

**INTELLIGENCE
REPORT**

10 MISTAKES REAL ESTATE AGENTS ARE MAKING ON INSTAGRAM



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**FORMER UNDERCOVER DETECTIVE &
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10 Mistakes Real Estate Agents Are Making on Instagram

***An Intelligence Report for Agents Who Want
to Stop Posting Like Amateurs and Start
Influencing Like Authorities***

By Bryan Wood

**Combat Veteran, Best-Selling Author, and
Former Undercover Intelligence Detective**

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ABOUT THE AUTHOR

***“Combat Veteran, Best-Selling Author,
and Former Undercover Intelligence
Detective...”***

Bryan Wood is no stranger to high-stakes environments. As a combat veteran of the war in Afghanistan with the U.S. Army’s 10th Mountain Division, he learned



firsthand that survival depends on discipline, precision, and the ability to read people in an instant. Those lessons followed him into his next chapter as an undercover intelligence detective, where he specialized in using social media to solve crimes and build psychological profiles of suspects. In a world where one careless post could expose everything, Bryan

became an absolute *expert* at seeing what others missed.

That expertise didn't stay confined to the battlefield or the interrogation room. It evolved. Today, Bryan is a best-selling author and a leading voice in digital influence, dedicating his career to helping professionals harness the same intelligence-driven strategies to win in business.

So why real estate?

Because time and again, Bryan noticed something glaring: real estate agents—talented, hardworking, and ambitious—were leaving too many opportunities on the table. Their social media presence was sloppy, inconsistent, or downright invisible. In an industry built on trust and visibility, this wasn't just a missed chance—it was career sabotage.

Bryan saw the hole, and he knew he could fill it.

Now, through Intel2Instagram, he brings a lifetime of tactical knowledge, psychological insight, and real-world results to agents who are ready to dominate their market. His mission is

simple: to take agents from blending in to standing out, from being scrolled past to being trusted, from posting aimlessly to wielding Instagram like a weapon of influence.

He does this not because it's trendy, but because it's necessary. Because in today's digital battlefield, your reputation, your authority, and your income are all tied to the evidence you leave behind online. And Bryan Wood is the man who knows how to make that evidence work for you to stand out in the crowd.

INTRODUCTION

YOUR INSTAGRAM IS UNDER SURVEILLANCE

When I worked undercover as a detective, one lesson became impossible to ignore: people always reveal more than they think. A suspect could swear they were in control of the conversation, but their body language, micro-expressions, and slip-ups told me the real story.

Instagram is no different.

As a real estate agent, you may believe your posts, stories, and reels are presenting you as professional and polished. But to the trained eye—your clients, competitors, and colleagues—they reveal everything: your confidence level, your consistency, your values, and whether you're someone they can trust with the biggest financial decision of their life.

Here's the hard truth: most agents are leaving digital fingerprints that scream *amateur*. They

treat Instagram like a yard sign instead of a battlefield for attention. They confuse activity with influence. And they wonder why their follower count grows slower than their frustration.

But Instagram is not just a platform—it's a psychological landscape. Every swipe, like, and share is a behavioral cue. Every caption either builds authority or exposes weakness. And just like in an interrogation room, the smallest mistake can shatter credibility in an instant.

That's why I created this guide.

Inside, we're going to uncover the **10 most damaging mistakes real estate agents are making on Instagram today**. I'll break them down through the lens of psychology, human behavior, and years of intelligence work, so you'll understand not only *what* these mistakes are, but *why* they're sabotaging your business.

By the time you finish, you'll see Instagram differently. You'll recognize the traps most agents fall into. And more importantly, you'll know exactly how to position yourself as an

authority whose content converts trust into contracts.

Think of this as surveillance footage of the industry—you're about to watch what others are doing wrong, so you can out-maneuver them and win.

Let's begin.

MISTAKE 1

TREATING INSTAGRAM LIKE A DIGITAL BILLBOARD

When I worked surveillance, one of the easiest ways to spot a rookie was how quickly they blew their cover. They thought the job was about *being seen*—parking right in front of the suspect’s house, staking out in broad daylight, thinking their presence alone was enough to do the job. But the truth was, the more obvious they made themselves, the less effective they became. They weren’t blending in. They weren’t observing. They were just... there.

That’s what most real estate agents are doing on Instagram.

They treat the platform like a giant digital billboard—slapping listings, price tags, and “Just Sold!” graphics across their feed as if

attention itself was the win. They confuse **exposure** with **influence**.

But here's the psychological flaw: people don't log onto Instagram looking to buy a house. They log on to connect, to escape, to consume stories that make them feel something. When your feed looks like a revolving door of for-sale flyers, you've already lost.

Think about it. Would you follow a car dealership that only posted stock photos of vehicles with their MSRP? Or a restaurant account that only showed the menu without ever telling the story behind the food? Of course not. So why would you expect a client to be drawn in by your 12th straight "Open House Sunday 1-4 PM" post?

The brain is wired to ignore what it perceives as background noise. A billboard on the side of the highway gets maybe two seconds of your attention—*at best*. On Instagram, the scroll is even faster. Unless your content connects on a human, emotional level, your "billboard" post is just white noise.

Here's the deeper issue: when you use Instagram only to advertise, you signal that you're desperate. And desperation kills trust. Clients want an agent who exudes authority, confidence, and influence—not one who looks like they're begging for business with neon “Buy from me!” signs.

The agents who win aren't selling property on Instagram—they're selling **themselves** as the trusted guide. They post content that educates, entertains, and positions them as the authority people want to follow. The listings come later, but by then, the client already trusts them enough to pick up the phone.

DETECTIVE'S NOTE *In the field, we used to say, “If you're working too hard to be noticed, you're doing it wrong.” The same is true here. If your Instagram screams “Look at me!” without giving real value, your audience scrolls past. But if your content speaks to them—tells a story, teaches*

something, or inspires—they'll stop, engage, and remember you.

Correction: Stop posting like a billboard. Start posting like a trusted voice. Your listings should appear in your feed, sure—but framed inside stories, client journeys, or market insights that make people feel smarter for following you.

That's how you turn exposure into influence.

MISTAKE 2

IGNORING THE POWER OF STORYTELLING

When I interviewed suspects as a detective, I didn't just ask questions—I built stories. I would start from one detail, expand it into a narrative, and watch how their reactions betrayed the truth. Humans are wired for story. It's how we process danger, remember lessons, and decide who we trust.

And yet, most real estate agents completely ignore this on Instagram.

Instead of telling stories, they post facts.

Instead of showing transformation, they post transactions.

Instead of creating connection, they create clutter.

Here's the psychology: your audience's brains are not data processors—they're pattern recognizers. If you throw numbers, square

footage, and “market updates” at them with no human context, you force them to do the hard work of caring. Most won’t.

But if you wrap those same facts inside a story—suddenly, they stick.

Think about a recent client you helped. Instead of posting “3 bed, 2 bath, 1,800 sq. ft.—SOLD,” what if you told the story?

“Meet Sarah. Newly divorced, two kids, and terrified of starting over. She thought she’d never find a home that felt safe and affordable. Today, she’s unlocking the front door of her new home—and it’s more than a house. It’s a fresh start.”

Now you’re not just selling real estate—you’re selling *hope*. You’re positioning yourself as more than an agent. You’re the trusted guide in someone’s most important chapter.

That’s what people remember. That’s what earns trust.

Instagram is saturated with agents shouting the same thing: “Just listed! Just sold!” But nobody

remembers facts. They remember how a story made them feel. Stories bypass skepticism and slip directly into memory.

DETECTIVE'S NOTE *In an interrogation, I didn't win by listing facts—I won by building a narrative so strong the suspect had no choice but to see themselves inside it. On Instagram, it's the same. Your audience should see themselves in your posts, imagining their own journey through the story you tell.*

Correction: Start weaving storytelling into everything. When you post a listing, tell the story of the family moving in. When you talk about market stats, frame it as a journey—“What this number means for a first-time buyer right now.” When you share your own life, don't just show the highlight—show the grind, the lessons, the moments of growth.

MISTAKE 3

CHASING VANITY METRICS INSTEAD OF INFLUENCE

In my years running surveillance, I learned something about human nature: the louder someone bragged, the less power they usually had. The real players kept quiet, moved strategically, and let results speak for them. The loudmouths? They were distractions—flash with no substance.

That's exactly what most real estate agents do on Instagram.

They obsess over likes, follows, and views. They treat metrics like trophies, chasing numbers that look impressive but mean nothing when it comes to closing deals. A post with 200 likes doesn't matter if not one of those people is ever going to hire you.

Here's the psychology: vanity metrics give a dopamine hit. Every like is a little jolt of

validation. But validation isn't influence. Influence is when your content moves someone to *trust you*—to send you a DM, to recommend you, to sign a contract.

The detective's mindset is all about separating signal from noise. Noise looks like a popular post that attracted the wrong audience—other agents, random bots, or people with zero intention of buying or selling. Signal is when your content resonates with the right people—the ones who see you as an authority worth listening to.

But most agents can't tell the difference. They see a spike in followers and celebrate, even though half of them are from another country, or from engagement pods, or fake accounts bought from shady services. They mistake activity for achievement.

Here's the danger: when you focus on vanity metrics, you end up creating content that *pleases the algorithm* instead of content that builds authority. You start posting memes, trending audios, or gimmicks—not because

they serve your clients, but because they rack up quick numbers. And in doing so, you water down your brand.

DETECTIVE'S NOTE *In an investigation, chasing the wrong lead wasted time, energy, and credibility. In business, chasing vanity metrics does the same. Every ounce of effort you spend trying to impress strangers is energy stolen from serving the people who actually matter—your future clients.*

Correction: Stop asking, “How many likes did this post get?” Start asking, “Did this post build trust with the right audience?” Measure real influence:

- Did someone DM you with a question?
- Did a client say they saw your story and it helped them?

- Did your content establish you as the obvious choice when the time comes to list or buy?

Those are the metrics that matter. Not the noise—just the signal.

MISTAKE 4

BLENDING IN WITH EVERY OTHER AGENT

When I was undercover, survival depended on one thing: standing out *just enough* to be believable, but never so much that I looked like every other cop trying to play dress-up. The rookies always gave themselves away because they copied what they thought a criminal looked like. They blended in so perfectly with the stereotype that they stuck out.

Real estate agents do the same thing on Instagram.

Scroll through your feed and you'll see it: identical Canva templates, cookie-cutter "Just Listed" graphics, the same motivational quotes recycled a hundred different ways. Agents aren't branding themselves—they're blending into the noise.

Here's the psychology: the human brain is wired to filter out patterns it has already seen. This is called **habituation**. The first time someone sees a new design, it catches attention. The tenth time? The brain skips right past it. So when you look like every other agent in your market, your posts don't just fail to impress—they fail to even register.

And worse? When you blend in, you erode trust. Clients subconsciously assume that if you can't differentiate yourself online, you won't differentiate their home in the market. You've already signaled weakness before you ever shake their hand.

Agents think safety is in conformity. "If I post what everyone else is posting, I won't get it wrong." But the truth is, conformity is the riskiest move of all—because it guarantees invisibility.

DETECTIVE'S NOTE *In intelligence work, blending in with the wrong crowd can cost you credibility and*

your cover. On Instagram, blending in with every other agent costs you authority and opportunity.

Correction: You don't need to reinvent the wheel—you just need to put your fingerprints on it. That means:

- Develop a unique brand voice (how you sound).
- Use consistent visual cues that tie back to *you* (colors, fonts, logos).
- Share stories, insights, and perspectives that only you could deliver.

The goal isn't to be loud—it's to be distinct. When someone scrolls their feed, they should recognize your post without even seeing your name. That's how you break the pattern. That's how you stop blending in and start commanding attention.

MISTAKE 5

FORGETTING THAT INSTAGRAM IS YOUR STAGE

In my detective days, we built case files with precision—dates, times, witness statements, reports. Those files weren't flashy, but they were critical. They lived in folders, in evidence rooms, designed to be accessed only by the people who needed them.

Instagram is not that.

And yet, too many agents treat their Instagram feed like a filing cabinet or MLS database. They dump information—square footage, stats, mortgage rates, endless “educational” posts—believing that data alone convinces people.

Here's the problem: people don't come to Instagram for data. They come for a *show*.

Think of Instagram like a stage. Every post is a performance. Every story is a scene. Every reel

is a trailer for who you are and why you matter. When you treat it like a database, you bore the audience. When you treat it like a stage, you hold their attention and make them *want more*.

Psychology backs this up: the human brain is drawn to drama, conflict, transformation. It craves stories and emotions, not spreadsheets. If your posts read like technical reports, you're asking the wrong part of the brain to care. And the wrong part of the brain never buys.

This is why so many agents lose followers when they lean too heavily on “market update” graphics or long-winded captions full of jargon. The audience feels like they're reading homework instead of watching a performance.

DETECTIVE'S NOTE *When I testified in court, I couldn't just read from my notes. If I wanted the jury to connect, I had to perform the truth—tell the story in a way that made them feel it, believe it, and remember it. Instagram is no different. You're not just*

delivering facts. You're performing authority.

Correction: Stop dumping information and start directing attention. That means:

- Turn stats into stories (“Here’s what this number actually means for a first-time buyer right now”).
- Deliver education in bite-sized, entertaining formats (think reels that teach in 30 seconds).
- Inject personality into everything. Don’t just state the fact—frame it in your voice, with your energy, like you’re on stage commanding the room.

Remember: your followers aren’t studying your posts. They’re *watching your show*. The agents who understand this earn influence. The ones who don’t? They’re background noise.

MISTAKE 6

NEGLECTING PERSONAL BRAND IDENTITY

When I worked undercover, identity was everything. The way I dressed, the slang I used, even how I ordered coffee—it all had to align with the character I was portraying. If one detail slipped, if I used a word that didn't fit the role, the entire cover could be blown.

Real estate agents on Instagram often fail for the exact same reason: their brand identity is nonexistent—or worse, inconsistent.

One day they're posting polished headshots with stiff captions, the next day they're lip-syncing to trending audios, then a week later they disappear completely. To the audience, this creates confusion. And confusion is fatal to trust.

Here's the psychology: humans crave consistency. It's how the brain knows whether

to trust someone. A consistent brand voice signals reliability. An inconsistent one signals instability. If your feed looks like ten different people are running it, clients won't know who you are—or why they should hire you.

This doesn't just apply to visuals. It's your *voice*. Are you the calm, trusted advisor? The bold, high-energy motivator? The educated insider? You can't be all of them. Pick the voice that matches your authentic personality and stick to it until people can recognize you without even seeing your name.

DETECTICE'S NOTE *In the field, a fake identity without a clear backstory was the fastest way to get burned. Online, the same rule applies. If your personal brand is shallow, scattered, or borrowed from others, your audience will sense it—and they'll scroll right past you.*

Correction: Define and lock in your brand identity:

- **Visuals:** Pick 2–3 brand colors, fonts, and design elements—and use them relentlessly.
- **Voice:** Decide how you sound (direct, educational, witty, bold) and never break character.
- **Symbols:** Use consistent cues—your name, a logo, a tagline, even a style of caption—that become instantly recognizable.

Your Instagram is not just a collection of posts. It's your badge, your reputation, your cover story. If it's weak or inconsistent, you'll never establish authority. If it's clear and consistent, you'll stand out as the agent who owns their space.

MISTAKE 7

MISUNDERSTANDING THE ALGORITHM

Back in intelligence work, we had a saying: *“If you don’t understand the system, you’ll always be controlled by it.”* Criminals who thought they were clever often got caught because they didn’t understand how surveillance actually worked. They underestimated the system—or worse, believed myths about it.

Real estate agents make the same mistake with Instagram.

They treat the algorithm like a mystery, a rigged slot machine that randomly decides who wins. Or they believe the myths: “The algorithm hates me,” “Hashtags don’t work anymore,” or “It’s just luck.” So they post inconsistently, hoping something “catches.”

Here's the reality: the algorithm is not magic—it's psychology coded into software. It mirrors human behavior. Instagram rewards what people engage with. That's it. The system doesn't care about you, your brand, or your listings. It only cares about whether your content keeps people watching, tapping, and sharing.

This means the algorithm is not your enemy. It's your blueprint.

When your posts flop, it's not because the algorithm is out to get you—it's because your content didn't trigger the psychological cues the algorithm is designed to detect. That could mean your hook was weak, your story was boring, or your call to action was nonexistent.

DETECTIVE'S NOTE *In surveillance, if the suspect didn't move, we didn't sit in the car complaining—we changed our approach. We repositioned, adjusted tactics, and stayed adaptable. Instagram demands the same mindset. If your*

*content isn't moving, adjust.
Don't blame the system.*

Correction: Learn to work *with* the algorithm by focusing on the psychology behind it:

- **Attention:** The first 3 seconds decide whether someone scrolls or stays. Start strong.
- **Engagement:** Ask questions, invite comments, and create content people want to share.
- **Consistency:** The algorithm rewards patterns. Post regularly so it knows you're reliable.
- **Retention:** Longer watch times on stories and reels signal value. Keep people hooked.

Stop fighting the system. Start mastering it. The agents who understand that the algorithm is nothing more than amplified human psychology are the ones who rise above the noise.

MISTAKE 8

OVER-SELLING INSTEAD OF BUILDING TRUST

In undercover work, the fastest way to blow your cover was to push too hard. The rookie detectives who tried to “sell” themselves as part of the crew always ended up sounding fake. Real operators knew: influence isn’t forced. It’s earned.

On Instagram, too many agents are over-selling—and it reeks of desperation.

Their feeds scream with constant calls to action: *“Call me today!” “I can sell your home fast!” “Who do you know that’s ready to buy?”* Every post is a sales pitch. And instead of attracting clients, it drives them away.

Here’s the psychology: people don’t like being sold to. They like choosing who to trust. When your content feels like a nonstop commercial, you trigger skepticism instead of connection.

Instead of thinking, “*That’s the agent I want,*” your audience thinks, “*That’s the agent who just wants my money.*”

This mistake is costly because real estate is built on trust. A home purchase is the biggest financial decision most people will ever make. If you can’t demonstrate patience, authority, and empathy online, why would anyone believe you’ll demonstrate it in the deal?

DETECTIVE’S NOTE *In an interrogation, I never demanded confessions—I created an environment where the truth revealed itself. On Instagram, you shouldn’t demand clients. You should create an environment where trust leads them to choose you without hesitation.*

Correction: Shift from selling to serving. That means:

- **Educate instead of pitch:** Teach your audience something they didn't know.
- **Show instead of tell:** Post client stories and behind-the-scenes moments that prove your value without saying a word.
- **Position instead of push:** Use your content to establish authority so that when someone is ready to buy or sell, you're the obvious choice.

When you stop shouting “Hire me!” and start showing *why you're worth hiring*, clients stop running away and start leaning in.

MISTAKE 9

FORGETTING THAT FOLLOWERS ARE WATCHING YOUR EVERY MOVE

In surveillance, the target rarely knew they were being watched—but every movement, every conversation, every inconsistency was being recorded, analyzed, and used to build a case. One careless slip, one contradictory detail, and we had what we needed.

On Instagram, your audience is doing the same thing to you.

They might not comment on every post or like every story, but make no mistake: they're watching. They're observing your consistency, your professionalism, your tone. They're asking, silently: *Do I trust this person with my home, my money, my future?*

And too many agents forget this.

They post inconsistently—three times one week, then disappear for a month. They share sloppy graphics, unedited videos, or captions riddled with typos. Worse, they post emotionally: venting about clients, mocking competitors, or oversharing their personal drama. Every one of those actions leaves a digital fingerprint that screams *unprofessional*.

Here's the psychology: humans form judgments fast—and once they're formed, they're hard to change. A follower who sees you as inconsistent or careless may never view you as trustworthy again. You don't get the benefit of the doubt. You get written off.

DETECTIVE'S NOTE *In the field, we knew our targets weren't always acting—they were revealing. The same applies here. Instagram is a 24/7 surveillance tape of your brand. Whether you realize it or not, you're building a case in the minds of your audience. The only*

question is—does that case prove you're credible or careless?

Correction: Act as if everything you post is evidence.

- **Be consistent:** Show up regularly, with quality.
- **Stay professional:** No rants, no sloppiness, no desperation.
- **Audit your trail:** Look at your profile the way a client would. What does it reveal about you?

Remember, your followers may not “like” every post, but they’re always deciding if you’re worth trusting. Treat every move as if it’s being recorded—because it is.

MISTAKE 10

PLAYING SHORT-TERM GAMES INSTEAD OF BUILDING LONG-TERM AUTHORITY

In intelligence work, I saw plenty of criminals who thought they were winning because they pulled off a quick score—a fast deal, a lucky break, a shortcut. But the real operators, the ones who built empires, played the long game. They didn't just chase the next win—they built systems of influence and control that lasted.

Too many real estate agents treat Instagram like a quick hustle.

They post inconsistently, hoping one reel “goes viral.” They jump on every trending audio without thinking about whether it builds their brand. They chase followers like lottery tickets. And when they don't see immediate results,

they give up—or worse, they switch strategies every two weeks, never giving their presence the time to mature.

Here's the psychology: authority is not built overnight. Humans trust what they see consistently over time. Just like credibility in an investigation, it's the pattern that proves the truth, not one flashy moment. A single viral post doesn't make you trustworthy. A year of consistent, valuable content does.

Short-term thinking is dangerous because it broadcasts desperation. Clients can sense when you're chasing clout instead of building credibility. They don't want the agent who got lucky with a trending sound—they want the agent whose presence signals stability, confidence, and endurance.

DETECTIVE'S NOTE *In surveillance, we often spent weeks building a case before making a single move. Rushing in early cost credibility and control. On Instagram, the same principle applies. Play for*

authority, not attention.

Correction: Build long-term authority by:

- **Consistency:** Post steadily, not sporadically. Authority is built brick by brick.
- **Depth over gimmicks:** Teach, tell stories, and show value—not just trendy dances and memes.
- **Strategic patience:** Commit to a long-term plan. The real results come from months and years, not days.

Stop chasing shortcuts. Build a presence so solid, so undeniable, that when someone in your market thinks “real estate,” your name is the first one that comes to mind. That’s not the result of a viral moment—it’s the product of long-term authority.

CONCLUSION

YOUR DIGITAL FINGERPRINTS ARE EVERYWHERE

When I was in law enforcement, we knew one thing for certain: nobody moves through the world without leaving a trace. Fingerprints, fibers, digital records—every action left evidence. And once you knew how to read it, the truth was impossible to hide.

Instagram is the same.

Every post, every story, every comment leaves behind digital fingerprints. Your audience is already analyzing them, consciously or not, to decide whether you are trustworthy, competent, and worth hiring. Some agents are leaving fingerprints that say *professional*, *consistent*, *credible*. Others—maybe even

you—are leaving fingerprints that scream *amateur, desperate, forgettable*.

The difference isn't luck. It's discipline.

The agents who master Instagram aren't the ones chasing vanity metrics, posting like billboards, or copying everyone else. They're the ones who approach the platform like an operator on a mission—strategic, intentional, and aware that every move builds a case for or against their authority.

This guide wasn't written to scare you. It was written to sharpen you. Because while most agents are stumbling blindly through the platform, you now see what they don't: the mistakes that sabotage credibility, and the mindset shifts that build influence.

The choice is yours. You can keep doing what everyone else is doing—blending in, overselling, and wondering why the phone isn't ringing. Or you can step into authority, correct these mistakes, and position yourself as the agent people trust before they ever meet you.

Instagram isn't just an app. It's surveillance, stagecraft, and psychology rolled into one. Play it right, and you won't just get attention—you'll get influence. And influence is what closes deals before the showing even starts.

NEXT STEP

FROM MISTAKES TO MASTERY

You've just uncovered the 10 biggest mistakes real estate agents are making on Instagram. And now you know the truth: every post is evidence, every story is surveillance, every move builds or breaks your authority.

But here's the thing—**knowing isn't enough.**

I've watched too many people nod their heads, agree with the intel, and then go right back to the same sloppy habits that are costing them clients. Knowledge without action changes nothing.

If you're ready to stop posting like an amateur and start positioning yourself as the agent clients trust before they ever meet you... then it's time to step into training.

That's why I built **Intel2Instagram**—a program designed specifically for real estate agents who are serious about dominating social media, cutting through the noise, and building *real* authority.

Inside, you'll learn the same psychological strategies and intelligence-driven tactics I've used to build influence and authority online. No fluff, no gimmicks, just a step-by-step system that shows you how to take control of your digital presence and turn Instagram into the most powerful weapon in your business arsenal.

👉 Go now to www.Intel2Instagram.com

Sign up, lock in your spot, and start transforming the way your clients see you.

Don't just avoid mistakes—master the game.
Don't just post—*influence*.

Your audience is watching. The evidence is building. The question is, are you ready to make the case that you are the authority they can't ignore?

Or, come follow Bryan on Instagram:

[@Intel2Insta](#)

The next move is yours.