



# Real Estate HASHTAG GUIDE

Hashtags help increase post visibility, engage specific communities, and organize content by categorizing and tagging topics, events, or themes.



## The basics

- Use 3-10 hashtags on posts, more is NOT better
- Focus on quality, hyper-relevant hashtags
- Place hashtags throughout body of caption, beginning or end
- Never use punctuation or spaces
- 5 categories to keep in mind:
  - Location-based hashtags: Like #IdahoHomes or #SpokaneWA
  - Property Type: #LuxuryHomes, #Condos
  - Branded hashtags: #coldwellbankertomlinson
  - Industry hashtags: That describes you, like #realtors, or #realestate
  - Community-focused hashtags: To bring your community together and highlight community events, like #RakeUpBoise, #SecondHarvest

## Tips for creating hashtags

- [##Create Custom Hashtags](#) Developing unique, branded hashtags can help differentiate you from competitors and encourage followers to engage with your content consistently. Examples include your agency's name or a catchy slogan associated with your brand. Ensure it's not too long or complicated for users to remember and use.
- [##Use a Mix of Popular and Niche Hashtags Balance is key.](#) While popular hashtags like #RealEstate and #HomeForSale can attract a broad audience, they also face fierce competition. To increase your chances of visibility, combine these with niche hashtags like #FixerUpper or #WaterfrontLiving that cater to a specific segment of your audience.
- [##Research and Monitor Hashtags](#) Stay ahead of the game by researching trending real estate hashtags in your region and niche. Tools like Instagram's search feature or third-party platforms can help you identify relevant and trending hashtags. Keep an eye on how well these hashtags perform and adjust your strategy accordingly.



Think of  
hashtags like  
search  
engine words



- ### LINKEDIN HASHTAGS
- Focus on business and professional words
  - Use LinkedIn's hashtag suggestions
  - Use capitalization for easy readability

## 2025

### TOP TRENDING REAL ESTATE HASHTAGS

- #RealEstate
- #RealtorLife
- #JustListed
- #DreamHome
- #HomeGoals
- #HouseHunting
- #RealEstateAgent
- #OpenHouse
- #HomeSweetHome
- #YourRealtor

## Suggested General/Buyer Hashtags

- #justlisted
- #justsold
- #openhouse
- #offmarketlisting
- #newlisting
- #homesale
- #homeforsale
- #architecture
- #broker
- #firsttimehomebuyer
- #fixandflip
- #foreclosure
- #homesweethome
- #luxuryhomes
- #luxuryrealestate
- #makememove
- #openhouse
- #properties
- #realestate
- #realestateagent
- #realtor

- #eatinkitchen
- #motherinlawsuite
- #emptynest
- #petfriendly
- #dogfriendly
- #catsokay
- #midcenturymodern
- #colonial
- #victorian
- #bungalow
- #townhouse
- #condo
- #starterhome
- #dreamhome
- #curbappeal
- #parking
- #backyardpool
- #milliondollarlisting
- #realestateinvestor
- #interiordesign
- #investment

### Buyers Hashtags:

- #bringmebuyers
- #bringyourbuyers
- #buyersagent
- #buyerwishlist
- #dreamhome
- #findahome
- #forsale
- #homebuyer
- #homeforsale
- #homeownership
- #relocation
- #virtualltour
- #househunter

## Specific Region Hashtags

### SPOKANE

- #spokanerealestate
- #spokanehome
- #spokanehomesforsale
- #spokanerealestateagent
- #spokanerealtor
- #spokanerealestatemarket
- #spokaneinvestmentproperty
- #spokaneluxuryrealestate
- #spokanecondos
- #spokanetownhomes
- #spokanehousesforsale
- #spokaneopenhouses

### TRI-CITIES

- #tricitieywa
- #richlandwa
- #kennewickwa
- #pascowa
- #tricitieyliving
- #tricitieylife
- #tricitieyrealstate
- #tricitieyhomes
- #tricitieycommunity
- #tricitieyevents
- #tricitieyfood

### QUAD CITIES AREA

- #pullman
- #lewiston
- #moscow
- #idaho
- #washington
- #pullmanlife
- #boiselife
- #moscowlife
- #idaholife
- #washingtonlife
- #pullmanrealestate
- #moscowrealestate
- #lewistonrealestate
- #pullmanevents
- #moscovevents
- #lewistonevents
- #idahoevents

### BOISE AREA

- #boise
- #meridian
- #idaho
- #boiselife
- #meridianlife
- #idaholife
- #boiserealestate
- #meridianrealestate
- #idahorealestate
- #boiseevents
- #meridianevents
- #idahoevents



COLDWELL BANKER | TOMLINSON

