One Listing Five Instagram Carousels

Customizable Templates and Captions for Real Estate Agents

Replace every bracketed field with verified information. Choose photos that match the text, adjust the captions to your voice, and review each post before publishing.

Using the editable slides

Open the matching PowerPoint file. Each carousel is a separate sequence: slides 1–5, 6–11, 12–16, 17–21, and 22–26. Edit the text and logo fields. Delete each photo placeholder, insert your photo in the same space, and crop it to fit. Customize the fonts and colors for your brand. Export only the slides for your selected carousel as images, in order. Copy its caption from this document.

1 Property Tour

Photos to use: Exterior, kitchen, living space, and another standout area.

Slide	Customizable text
1	Take a look inside [PROPERTY ADDRESS]
2	The kitchen: [VERIFIED FEATURE]
3	The living space: [VERIFIED FEATURE]
4	Explore [ADDITIONAL ROOM OR SPACE]
5	Want a closer look? Contact [AGENT NAME] at [CONTACT DETAILS]

Caption

Take a look inside [PROPERTY ADDRESS] in [CITY]. This [PROPERTY TYPE] offers [BEDROOM COUNT] bedrooms, [BATHROOM COUNT] bathrooms, and [VERIFIED FEATURE].

Swipe through for a look at the spaces, then contact me if you'd like more information or want to ask about a showing.

[AGENT NAME]
[BROKERAGE]
[CONTACT DETAILS]

2 Property Highlights

Photos to use: Images showing the specific features you describe.

Slide	Customizable text
1	Four features to explore at [PROPERTY ADDRESS]
2	[FEATURE 1]: [SHORT FACTUAL DESCRIPTION]
3	[FEATURE 2]: [SHORT FACTUAL DESCRIPTION]
4	[FEATURE 3]: [SHORT FACTUAL DESCRIPTION]
5	[FEATURE 4]: [SHORT FACTUAL DESCRIPTION]
6	Questions about the home? Contact [CONTACT DETAILS]

Caption

Here are four features worth exploring at [PROPERTY ADDRESS]: [FEATURE 1], [FEATURE 2], [FEATURE 3], and [FEATURE 4].

Swipe through to see each one. Which would you want to take a closer look at during a tour?

[AGENT NAME]
[BROKERAGE]
[CONTACT DETAILS]

3 Details Worth Noticing

Photos to use: Close-ups of finishes, architectural details, or layout features.

Slide	Customizable text
1	A closer look at [PROPERTY ADDRESS]
2	Notice the [VERIFIED DETAIL]
3	Another detail: [VERIFIED DETAIL]
4	The layout includes [VERIFIED FLOOR-PLAN FEATURE]
5	Want more information? Contact [CONTACT DETAILS]

Caption

The first tour gives you the overview. This post takes a closer look at [DETAIL 1], [DETAIL 2], and [FLOOR-PLAN FEATURE] at [PROPERTY ADDRESS].

What would you like to see more of? Send me your questions about the property.

[AGENT NAME]
[BROKERAGE]
[CONTACT DETAILS]

4 Neighborhood Context

Photos to use: Your own or authorized images of the transportation options, amenities, or resources featured.

Slide	Customizable text
1	Explore the area around [PROPERTY ADDRESS]
2	Transportation: [VERIFIED OPTION OR CONNECTION]
3	Recreation: [VERIFIED PARK OR FACILITY]
4	Local resources: [VERIFIED RESOURCE]
5	Want to explore further? [OFFICIAL RESOURCE OR LINK LOCATION]

Caption

Considering [AREA]? Here are a few local resources to explore alongside your property search: [TRANSPORTATION OPTION], [RECREATION RESOURCE], and [LOCAL RESOURCE].

Visit [OFFICIAL SOURCE OR LINK LOCATION] for current details. Have a question about the listing at [PROPERTY ADDRESS]? Contact me below.

[AGENT NAME]
[BROKERAGE]
[CONTACT DETAILS]

Customize carefully: Describe the area objectively. Verify operating status, transportation information, and any distances or travel times you include.

5 Open House Invitation

Photos to use: Exterior and interior images paired with confirmed event information.

Slide	Customizable text
1	Open House: [PROPERTY ADDRESS]
2	[CONFIRMED DATE] • [START TIME–END TIME]
3	Take a closer look at [VERIFIED FEATURE]
4	Location: [FULL ADDRESS]
5	Questions before you visit? Contact [CONTACT DETAILS]

Caption

You're invited to tour [PROPERTY ADDRESS] on [CONFIRMED DATE] from [START TIME] to [END TIME].

Explore [VERIFIED FEATURE] and [VERIFIED FEATURE], and bring your questions about the home.

Contact [AGENT NAME] at [CONTACT DETAILS] for current event information.

[BROKERAGE]

Before You Publish

☐ Replace every placeholder.

☐ Confirm the price, listing status, property facts, and contact details.

☐ Confirm open-house information and update posts if plans change.

☐ Match each photo to the feature described.

☐ Review fair housing language and applicable advertising requirements.

☐ Make each carousel offer something different.

☐ Track inquiries and showing requests alongside saves, shares, and messages.