand reach	Baseline + 15%
Agent enquiries	Feeds the 30-agents-by-December goal	At least 8 conversations

Review every Friday: keep the top 3 formats, kill the bottom 3, and re-use winning hooks on new topics.

2. Weekly posting schedule

Post 5–6 times a week on the main feeds, daily on Stories, and give each day a fixed job so followers learn what to expect.

Frequency per platform

Platform	Feed posts / week	Format emphasis	Why
Facebook	6	Reels, carousels, listing albums, longer captions	Largest Guyanese and diaspora audience; strongest for sellers, landlords and older buyers
Instagram	5 feed + daily Stories	Reels, carousels	Expats, investors, younger buyers; Stories carry listings and polls without crowding the grid
TikTok	5	Native vertical video, agent faces, trending audio used lightly	Fastest reach to new people who don't follow us yet; rewards consistency and hooks
Stories (IG + FB)	3–6 frames daily	Listings, polls, behind the scenes, reposts	Keeps us top of mind daily at low effort

Cross-post the same Reel to Instagram, Facebook and TikTok, but write platform-specific captions (short on TikTok, fuller on Facebook).

Weekly rhythm

Day	Theme	Typical content	Why this day
Monday	Market authority	“What GYD __ Gets You”, area spotlight, market observation	People plan and research at the start of the week
Tuesday	Education	“Before You Buy” / process explainer Reel + carousel	Saveable content does well mid-week
Wednesday	Listings	New listings, property tour Reel, Story sequence	Midweek viewing bookings for the weekend
Thursday	Agent personality	“Ask a KW Agent”, agent day-in-the-life	Builds trust before weekend decisions
Friday	Sellers + market notes	Seller education, “Market Notes” carousel, sold/leased wins	Owners think about property over the weekend
Saturday	Listings + engagement	Weekend open-house/viewings, “Would you live here?” poll	Highest leisure scrolling, viewing day
Sunday	Lifestyle + diaspora	Guyana lifestyle, “Back Home” series	Diaspora engagement peaks on Sunday; lighter content
Recurring	Recruitment	One recruitment piece every other Thursday or Friday	Steady pipeline toward 30 agents

Posting times (Guyana time, UTC-4)

Start with these and adjust after two weeks using each platform's insights.

- **Weekdays:** 12:00–1:00 pm (lunch scroll) and 7:00–8:30 pm (main slot).
- **Saturday:** 9:00–11:00 am.
- **Sunday:** 6:00–8:00 pm (also catches the diaspora in New York and Toronto, which share this hour for much of the year).
- **Stories:** first frame by 8:00 am, more through the day.

3. 30-day content calendar — Week 1 (Days 1-7)

Day 1 is a Monday; one hero piece per day, plus daily Stories. Anything in [brackets] is filled in from a real current listing or verified figure before posting — no invented prices or claims go live.

Day 1 — Monday

- **Platform:** Instagram Reels, Facebook Reels, TikTok
- **Pillar:** Market authority
- **Format:** “What GYD __ Gets You” Reel (series launch)
- **Target audience:** Renters, expats, diaspora
- **Objective:** Reach + follows; establish the series
- **Topic:** What one monthly rent budget gets you in three different areas
- **Hook:** “Same rent. Three very different homes in Georgetown.”
- **Concept:** Fast cuts through three real rentals at the same budget in three areas (e.g. a central apartment, an East Coast townhouse, a gated community unit). Viewer sees the trade-off: location vs space vs security.
- **Script (35 sec):**
 - **HOOK:** Same rent. Three very different homes in Georgetown.
 - **CURIOSITY:** At [USD/GYD amount] a month, where you live changes everything.
 - **VALUE:** Option one, [area]: two bedrooms, walk to [landmark], but no yard. Option two, [area]: three bedrooms and parking, add twenty minutes to your commute. Option three, [area]: gated, generator, pool — smaller rooms.
 - **PAYOFF:** Space, location, or security. You usually get two.
 - **CTA:** Comment which one you’d pick. Want the details? Send us a message.
- **Shot list:** Exterior establishing shot of each property (3 sec); 2–3 interior pans each; agent on-screen at the end pointing to camera; area signage/landmarks for context.
- **On-screen text:** “Same budget: [amount]/month” → “Option 1: [area]” → “Option 2: [area]” → “Option 3: [area]” → “Which would you pick?”
- **Caption:** Same budget, three trade-offs. In Georgetown you’re usually choosing two of three: space, location, or security. Which one are you giving up? All three are available now — message us for details.
- **CTA:** Comment your pick / send us a message
- **Hashtags:** #GuyanaRealEstate #GeorgetownGuyana #GuyanaRentals #RentInGuyana #ExpatsGuyana #KWGuyana
- **Time:** 7:30 pm

Day 2 — Tuesday

- **Platform:** Reel on all three + Instagram/Facebook carousel version
- **Pillar:** Real estate education
- **Format:** “Before You Buy” #1 — agent talking head + carousel
- **Target audience:** First-time buyers, diaspora buyers
- **Objective:** Saves, shares, authority
- **Topic:** Transport vs. title vs. lease — what kind of ownership are you actually buying?
- **Hook:** “Not every ‘land for sale’ in Guyana comes with the same kind of ownership.”
- **Concept:** Agent explains in plain words the difference between property held by transport, by certificate of title, and government lease land — and why you ask which one before you fall in love with the property.
- **Script (40 sec):**
 - **HOOK:** Not every “land for sale” in Guyana comes with the same kind of ownership.
 - **PROBLEM:** Buyers find the perfect lot, agree a price, and only then ask what document the seller actually holds.
 - **VALUE:** Ask early: is it held by transport, by certificate of title, or is it lease land? Each has a different process, a different office, and different checks. [Attorney to confirm one-line description of each.]
 - **PAYOFF:** The document decides how safe — and how quick — your purchase is.
 - **CTA:** Save this before you start your property search.
- **Shot list:** Agent at desk with blurred sample documents (no real client papers); cutaways to a land lot, a house exterior; close-up of a stamp/folder.
- **On-screen text:** “What are you really buying?” → “Transport” → “Title” → “Lease” → “Ask BEFORE you agree a price”
- **Carousel (5 slides):** 1 “Before you buy: what document does the seller hold?” 2 Transport — [one line] 3 Certificate of title — [one line] 4 Lease land — [one line] 5 “Ask this on the first call. We’ll help you check.”

- **Caption:** The first question we ask on every purchase isn't the price — it's the paperwork. Save this, and send it to someone shopping for land.
- **CTA:** Save + share
- **Hashtags:** #BuyingInGuyana #GuyanaLand #GuyanaRealEstate #PropertyTips #GuyaneseDiaspora #KWGuyana
- **Time:** 12:30 pm

Day 3 — Wednesday

- **Platform:** All three Reels + Stories sequence
- **Pillar:** Property marketing
- **Format:** Property tour Reel
- **Target audience:** Buyers for [featured listing]
- **Objective:** Viewing requests
- **Topic:** Featured listing of the week — [property, area]
- **Hook:** "Walk into this [area] home and tell me the kitchen isn't the first thing you notice." (Swap for the property's strongest feature.)
- **Concept:** POV walk-through, entering through the front door, ending on the best feature. Agent voiceover, not reading the listing — reacting to it.
- **Script (30 sec):**
 - HOOK: [Strongest-feature hook above].
 - CURIOSITY: [Bedrooms/baths] in [area], and it's [one surprising fact — e.g. walking distance to X].
 - VALUE: Three things buyers miss: [feature 1], [feature 2], [feature 3].
 - PAYOFF: Priced at [price] — [why that's reasonable for the area].
 - CTA: Book a viewing — link in bio or message us.
- **Shot list:** Gimbal walk-through from gate to door to living room; slow push on hero feature; detail shots (finishes, fixtures, view); exterior at golden hour; agent in last shot.
- **On-screen text:** "[Area] | [beds/baths]" → feature callouts → "[Price]" → "Book a viewing"
- **Stories:** (1) teaser photo "New this week" (2) poll "Kitchen or yard — which matters more?" (3) 3 photos (4) price + agent (5) link sticker "Book a viewing"
- **Caption:** [2–3 lines on who this suits]. [Beds/baths, size, price]. Viewings this weekend — message [agent] to book.
- **CTA:** Book a viewing
- **Hashtags:** #HomesForSaleGuyana #[Area]Guyana #GuyanaRealEstate #GeorgetownHomes #KWGuyana
- **Time:** 7:00 pm

Day 4 — Thursday

- **Platform:** All three Reels
- **Pillar:** Agent personal brands / diaspora
- **Format:** "Ask a KW Agent" — face to camera
- **Target audience:** Diaspora buyers
- **Objective:** Trust + DMs from overseas buyers
- **Topic:** "Can I buy property in Guyana while I'm living in New York?"
- **Hook:** "You don't have to fly home to buy property in Guyana. But you do need to do this."
- **Concept:** Etienne (or a diaspora-focused agent) answers a real question from DMs. Covers: virtual viewings, a local attorney, power of attorney considerations, never sending money to an individual's personal account.
- **Script (40 sec):**
 - HOOK: You don't have to fly home to buy property in Guyana. But you do need to do this.
 - PROBLEM: Most diaspora horror stories start the same way — money sent to someone "handling it" back home.
 - VALUE: Do three things: get a licensed agent to verify the property and the seller, use your own attorney in Guyana, and pay through proper channels, never a personal account.
 - PAYOFF: We do live video viewings, so you see the property — and the street — before you commit.
 - CTA: Living abroad and looking? Send us a message.
- **Shot list:** Agent framed medium close-up, natural light; cutaways: phone showing a video call viewing, aerial or street shot of a neighbourhood.
- **On-screen text:** "Buying from abroad?" → "1. Verify the property + seller" → "2. Your own attorney" → "3. No personal accounts" → "We do live video viewings"

- **Caption:** One of the most common messages we get from New York, Toronto and London. Here's how to buy safely from abroad. Tag someone overseas who's been thinking about it.
- **CTA:** Send us a message / tag someone
- **Hashtags:** #GuyaneseDiaspora #GuyaneseInNY #GuyaneseInToronto #BuyingInGuyana #GuyanaRealEstate #KWGuyana
- **Time:** 7:30 pm

Day 5 — Friday

- **Platform:** Facebook + Instagram carousel; TikTok photo-mode version
- **Pillar:** Seller content
- **Format:** Carousel (6 slides)
- **Target audience:** Property owners whose listing has sat for months
- **Objective:** Seller enquiries
- **Topic:** Why a house sits unsold
- **Hook (slide 1):** "Your house has been 'for sale' for 8 months. It's probably not the market."
- **Concept:** Honest, slightly blunt carousel that names the real reasons: price set by hope, poor photos, no marketing beyond a sign, and being hard to view.
- **Carousel copy:** 1 Hook 2 "The price came from what you need, not what buyers pay." 3 "Your photos were taken on a phone at night." 4 "The only marketing is a sign and a WhatsApp status." 5 "Buyers can't get a viewing for a week." 6 "Fix all four. Free pricing review from KW Guyana — message us."
- **Visual direction:** Clean white background, bold black headline, one muted photo per slide (dark cluttered room vs. bright staged room on slide 3), KW red accent bar.
- **Caption:** If your property has been listed for months, one of these is usually why. We'll give you an honest pricing and marketing review — no obligation. Thinking about selling? Talk to us.
- **CTA:** Message for a free pricing review
- **Hashtags:** #SellYourHomeGuyana #GuyanaProperty #GuyanaRealEstate #HomeSellersGY #KWGuyana
- **Time:** 12:30 pm

Day 6 — Saturday

- **Platform:** Instagram + Facebook Stories, Facebook post, TikTok
- **Pillar:** Engagement / property marketing
- **Format:** "Rate this room" short Reel + Story polls
- **Target audience:** Broad following
- **Objective:** Comments, shares, algorithm reach
- **Topic:** "Rate this kitchen 1-10"
- **Hook:** "Rate this kitchen out of 10. Be honest."
- **Concept:** 10-second slow pan of the best kitchen from a current listing; people comment scores; agent replies to comments with property details.
- **Script:** No voiceover. Text: "Rate this kitchen 1-10" → reveal at end: "It's for sale in [area]. DM 'KITCHEN' for details."
- **Shot list:** One smooth gimbal shot, ambient music.
- **Stories:** slider sticker "Rate it", then "Would you cook here?" yes/no poll, then listing link.
- **Caption:** Out of 10? Comment your score. (Yes, it's available.)
- **CTA:** Comment a score / DM "KITCHEN"
- **Hashtags:** #GuyanaHomes #KitchenGoals #GuyanaRealEstate #KWGuyana
- **Time:** 10:00 am

Day 7 — Sunday

- **Platform:** Facebook + Instagram Reels, TikTok
- **Pillar:** Guyana lifestyle / diaspora
- **Format:** "Back Home" series — b-roll montage with voiceover
- **Target audience:** Diaspora
- **Objective:** Shares to family group chats, follows
- **Topic:** What's changed in Georgetown since you left

- **Hook:** “If you haven’t been home in five years, Georgetown will surprise you.”
- **Concept:** Fast montage of new roads, buildings, malls, hotels, restaurants and residential developments, ending on a neighbourhood shot and “thinking about coming back?”
- **Script (30 sec):**
 - HOOK: If you haven’t been home in five years, Georgetown will surprise you.
 - VALUE: New roads. New hotels. New places to eat. New neighbourhoods that were bush not long ago. [Name 3–4 real, verifiable examples.]
 - PAYOFF: The city is changing fast — and so are property prices.
 - CTA: Thinking about moving back? Follow for our “Back Home” series.
- **Shot list:** Drone or rooftop shots, new road/bridge, restaurant exterior, residential estate, Seawall at sunset.
- **On-screen text:** “Been away 5+ years?” → “[New X]” → “[New Y]” → “Coming back?”
- **Caption:** Send this to someone who keeps saying they’ll come home “one day.” What changed most since you last visited?
- **CTA:** Share + follow
- **Hashtags:** #GuyanaDiaspora #BackHomeGuyana #Georgetown #GuyanaRising #GuyanaRealEstate #KWGuyana
- **Time:** 7:00 pm

4. Calendar — Week 2 (Days 8-14)

Day 8 — Monday

- **Platform:** All three Reels + LinkedIn (optional)
- **Pillar:** Market authority / investment
- **Format:** Area spotlight — agent on location
- **Target audience:** Investors, businesses seeking commercial space, developers
- **Objective:** Authority; commercial and investor enquiries
- **Topic:** Why a specific corridor is drawing commercial interest — [pick one the team can speak to with evidence, e.g. East Bank Demerara]
- **Hook:** “Drive this road and count the warehouses going up. There’s a reason.”
- **Concept:** Agent stands on the corridor, explains the three drivers (proximity to [port/airport/shorebase], road upgrades, available land) and what that means for land values and leasing.
- **Script (40 sec):**
 - **HOOK:** Drive this road and count the warehouses going up. There’s a reason.
 - **CURIOSITY:** Five years ago, much of this was empty land.
 - **VALUE:** Three things changed: [driver 1], [driver 2], [driver 3]. Businesses need storage, yards and offices close to [hub].
 - **PAYOFF:** When businesses move in, housing, food and services follow — and so does land value.
 - **CTA:** Looking for commercial space or land here? Talk to us.
- **Shot list:** Drone or car-mounted tracking shot along the road; agent walking beside a site; signage of active construction (no competitor branding).
- **On-screen text:** “Why here?” → “[Driver 1]” → “[Driver 2]” → “[Driver 3]” → “Commercial space available”
- **Caption:** Our take on why [corridor] keeps attracting businesses — and what it means if you own land nearby. Owners, investors and businesses: let’s talk.
- **CTA:** Message us about commercial space
- **Hashtags:** #GuyanaCommercialRealEstate #InvestInGuyana #EastBankDemerara #GuyanaBusiness #GuyanaLand #KWGuyana
- **Time:** 12:30 pm

Day 9 — Tuesday

- **Platform:** Instagram + Facebook carousel; TikTok photo carousel
- **Pillar:** Buyer content / education
- **Format:** Carousel (8 slides) — the most saveable post of the month
- **Target audience:** First-time buyers, diaspora
- **Objective:** Saves, shares, follows
- **Topic:** Buying a home in Guyana in 7 steps
- **Hook (slide 1):** “Buying property in Guyana: the full process on one page.”
- **Carousel copy:** 1 Hook 2 “Know your budget + financing” 3 “Choose an agent who checks the property, not just shows it” 4 “View, compare, make an offer” 5 “Agreement of sale + deposit” 6 “Your attorney checks title/transport and searches” 7 “Complete the transfer and pay costs” 8 “Save this. Message us when you’re at step 1.” [Attorney to review steps 5-7 for accuracy.]
- **Visual direction:** Numbered steps, one icon per slide, consistent colour band; KW Guyana logo bottom-right on every slide.
- **Caption:** Save this — it’s the overview we wish every buyer had before their first viewing. Questions about any step? Ask in the comments.
- **CTA:** Save + comment questions (feeds future “Ask a KW Agent” videos)
- **Hashtags:** #BuyingInGuyana #FirstTimeHomeBuyerGuyana #GuyanaRealEstate #GuyanaMortgage #KWGuyana
- **Time:** 12:30 pm

Day 10 — Wednesday

- **Platform:** All three Reels + Stories
- **Pillar:** Property marketing (commercial or land)

- **Format:** Listing Reel with “use case” angle
- **Target audience:** Business owners, investors, builders
- **Objective:** Enquiries on a commercial listing or land parcel
- **Topic:** [Commercial listing or land] — shown as what it could become
- **Hook:** “This [size] lot could be a warehouse, a plaza or eight townhouses. Here’s the math.”
- **Concept:** Instead of just showing empty land/space, show three realistic uses with simple overlays.
- **Script (35 sec):**
 - HOOK: This [size] lot could be a warehouse, a plaza or eight townhouses.
 - VALUE: It’s on [road], [X] minutes from [hub], with [road frontage / utilities].
 - PAYOFF: [Price]. For the right buyer, the location does the work.
 - CTA: Want the survey and details? Send us a message.
- **Shot list:** Drone overhead with boundary lines drawn in edit; road frontage; nearby businesses; agent walking the boundary.
- **On-screen text:** “Warehouse?” / “Plaza?” / “Townhouses?” → “[Size] | [Location] | [Price]”
- **Caption:** Land is about what it can become. [Size], [location], [key facts]. Survey available on request. Message [agent].
- **CTA:** Request survey/details
- **Hashtags:** #GuyanaLandForSale #CommercialPropertyGuyana #InvestInGuyana #GuyanaRealEstate #KWGuyana
- **Time:** 7:00 pm

Day 11 — Thursday

- **Platform:** Instagram Reels, TikTok, Facebook
- **Pillar:** Agent recruitment / KW culture
- **Format:** Behind-the-scenes day-in-the-life
- **Target audience:** Prospective agents, salespeople considering a career change
- **Objective:** Agent enquiries (toward 30 agents by December 1)
- **Topic:** A real week as a new KW Guyana agent
- **Hook:** “Nobody tells you what the first month in real estate actually looks like. So we filmed it.”
- **Concept:** Follow one newer agent across training, a team meeting, a viewing, a client call and a closing celebration.
- **Script (40 sec):**
 - HOOK: Nobody tells you what the first month in real estate actually looks like. So we filmed it.
 - VALUE: Monday — training. Tuesday — lead calls. Wednesday — first viewing. Friday — team meeting where everyone shares wins.
 - PAYOFF: You’re in business for yourself, but not by yourself.
 - CTA: Thinking about real estate? Message us about our next info session.
- **Shot list:** Agent arriving at office, whiteboard training session, viewing with client (consent), team meeting applause, agent’s laptop with CRM.
- **On-screen text:** day labels; final “Interested? Info session [date]”
- **Caption:** What month one looks like for a new agent at KW Guyana. Training, coaching, systems and a team that wants you to win. Message us to learn more.
- **CTA:** Message for info session
- **Hashtags:** #RealEstateCareer #GuyanaJobs #KellerWilliams #KWGuyana #RealEstateAgentLife #CareerGuyana
- **Time:** 7:30 pm

Day 12 — Friday

- **Platform:** All three Reels
- **Pillar:** Seller content
- **Format:** Agent talking head with screen visuals
- **Target audience:** Homeowners considering selling
- **Objective:** Valuation requests
- **Topic:** How we actually price a property
- **Hook:** “Your neighbour’s asking price means nothing. Here’s what we look at instead.”
- **Concept:** Explain a comparative market analysis in plain terms: what similar properties actually sold/rented for, condition, location, and how long they took.

- **Script (35 sec):**
 - HOOK: Your neighbour's asking price means nothing. Here's what we look at instead.
 - VALUE: What similar homes actually sold for — not what they were listed at. Condition. Exact location. And how long they took to sell.
 - PAYOFF: Price it right and you get viewings in week one. Price it on hope and it sits.
 - CTA: Want to know what your property is worth? Send us a message.
- **Shot list:** Agent at desk; screen overlay of a blurred comparison sheet; exterior of a house with "?" price overlay.
- **On-screen text:** "Asking price ≠ value" → "Sold prices" → "Condition" → "Location" → "Time on market"
- **Caption:** Pricing is where most sales are won or lost. We'll do a free market review of your property. Thinking about selling? Talk to us.
- **CTA:** Free valuation request
- **Hashtags:** #HomeValueGuyana #SellYourHomeGuyana #GuyanaRealEstate #PropertyValuation #KWGuyana
- **Time:** 12:30 pm

Day 13 — Saturday

- **Platform:** Instagram + Facebook carousel; Stories
- **Pillar:** Property marketing (rentals)
- **Format:** Rental round-up carousel
- **Target audience:** Expats, corporate tenants, HR/relocation managers
- **Objective:** Rental enquiries
- **Topic:** Three furnished rentals ready for move-in this month
- **Hook (slide 1):** "Relocating to Guyana this month? These three are move-in ready."
- **Carousel copy:** 1 Hook 2 Rental A — area, beds, furnished, generator, rent 3 Rental B 4 Rental C 5 "Corporate leases welcome. Message us for viewings or a video tour."
- **Visual direction:** One hero photo per property, bottom strip with 3 facts + rent.
- **Caption:** Fully furnished, ready now. Video tours available for anyone not yet in Guyana. Message us.
- **CTA:** Request a video tour
- **Hashtags:** #ExpatsGuyana #GuyanaRentals #FurnishedApartmentGuyana #RelocateToGuyana #KWGuyana
- **Time:** 10:00 am

Day 14 — Sunday

- **Platform:** All three Reels
- **Pillar:** Guyana lifestyle
- **Format:** Neighbourhood montage
- **Target audience:** Expats, diaspora, locals
- **Objective:** Shares, follows
- **Topic:** "A Sunday in Georgetown" — 24 hours of local life
- **Hook:** "How Georgetown actually spends a Sunday."
- **Concept:** Morning market or bake-and-saltfish breakfast, church or park, cookup lunch, Seawall at sunset, evening lime. Ends with "This is what you're buying into."
- **Script:** Light voiceover, mostly natural sound and music.
- **Shot list:** Breakfast spot, Botanical Gardens or Promenade Gardens, cookup, Seawall at sunset, family scenes (with consent).
- **On-screen text:** time stamps "7am" "10am" "1pm" "5pm"
- **Caption:** A home is also the life around it. What's your perfect Georgetown Sunday?
- **CTA:** Comment / share
- **Hashtags:** #Georgetown #LifeInGuyana #GuyanaCulture #VisitGuyana #KWGuyana
- **Time:** 6:30 pm

5. Calendar — Week 3 (Days 15-21)

Day 15 — Monday

- **Platform:** All three Reels
- **Pillar:** Market authority / buyer
- **Format:** “What GYD __ Gets You” #2 — purchase edition
- **Target audience:** Buyers, diaspora, investors
- **Objective:** Reach, saves, buyer DMs
- **Topic:** One purchase budget: a finished house vs. a land lot vs. an apartment
- **Hook:** “[GYD amount] in Guyana: a finished house, a big lot, or a new apartment. Pick one.”
- **Concept:** Three real listings at roughly the same price; agent explains who each option suits (family now, builder later, investor/renter).
- **Script (40 sec):**
 - **HOOK:** [Amount] in Guyana: a finished house, a big lot, or a new apartment. Pick one.
 - **VALUE:** The house in [area] — move in tomorrow. The lot in [area] — build exactly what you want, but budget for construction. The apartment in [area] — easiest to rent out.
 - **PAYOFF:** Same money. The right answer depends on your next five years, not your budget.
 - **CTA:** Tell us your budget in a DM and we’ll show you what fits.
- **Shot list:** Three properties, 4-5 sec each; split-screen in the final frame; agent closing line.
- **On-screen text:** “Budget: [amount]” → “Live in it” / “Build on it” / “Rent it out”
- **Caption:** Same budget, three strategies. Which would you choose and why?
- **CTA:** DM your budget
- **Hashtags:** #GuyanaRealEstate #InvestInGuyana #GuyanaHomes #GuyanaLand #GuyaneseDiaspora #KWGuyana
- **Time:** 7:30 pm

Day 16 — Tuesday

- **Platform:** All three Reels
- **Pillar:** Education / buyer
- **Format:** “Before You Buy” #2
- **Target audience:** Land buyers
- **Objective:** Saves + authority
- **Topic:** Check the survey and the boundaries before you pay
- **Hook:** “The fence isn’t the boundary. The survey plan is.”
- **Concept:** Agent walks a lot holding a (sample) survey plan and explains why the physical fence and the legal boundary can differ, and why a recent survey matters.
- **Script (30 sec):**
 - **HOOK:** The fence isn’t the boundary. The survey plan is.
 - **PROBLEM:** Plenty of buyers find out after purchase that part of “their” yard belongs to the neighbour — or the road reserve.
 - **VALUE:** Ask for the survey plan, check it matches the document, and if in doubt, get a land surveyor to re-peg it.
 - **PAYOFF:** A few days of checking beats years of a boundary dispute.
 - **CTA:** Save this, and send it to anyone buying land.
- **Shot list:** Agent walking a fence line; close-up of a boundary marker/paal; sample survey plan (not a client’s).
- **On-screen text:** “Fence ≠ boundary” → “Ask for the survey plan” → “Re-peg if in doubt”
- **Caption:** Boundary disputes are some of the most common — and most avoidable — property problems in Guyana. Save this.
- **CTA:** Save + share
- **Hashtags:** #BuyingLandGuyana #GuyanaLand #PropertyTips #GuyanaRealEstate #KWGuyana
- **Time:** 12:30 pm

Day 17 — Wednesday

- **Platform:** All three Reels + Stories

- **Pillar:** Property marketing
- **Format:** “Details buyers miss” listing tour
- **Target audience:** Buyers for [featured listing]
- **Objective:** Viewing bookings
- **Topic:** [Featured listing] — five details you won’t see in the photos
- **Hook:** “The listing photos don’t show the best part of this house.”
- **Concept:** Agent highlights things photos miss: breeze/orientation, storage, water pressure, quiet street, drainage in rainy season, generator.
- **Script (35 sec):**
 - **HOOK:** The listing photos don’t show the best part of this house.
 - **VALUE:** [Detail 1 — e.g. east-facing, stays cool]. [Detail 2 — e.g. never floods, raised lot]. [Detail 3 — storage]. [Detail 4].
 - **PAYOFF:** [Beds/baths], [area], [price].
 - **CTA:** See it for yourself — book a viewing.
- **Shot list:** Agent opening cupboards, turning on taps, showing drainage, pointing at roof/generator, a quiet street shot.
- **On-screen text:** numbered details 1-4, then property facts.
- **Caption:** Things you only notice when you’re standing in it. Viewings this week — message [agent].
- **CTA:** Book a viewing
- **Hashtags:** #HomesForSaleGuyana #[Area]Guyana #GuyanaRealEstate #KWGuyana
- **Time:** 7:00 pm

Day 18 — Thursday

- **Platform:** All three Reels
- **Pillar:** Agent personal brands / buyer
- **Format:** “Ask a KW Agent”
- **Target audience:** Diaspora, local families with land
- **Objective:** DMs, trust
- **Topic:** “Should I build or buy?”
- **Hook:** “Building your own house in Guyana is cheaper. Until it isn’t.”
- **Concept:** Agent gives a balanced answer: building gives control but brings cost overruns, contractor risk and time, especially from abroad; buying gives certainty and speed.
- **Script (40 sec):**
 - **HOOK:** Building your own house in Guyana is cheaper. Until it isn’t.
 - **VALUE:** Build if you’re here, you have time, and you trust your contractor. Buy if you’re abroad, you need it soon, or you want a fixed price.
 - **PAYOFF:** Most overruns we hear about come from building remotely.
 - **CTA:** Stuck between the two? Send us a message and we’ll talk it through.
- **Shot list:** Agent on a construction site (with permission), then in a finished home.
- **On-screen text:** “Build?” / “Buy?” → “Build if...” → “Buy if...”
- **Caption:** The question we get most from the diaspora. Which side are you on?
- **CTA:** Comment / message
- **Hashtags:** #BuildInGuyana #GuyaneseDiaspora #GuyanaHomes #GuyanaRealEstate #KWGuyana
- **Time:** 7:30 pm

Day 19 — Friday

- **Platform:** Facebook + Instagram carousel; LinkedIn optional
- **Pillar:** Seller content (landlords) / investment
- **Format:** Carousel (6 slides)
- **Target audience:** Landlords and owners of empty or under-rented properties
- **Objective:** Rental listings from landlords
- **Topic:** What corporate and expat tenants look for
- **Hook (slide 1):** “Corporate tenants pay more. They also reject most houses. Here’s why.”
- **Carousel copy:** 1 Hook 2 “Backup power — non-negotiable” 3 “Security: gated, grilled, cameras” 4 “Reliable water

and AC in every bedroom” 5 “Furnished properly, not with leftovers” 6 “Got a property that fits? We place corporate tenants. Message us.”

- **Visual direction:** Icon per slide (generator, lock, AC, sofa); one property photo background, dimmed.
- **Caption:** We work with companies relocating staff to Guyana, and these are the things they ask for every time. Landlords — if your property fits, let’s talk.
- **CTA:** Landlords message us
- **Hashtags:** #GuyanaLandlord #CorporateRentals #ExpatriateHousingGuyana #GuyanaRentals #KWGuyana
- **Time:** 12:30 pm

Day 20 — Saturday

- **Platform:** All three Reels + Stories quiz
- **Pillar:** Engagement / property marketing
- **Format:** “Guess the price” game
- **Target audience:** Broad following
- **Objective:** Comments + reach; feature a listing
- **Topic:** Guess the price of this [area] home
- **Hook:** “Guess the price. Closest guess gets a shout-out.”
- **Concept:** 15-second tour, no price shown; price revealed in a follow-up Story and pinned comment the next day.
- **Shot list:** Quick cuts of 6–8 best angles.
- **On-screen text:** “[Beds/baths] | [Area]” → “How much?”
- **Stories:** quiz sticker with four price options; reveal the next day.
- **Caption:** Drop your guess in the comments. We’ll reveal it tomorrow.
- **CTA:** Comment a guess
- **Hashtags:** #GuessThePrice #GuyanaHomes #GuyanaRealEstate #KWGuyana
- **Time:** 10:00 am

Day 21 — Sunday

- **Platform:** Facebook + Instagram Reels, TikTok
- **Pillar:** Diaspora / buyer
- **Format:** “Back Home” #3 — agent story
- **Target audience:** Diaspora
- **Objective:** Trust, overseas buyer DMs
- **Topic:** Why your purchase shouldn’t rest on one relative’s word
- **Hook:** “‘My cousin is handling it’ is how a lot of diaspora property stories go wrong.”
- **Concept:** Respectful, non-accusatory: family help is great, but verification should be independent. Agent lists what to insist on.
- **Script (35 sec):**
 - HOOK: “My cousin is handling it” is how a lot of diaspora property stories go wrong.
 - VALUE: Family can help. But insist on three things: the property verified by a professional, documents checked by your own attorney, and payments that leave a paper trail.
 - PAYOFF: Protect the money — and the relationship.
 - CTA: Buying from abroad? Send us a message.
- **Shot list:** Agent on a verandah, cutaways of a video call viewing and document folder.
- **On-screen text:** “Family help ✓” → “Independent checks ✓✓”
- **Caption:** Not about trust — about protecting everyone. Send this to someone overseas who’s buying back home.
- **CTA:** Share / message
- **Hashtags:** #GuyaneseDiaspora #BuyingInGuyana #GuyaneseInNY #GuyaneseInCanada #KWGuyana
- **Time:** 7:00 pm

6. Calendar — Days 22-30

Day 22 — Monday

- **Platform:** All three Reels
- **Pillar:** Market authority
- **Format:** Neighbourhood comparison — agent on location in each
- **Target audience:** Buyers and renters choosing an area
- **Objective:** Saves, buyer DMs
- **Topic:** Three neighbourhoods, three kinds of buyer
- **Hook:** “Tell me who you are and I’ll tell you which part of Georgetown fits.”
- **Concept:** Agent matches personas to areas: young professional → [area]; family with kids → [area]; expat who wants quiet and security → [area]. One line each on commute, price band and feel.
- **Script (40 sec):** HOOK as above → “Young professional, no car? [Area] — walkable, close to [X].” → “Family, school run every morning? [Area] — bigger yards, [school/feature] nearby.” → “New to Guyana and want quiet? [Area] — gated communities, [feature].” → PAYOFF: “The right area is about your day, not just the price.” → CTA: “Not on the list? Comment your situation.”
- **Shot list:** Agent in each area with a recognisable landmark; street-level b-roll.
- **On-screen text:** persona label → area name → 2 facts.
- **Caption:** Which one are you? Comment your situation and we’ll suggest an area.
- **CTA:** Comment your situation
- **Hashtags:** #GeorgetownGuyana #GuyanaNeighbourhoods #LiveInGuyana #GuyanaRealEstate #KWGuyana
- **Time:** 7:30 pm

Day 23 — Tuesday

- **Platform:** Carousel (IG + FB) + Reel version
- **Pillar:** Education / buyer
- **Format:** “Before You Buy” #3 — carousel
- **Target audience:** Buyers
- **Objective:** Saves, authority
- **Topic:** The costs on top of the purchase price
- **Hook (slide 1):** “The price on the listing is not what you’ll pay.”
- **Carousel copy:** 1 Hook 2 “Attorney’s fees” 3 “Transfer/stamp duties and registry fees” 4 “Valuation + bank fees (if financing)” 5 “Survey or inspection” 6 “Budget for these before you offer. Ask us for a cost estimate.” [Attorney to confirm the list and any typical percentages before publishing — do not post estimated figures unverified.]
- **Visual direction:** Receipt-style graphic adding up line items under the price.
- **Caption:** Budget for the full cost, not just the price. Save this before your first offer.
- **CTA:** Save / message for a cost estimate
- **Hashtags:** #BuyingInGuyana #ClosingCosts #GuyanaRealEstate #FirstTimeHomeBuyerGuyana #KWGuyana
- **Time:** 12:30 pm

Day 24 — Wednesday

- **Platform:** All three Reels + Stories
- **Pillar:** Property marketing / seller content
- **Format:** Before-and-after listing prep
- **Target audience:** Sellers (primary), buyers (secondary)
- **Objective:** Show sellers how we market; viewings on the listing
- **Topic:** What we did to prepare [listing] for market
- **Hook:** “Same house. Two days of prep. Watch what changes.”
- **Concept:** Side-by-side of the room on intake (phone photo) vs. after decluttering, lighting and professional photography.
- **Script (30 sec):** HOOK → “Before: dark, cluttered, photographed on a phone.” → “After: declutter, open the curtains, fix two bulbs, professional shoot.” → PAYOFF: “Buyers decide in the first photo.” → CTA: “Selling? This is what we do for every listing. Talk to us.”

- **Shot list:** Matched angles before/after; time-lapse of prep; photographer at work.
- **On-screen text:** “Before” / “After” labels; “Listed: [area, price]”.
- **Caption:** Presentation sells. Here’s what we did for this one — and now it’s on the market. Sellers: we do this for every listing.
- **CTA:** Sellers message us
- **Hashtags:** #HomeStaging #SellYourHomeGuyana #GuyanaRealEstate #BeforeAndAfter #KWGuyana
- **Time:** 7:00 pm

Day 25 — Thursday

- **Platform:** All three Reels + Instagram post
- **Pillar:** Agent personal brands
- **Format:** Agent Spotlight — mini documentary
- **Target audience:** Everyone; especially potential clients of that agent
- **Objective:** Build the agent’s recognition; leads to the agent
- **Topic:** Meet [Agent] — why they got into real estate
- **Hook:** “[Agent] was a [previous job] two years ago. Now they [specific achievement].”
- **Concept:** 45-second story: background, why real estate, a client moment they’re proud of, area they know best.
- **Script (45 sec):** HOOK → backstory in one line → “The moment I knew this was right: [client story].” → “I know [area] better than anyone — [one insider fact].” → CTA: “Looking in [area]? Message [Agent].”
- **Shot list:** Agent in their area, with a client (consent), at the office, a candid laugh.
- **On-screen text:** name + specialty lower-third.
- **Caption:** Meet [Agent], our [area] specialist. [One personal line]. Reach out directly: [contact].
- **CTA:** Contact the agent
- **Hashtags:** #MeetTheAgent #KWGuyana #GuyanaRealEstate #[Area]Guyana
- **Time:** 7:30 pm

Day 26 — Friday

- **Platform:** All three Reels + Facebook event/post
- **Pillar:** Agent recruitment
- **Format:** Agent testimonial montage
- **Target audience:** Prospective agents
- **Objective:** Info session sign-ups
- **Topic:** Why agents chose KW Guyana
- **Hook:** “We asked our agents one question: why here?”
- **Concept:** 3–4 agents, one sentence each (training, the KW brand, systems/CRM, team culture, earning potential). End with info session date.
- **Script (35 sec):** HOOK → four quick answers → PAYOFF: “Training, systems and a global brand — in Guyana.” → CTA: “Info session [date]. Message us to reserve a seat.”
- **Shot list:** Consistent framing for each agent, office background, quick b-roll of training.
- **On-screen text:** each agent’s key word: “Training” “Systems” “Brand” “Team”.
- **Caption:** Thinking about a career in real estate, or already an agent looking for more support? Join our info session on [date]. Message us to reserve a spot.
- **CTA:** Reserve a seat
- **Hashtags:** #RealEstateCareer #JoinKW #KellerWilliams #KWGuyana #GuyanaJobs
- **Time:** 12:30 pm

Day 27 — Saturday

- **Platform:** Stories (live coverage) + Reel recap; Facebook post
- **Pillar:** Property marketing
- **Format:** Viewing day / open house coverage
- **Target audience:** Local buyers
- **Objective:** Footfall + same-day enquiries
- **Topic:** Open viewing at [listing]

- **Hook (Reel):** “We opened the doors at [area] today. Here’s what people noticed first.”
- **Concept:** Stories through the day (“we’re here till 2pm”, location sticker, quick walk-throughs); evening Reel recap with visitor reactions (consent).
- **Shot list:** Sign at gate, agent welcoming, rooms, visitor reactions, sunset exterior.
- **On-screen text:** “Open today 10am–2pm | [address area]”.
- **Caption:** Missed today? Private viewings available this week. Message us.
- **CTA:** Book a private viewing
- **Hashtags:** #OpenHouseGuyana #HomesForSaleGuyana #GuyanaRealEstate #KWGuyana
- **Time:** Stories from 8:00 am; Reel 6:00 pm

Day 28 — Sunday

- **Platform:** All three Reels
- **Pillar:** Guyana lifestyle
- **Format:** Local business feature
- **Target audience:** Locals, expats, diaspora
- **Objective:** Shares; goodwill with local businesses (they reshare)
- **Topic:** A favourite local spot near one of our listings
- **Hook:** “If you live in [area], this is where you’ll end up every Saturday.”
- **Concept:** Feature a restaurant, café or market; owner says one line; ends with “Homes nearby →”. Tag the business.
- **Shot list:** Food close-ups, owner interview line, exterior, short walk to a listing.
- **On-screen text:** business name + area; “Homes nearby”.
- **Caption:** Our favourite [type] in [area]: [business]. Have you been? (Looking to live nearby? We have options.)
- **CTA:** Tag a friend
- **Hashtags:** #SupportLocalGuyana #GuyanaFood #[Area]Guyana #LifeInGuyana #KWGuyana
- **Time:** 6:30 pm

Day 29 — Monday

- **Platform:** IG + FB carousel; Reel version for TikTok
- **Pillar:** Market authority
- **Format:** “Market Notes” — monthly review
- **Target audience:** Investors, sellers, buyers
- **Objective:** Authority; seller and investor enquiries
- **Topic:** What we saw in the market this month
- **Hook (slide 1):** “What actually happened in Guyana real estate this month — from our desk.”
- **Carousel copy:** 1 Hook 2 “Most-asked-for property: [type]” 3 “Areas getting the most enquiries: [areas]” 4 “Rental demand: [observation]” 5 “What sellers should know: [one insight]” 6 “Want the full picture for your property? Message us.” (Use only KW’s own enquiry and transaction observations.)
- **Visual direction:** Clean data-style slides, one number or phrase per slide.
- **Caption:** Our monthly read on the market, based on what our agents are seeing. Follow so you don’t miss next month’s.
- **CTA:** Follow / message
- **Hashtags:** #GuyanaMarket #GuyanaRealEstate #InvestInGuyana #PropertyMarketGuyana #KWGuyana
- **Time:** 12:30 pm

Day 30 — Tuesday

- **Platform:** All three Reels + carousel + Stories; boost as paid ad
- **Pillar:** Seller content
- **Format:** Valuation campaign launch
- **Target audience:** Homeowners, landlords
- **Objective:** Valuation requests (listing pipeline)
- **Topic:** Free property valuation
- **Hook:** “When did you last check what your property is worth? Prices in Guyana haven’t stood still.”
- **Concept:** Agent explains how the free valuation works (send address and photos → comparison → honest number

within 48 hours), no pressure to list.

- **Script (30 sec):** HOOK → “Owners are often surprised — sometimes up, sometimes down.” → “Send us the area, size and a few photos. Within 48 hours you get an honest market estimate. No obligation.” → PAYOFF: “Knowing the number helps whether you sell, rent or refinance.” → CTA: “Message ‘VALUE’ to start.”
- **Shot list:** Agent outside a house with tablet; screen recording of a WhatsApp message being sent; handshake.
- **On-screen text:** “Free valuation” → “48 hours” → “No obligation” → “DM ‘VALUE’”.
- **Caption:** Free, no-obligation property valuation from KW Guyana. Message “VALUE” with your area and property type.
- **CTA:** DM “VALUE”
- **Hashtags:** #HomeValueGuyana #SellYourHomeGuyana #GuyanaLandlord #GuyanaRealEstate #KWGuyana
- **Time:** 7:30 pm
- **Paid ad angle:** Facebook/Instagram ad targeting homeowners 30+ in Georgetown, East Coast and East Bank Demerara, plus the diaspora in New York, Toronto and London who own property in Guyana. Lead form: name, area, property type, phone.

7. 30 viral hooks

Each hook is built to land in the first 2–3 seconds. Pair it with a real property, area or fact before filming.

Buyers

1. “Don’t pay a deposit on any property in Guyana until you’ve seen this one document.”
2. “The cheapest house on the street is usually cheap for a reason. Here’s how to find out.”
3. “Three questions that tell you if a seller is serious — ask them on the first call.”
4. “I’ve watched buyers lose money on this mistake more than any other.”
5. “Raised lot or flooded yard? Check this before the rainy season does it for you.”
6. “Your bank approval isn’t your budget. Here’s the real number.”
7. “If a ‘seller’ wants the deposit sent to their personal account — stop.”

Sellers and landlords

8. “Two houses, same street, same size. One sold in three weeks. The other’s still listed.”
9. “The one photo that’s costing you buyers.”
10. “Landlords: the tenant who pays most is the one you’re probably turning away.”
11. “Don’t fix the roof before you sell — until you’ve heard this.”
12. “Here’s what buyers say about your house after they leave the viewing.”
13. “Your property is either earning, appreciating, or costing you. Which one?”

Market and investment

14. “This road was bush ten years ago. Look at it now.”
15. “Where we’d look for land in Guyana right now — and where we wouldn’t.”
16. “Everyone’s talking about oil. Here’s what it’s actually done to rent in Georgetown.”
17. “Why businesses keep asking us for the same kind of property.”
18. “The neighbourhood nobody talks about that keeps showing up in our enquiries.”
19. “Buying to rent out? Do this maths first.”

Diaspora

20. “Living abroad and sending money home for a house? Watch this first.”
21. “What [GYD amount] bought you in 2015 vs. what it buys you now.”
22. “Coming back to Guyana to retire? The area matters more than the house.”
23. “How to view a property in Guyana without leaving Brooklyn.”

Format and curiosity hooks

24. “Rate this house out of ten — then I’ll tell you the price.”
25. “Guess which of these two homes costs more.”
26. “Same budget, two cities: Georgetown vs. [diaspora city].”
27. “The question I get asked at every single viewing.”
28. “What a real estate agent in Guyana actually does all day.”
29. “I’d buy this house for one reason only.”
30. “We said yes to this listing. Here’s why we turn some down.”

8. Idea banks

These feed months two and three. Each line is a ready brief: topic, angle and format. Pick by the weekly rhythm in Section 2.

10 educational Reel concepts

#	Topic	Angle / hook	Format
1	Agreement of sale	"What you're actually signing when you pay a deposit"	Agent talking head
2	Mortgages in Guyana	"How banks decide how much to lend you" (bank partner on camera if possible)	Interview
3	Power of attorney	"Buying or selling from abroad: what a PoA can and can't do" (attorney guest)	Q&A Reel
4	Property inspection	"Five things to test at a viewing in 60 seconds"	Walk-through demo
5	Lease agreements	"Three clauses every Guyana tenancy agreement needs"	Talking head + text
6	Property taxes and rates	"The yearly costs of owning that nobody mentions"	Carousel + Reel
7	Valuation vs. appraisal vs. asking price	"Three different numbers — which one matters?"	Whiteboard
8	Housing schemes vs. private sales	"How a CH&PA house lot differs from buying privately" (verify details)	Talking head
9	Due diligence checklist	"The 7-point check we run on every property"	Countdown
10	Rental deposits	"How much deposit is normal, and when you get it back"	Street-style Q&A

10 seller-focused ideas

#	Idea	Format
1	"What your house would look like on our page" — re-shoot an owner's phone photos professionally	Before/after Reel
2	"Should you sell now or wait?" — honest pros/cons	Agent talking head
3	The 10-day listing launch plan, shown step by step	Carousel
4	"Five cheap fixes that add value before selling"	Reel
5	Seller testimonial: "Why we listed with KW"	Video interview
6	"Selling a family property with several owners — where to start"	Talking head
7	"Rent it out or sell it?" — decision framework	Carousel
8	Sold/leased announcement with the story behind it (days on market, approach)	Post + Reel
9	"What buyers ask about your house that	Reel

	you never thought of"	
10	"Selling from abroad: how we handle it end to end"	Diaspora Reel

10 buyer-focused ideas

#	Idea	Format
1	"First viewing checklist" downloadable	Carousel + Story link
2	"Red flags in a listing description"	Reel
3	"How to make an offer a seller takes seriously"	Talking head
4	Buyer journey: follow a real client from search to keys (consent)	Mini-series, 3 parts
5	"New build vs. resale in Guyana"	Split-screen Reel
6	"Gated community: worth the premium?"	On-location Reel
7	"What to ask about water, power and drainage"	Walk-through
8	"Apartment buyers: questions for the developer"	Carousel
9	"How long does buying actually take?" — realistic timeline	Carousel
10	Keys handover celebration moments	Story highlights + Reel

10 Guyana lifestyle ideas

#	Idea	Format
1	"Best weekend escapes within two hours of Georgetown"	Montage Reel
2	Seawall at sunset — "Georgetown's free evening"	Ambient Reel
3	Street food tour by neighbourhood	Agent-led Reel
4	"Morning commute: East Coast vs. East Bank" — real drive times	Timelapse
5	Schools and family life by area	Carousel
6	Mashramani / Diwali / Christmas in the neighbourhood (seasonal)	Festive Reel
7	"New places opened this month in Georgetown"	Monthly round-up
8	Expat first-week guide: SIM, banking, groceries	Carousel
9	Local business owner feature, near a listing	Interview Reel
10	"Things only people in Guyana understand about houses" (stilts, bottom house, rain tanks)	Humour Reel

10 property-marketing concepts

#	Concept	When to use
1	POV walk-through ending on the best	Any home

	feature	
2	“A day living here” — morning coffee to evening	Family homes
3	“What it could become” overlays	Land, commercial, fixer-uppers
4	Agent reaction tour: honest likes and one con	Builds trust on any listing
5	Drone + map: “X minutes to Y”	Location-led listings
6	Price-reveal / guess the price	Engagement + listing
7	Rental round-up carousel	Weekly for rentals
8	Investor numbers card: rent estimate vs. price	Investment properties
9	“Just listed / under offer / sold” status sequence	Social proof across a listing’s life
10	Live video tour for overseas buyers, saved as Reel	Diaspora-targeted listings

5 agent-recruitment concepts

#	Concept	Format
1	“What new agents learn in their first 30 days” — training footage	BTS Reel
2	“I left [previous career] for real estate” — agent story	Testimonial
3	Myths vs. facts about being a real estate agent in Guyana	Carousel
4	Tools tour: Command CRM, lead system, marketing support	Screen + talking head
5	Monthly info session promo with countdown Stories	Event campaign

9. Engagement response bank

Cecy replies in public briefly, then moves the conversation to DM or WhatsApp where the lead is logged in Command. Always use the person's name and vary wording; never paste the same line twice in one thread.

Situation	Public reply	DM follow-up
Asks the price	"Hi [name]! Just sent you the price and full details in your inbox."	"Hi [name], this one is [price]. It's [beds/baths] in [area]. Want me to set up a viewing or a video tour?"
Asks the price (alternate)	"Sending it over now, [name] — check your messages."	"Here are the details plus a few extra photos. Is this for you or someone in the family?"
"Is this still available?"	"Yes, it is! Messaging you now."	"Still available, [name]. Viewings are open this week — what day works?"
"Still available?" — it's gone	"This one just went under offer, but we have a couple similar. Sending them to you now."	"Sorry you missed this one! Here are two similar options in [area]. What's your budget range?"
Asks location	"It's in [area], close to [landmark]. Exact address shared at viewing — DMing you."	"It's in [area], about [X] minutes from [landmark]. Want a pin and a viewing time?"
"Too expensive"	"Fair point — prices in this area have moved a lot. Happy to show you options in other budgets."	"What budget are you comfortable with? I'll send a few that fit."
"Too expensive" (defending value)	"We hear you! For [area] with [key feature], it's in line with what's selling — but every budget has options. Message us."	—
Expresses interest ("I want this!")	"Love that! Sending you the details now."	"Great, [name]! Are you looking to buy soon or just starting to look? I'll tailor what I send."
Asks about financing	"Yes, financing is possible — we work with buyers using bank mortgages. Messaging you."	"Have you spoken to a bank yet? If not, we can point you to the right people and walk you through the steps."
Overseas buyer asks about financing	"Yes, and we work with buyers abroad all the time. Check your inbox."	"Which country are you in? I'll explain how buyers overseas usually handle financing and viewings."
Wants to schedule a viewing	"Let's do it! DMing you to set a time."	"Which day suits you this week? We have [slots]. I'll confirm with the agent and send you the location."
Tags a friend	"Hope [friend] likes it! Happy to answer any questions for you both."	—
Tags a partner ("look babe")	"Looks like a viewing date to us. Message us when you're ready."	—
Compliments the property	"Thank you! It's even better in person — viewings are open if you want to see it."	—
Compliments the video	"Thanks so much! More tours coming every week — stay tuned."	—
Wants to sell their property	"We'd love to help! Sending you a message now."	"Thanks, [name]! What area is the property in, and roughly what size? We'll arrange a free valuation."
Wants to rent out their property	"Great — we have tenants looking right now. Messaging you."	"Is it furnished or unfurnished? We place both local and corporate tenants."
Asks a process question in comments	"Great question — short answer: [one line]. We'll make a full video on this!"	—

Sceptical / negative comment	"Thanks for sharing that. We'd be glad to talk it through — feel free to message us."	Resolve privately; escalate to Etienne if it's about an agent.
Asks about becoming an agent	"Love that! We're running an info session soon. Messaging you the details."	"Do you have real estate experience, or would this be a new career? Either works — here's the next session date."
Spam or offensive	Hide, don't reply.	—
Asks "How much is my house worth?"	"Happy to give you an honest estimate! Check your messages."	"Send me the area, size and a few photos and we'll come back within 48 hours."

10. Playbooks, standards and checks

Listing marketing playbook

When a new listing arrives, answer these six questions before any content is made.

1. Who is most likely to buy or rent it?
2. What is its single strongest selling point?
3. What emotional or financial reason makes someone want it?
4. Which 3-4 features deserve emphasis?
5. What objections will buyers raise, and how do we answer them in the content?
6. Which format markets it best (tour, “what it could become”, investor numbers, lifestyle)?

Then produce the package: Reel concept, 30-45 second script, carousel copy, caption, 5-frame Story sequence, CTA, and a paid-ad angle (audience, location, budget, lead form).

Canva design standards

- **Rule:** the graphic stops the scroll; the caption carries the detail. Maximum 12 words of copy per slide.
- **Hierarchy:** headline (largest, top third) → one supporting line → image → CTA bottom.
- **Branding:** KW Guyana logo bottom-right, same size and position on every slide; KW red as the accent only, not the background.
- **Fonts:** one bold headline font, one clean body font. No script fonts.
- **Images:** professional photos only; bright, straight verticals, no phone photos at night.
- **Carousels:** slide 1 is the hook, final slide is the CTA, every middle slide makes one point.
- **Templates to build first:** (1) listing card, (2) “Before You Buy” carousel, (3) “Market Notes” carousel, (4) agent spotlight, (5) quote/testimonial, (6) recruitment.

Hashtag sets (use 5-8 per post)

Set	Hashtags
Core (every post)	#KWGuyana #GuyanaRealEstate
Location	#GeorgetownGuyana #Georgetown #EastCoastDemerara #EastBankDemerara #[Area]Guyana
Buying	#BuyingInGuyana #HomesForSaleGuyana #FirstTimeHomeBuyerGuyana #GuyanaHomes
Selling	#SellYourHomeGuyana #HomeValueGuyana #GuyanaProperty
Rentals	#GuyanaRentals #ExpatriateGuyana #RelocateToGuyana #FurnishedApartmentGuyana
Land / commercial	#GuyanaLand #GuyanaLandForSale #GuyanaCommercialRealEstate
Investment	#InvestInGuyana #GuyanaMarket #GuyanaBusiness
Diaspora	#GuyaneseDiaspora #GuyaneseInNY #GuyaneseInToronto #GuyaneseInCanada #BackHomeGuyana
Recruitment	#RealEstateCareer #KellerWilliams #JoinKW #GuyanaJobs

Quality control before anything posts

Andy checks every piece against these. Any “no” means revise before posting.

- ☐ Would this stop someone scrolling in the first 2 seconds?
- ☐ Does it give real value, not just an ad?
- ☐ Does it sound specific to Guyana?
- ☐ Does it make KW Guyana look like the authority?
- ☐ Is there one clear audience and one business objective?

- ☐ Does it sound like a person, not a template?
- ☐ Is it visually interesting, with clean branded graphics?
- ☐ Is the CTA right for the audience?
- ☐ Would we watch, save or share it ourselves?
- ☐ Are all prices, legal steps and figures verified (no placeholders left)?

To verify before publishing

- Legal/process content (Days 2, 9, 16, 23 and educational ideas 3, 6, 8): have the brokerage's attorney review the wording on transports, titles, lease land, transfer costs and CH&PA lots.
- Market claims (Days 8 and 29): use only KW Guyana's own enquiry and transaction data; no unsourced statistics.
- Consent: get written permission from clients, visitors and business owners who appear on camera.
- KW brand guidelines: confirm logo, colour and franchise-required disclaimers with the KW regional office before the templates are built.