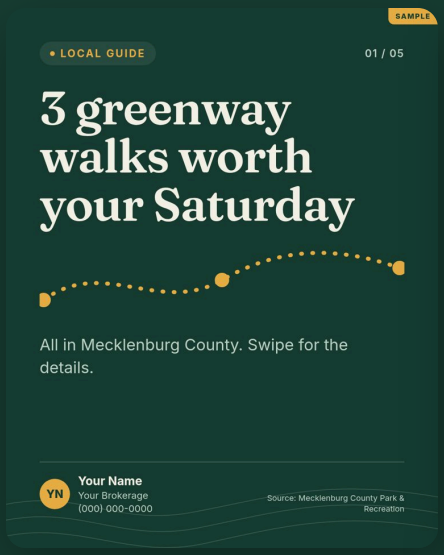
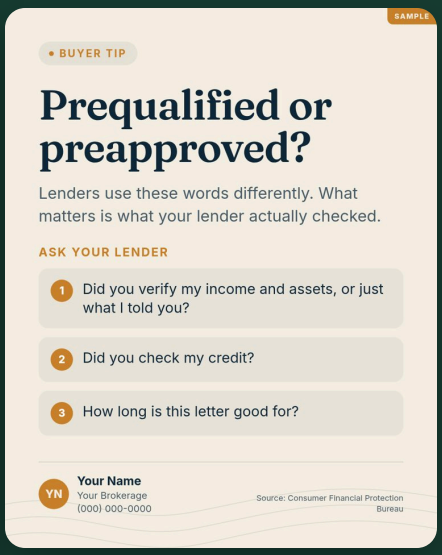
FREE SAMPLE · DECEMBER 2026

Charlotte Local Content Kit

8 ready-to-post graphics with captions, 4 short video scripts, a client newsletter, and a posting calendar. Local to Charlotte and Mecklenburg County, with every fact checked against a public source.







In this sample, graphics show “Your Name / Your Brokerage”. In the paid edition, every graphic carries your own name, brokerage and phone.

START HERE

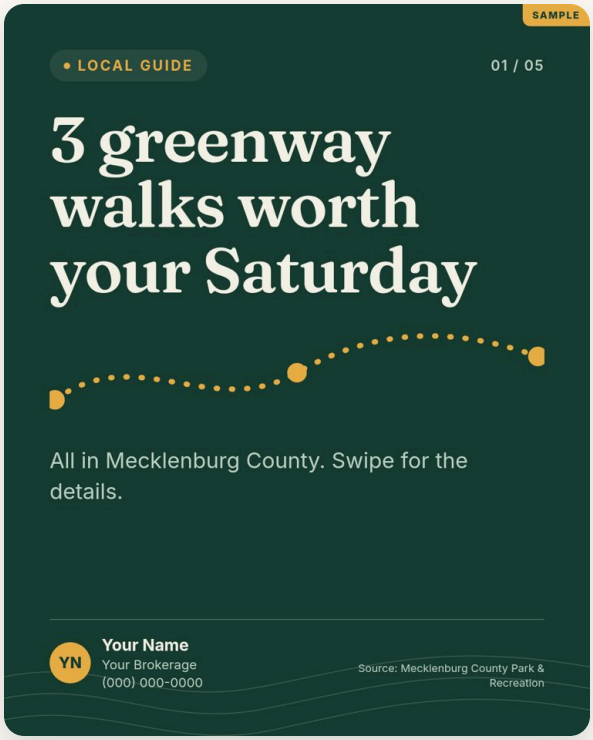
How to use this kit in 10 minutes

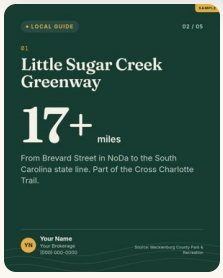
1. **Pick a post** from the calendar on page 13 (or post in any order).
2. **Choose a caption length:** short (for Stories), standard (feed), or story-style (more personal).
3. **Fill in every [bracketed] field** with your own words and details. Never post a bracket.
4. **Check the rate post** against freddiemac.com/pmms the day you post. Freddie Mac publishes on Thursdays.
5. **Add what your brokerage and the NC Real Estate Commission require** in ads (for example your brokerage name).

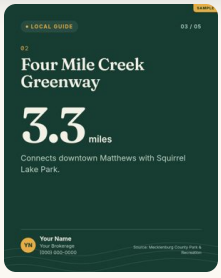
What's inside

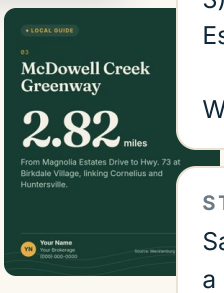
#	POST	CATEGORY	FORMATS
1	**3 greenway walks worth your Saturday**	Local guide	Carousel, Story version
2	**Charlotte's outdoor history museum**	Hidden gem	Single, Story version
3	**Mecklenburg County trails**	By the numbers	Single, Story version
4	**7.18%**	Mortgage rate snapshot	Single, Story version
5	**Prequalified or preapproved?**	Buyer tip	Single, Story version
6	**5 small fixes before listing photos**	Seller tip	Single, Story version
7	**Greenway, park, or patio?**	Your turn	Single, Story version
8	**Why I do this**	Meet your agent	Single, Story version

Also inside: 4 video scripts (p. 11), a client newsletter (p. 12), a December posting calendar (p. 13), and our Fair Housing checklist (p. 14). Feed graphics are 1080×1350 (4:5); Story versions are 1080×1920.









Carousel: 5 slides

POST 1 · LOCAL GUIDE

3 greenway walks worth your Saturday

SHORT

3 Charlotte-area greenways for your next free Saturday: Little Sugar Creek (17+ mi), Four Mile Creek (3.3 mi), McDowell Creek (2.82 mi). Which is yours?

STANDARD

Looking for a Saturday reset without leaving town? Three Mecklenburg County greenways to try:

1) Little Sugar Creek Greenway: more than 17 miles from Brevard Street in NoDa to the South Carolina state line. It's part of the Cross Charlotte Trail.
2) Four Mile Creek Greenway: 3.3 miles connecting downtown Matthews with Squirrel Lake Park.
3) McDowell Creek Greenway: 2.82 miles from Magnolia Estates Drive to Hwy. 73 at Birkdale Village.

Which one is your go-to? Drop it below.

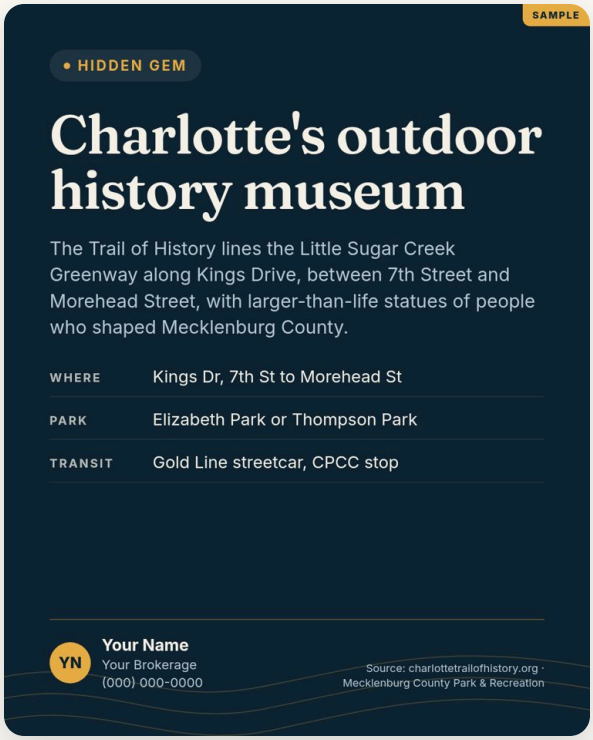
STORY-STYLE

Saving this for the next person who asks me what to do on a Saturday here. Three greenways worth knowing: Little Sugar Creek (17+ miles, NoDa to the SC line), Four Mile Creek (3.3 miles, downtown Matthews to Squirrel Lake Park), and McDowell Creek (2.82 miles, up to Birkdale Village). Save this and tell me which one I'm missing.

Hashtags: #CharlotteNC #CharlotteRealEstate #MecklenburgCounty #CharlotteGreenways
Alt text: Carousel: 3 greenway walks in Mecklenburg County. Little Sugar Creek Greenway, over 17 miles; Four Mile Creek Greenway, 3.3 miles; McDowell Creek Greenway, 2.82 miles.

Source: parkandrec.mecknc.gov/Places-to-Visit/greenways

Fact check: Distances and endpoints match the county greenway listing (fetched 2026-11-10).



POST 2 · HIDDEN GEM

Charlotte's outdoor history museum

SHORT

Charlotte has an outdoor history museum: the Trail of History, along Kings Drive between 7th St and Morehead St. Save it for your next walk.

STANDARD

Did you know Charlotte has an outdoor history museum? The Trail of History follows the Little Sugar Creek Greenway along Kings Drive between 7th Street and Morehead Street, with larger-than-life statues of people who shaped Mecklenburg County.

Getting there: parking at Elizabeth Park (E Trade St & E 4th St) or Thompson Park (E 4th St), dawn to dusk. Or take the CityLYNX Gold Line to the CPCC stop at Kings Dr & Elizabeth Ave.

Tag someone you'd walk it with.

STORY-STYLE

One of my favorite things to show people new to Charlotte isn't a house. It's the Trail of History: statues of people who shaped Mecklenburg County, right along the Little Sugar Creek Greenway on Kings Drive. Park at Elizabeth Park or ride the Gold Line to the CPCC stop. Who are you taking?

Hashtags: #CharlotteNC #TrailOfHistory #QueenCity #CharlotteRealEstate
Alt text: Graphic titled Charlotte's outdoor history museum: the Trail of History on Kings Drive between 7th Street and Morehead Street, with parking and streetcar details.

Source: www.charlottetrailofhistory.org/plan-your-visit
parkandrec.mecknc.gov/Places-to-Visit/greenways

Fact check: 'Charlotte's only outdoor history museum' is the Trail's own description, so the graphic says 'outdoor history museum' without 'only'. Parking lots open dawn to dusk per the Trail's site.



POST 3 · BY THE NUMBERS

Mecklenburg County trails

SHORT

85.5 miles of greenway. 225.5 miles of park trails. 76.2 miles of nature preserve trails. That's Mecklenburg County (county summary, March 2026).

STANDARD

Numbers I love sharing with people who are new to the area. Mecklenburg County's trail summary (updated March 2026):

- 85.5 miles of greenway trails
- 225.5 miles of park trails
- 76.2 miles of nature preserve trails

If trail access is on your wish list for your next home, tell me which trails matter most to you and I'll factor that into your search.

STORY-STYLE

When people ask me what they'll actually do on weekends here, I start with this: 85.5 miles of greenway, 225.5 miles of park trails and 76.2 miles of nature preserve trails in Mecklenburg County alone (county numbers, March 2026). Which trail should be on everyone's list?

Hashtags: #CharlotteNC #CharlotteLiving #CharlotteRealEstate
Alt text: Stat graphic: Mecklenburg County has 85.5 miles of greenway trails, 225.5 miles of park trails and 76.2 miles of nature preserve trails, per the county's March 2026 summary.

Source: parkandrec.mecknc.gov/Places-to-Visit/greenways

Fact check: All three figures appear in the 'Trail Mileage Summary (Updated March 2026)' on the county page.



POST 4 · MORTGAGE RATE SNAPSHOT

7.18%

SHORT

Freddie Mac's 30-year fixed average: 7.18% as of Nov 5, 2026 (7.24% the week before). National average, not a quote.

STANDARD

Rates eased for the third straight week. Freddie Mac's survey shows the 30-year fixed averaged 7.18% as of November 5, 2026, down from 7.24% the week before. A year ago it was 6.22%. The 15-year fixed averaged 6.57%.

This is a national average, not a rate quote. Your rate depends on things like your credit, down payment and loan type, so talk with a licensed lender for your numbers.

Thinking about buying in Charlotte this winter? Let's map out a plan.

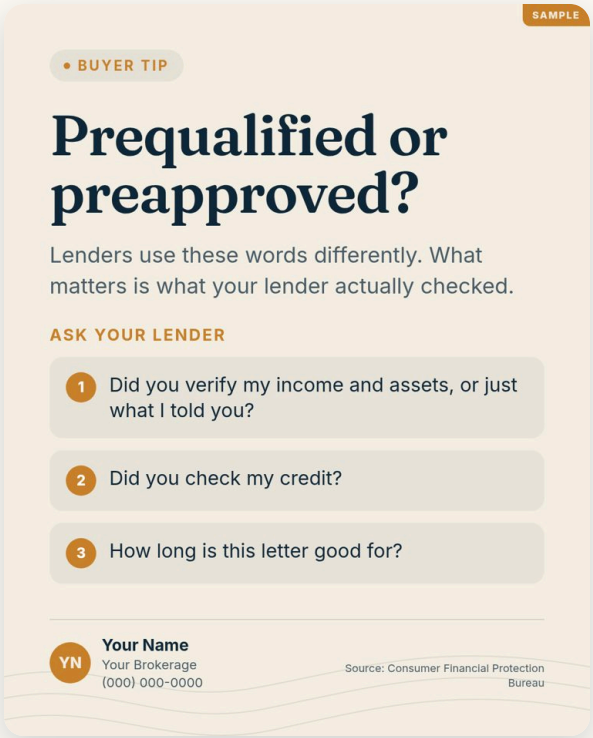
STORY-STYLE

Quick rate check, no hype: Freddie Mac's 30-year average was 7.18% as of Nov 5, 2026, the third weekly decline in a row. That's a national average, not what you'd personally be quoted. If you want to know what today's numbers mean for a Charlotte budget, I'll connect you with a lender I trust.

Hashtags: #MortgageRates #CharlotteHomes #HomeBuyingTips
Alt text: Mortgage rate snapshot: the Freddie Mac 30-year fixed average was 7.18% as of Nov 5, 2026, versus 7.24% a week earlier and 6.22% a year earlier. 15-year fixed 6.57%. National average, not a quote.

Source: www.freddiemac.com/pmms

> **Fact check:** PMMS page shows 7.18% / 6.57% as of 11/05/2026, 'third consecutive week' decline (fetched 2026-11-10; next release Thu Nov 12). Subscriber kits refresh this post with the latest Thursday release before delivery.



POST 5 · BUYER TIP

Prequalified or preapproved?

SHORT

Prequalified vs. preapproved: lenders use the words differently. Ask what they actually verified, whether they checked credit, and how long the letter lasts.

STANDARD

"Am I prequalified or preapproved?" Here's the honest answer: lenders use those words differently. According to the CFPB, both are letters saying a lender is generally willing to lend up to an amount, based on certain assumptions. Neither is a guaranteed loan offer.

So instead of worrying about the word, ask your lender:
1) Did you verify my income and assets, or just what I told you?
2) Did you check my credit?
3) How long is this letter good for?

A solid letter helps sellers take your offer seriously. Questions? Send them my way.

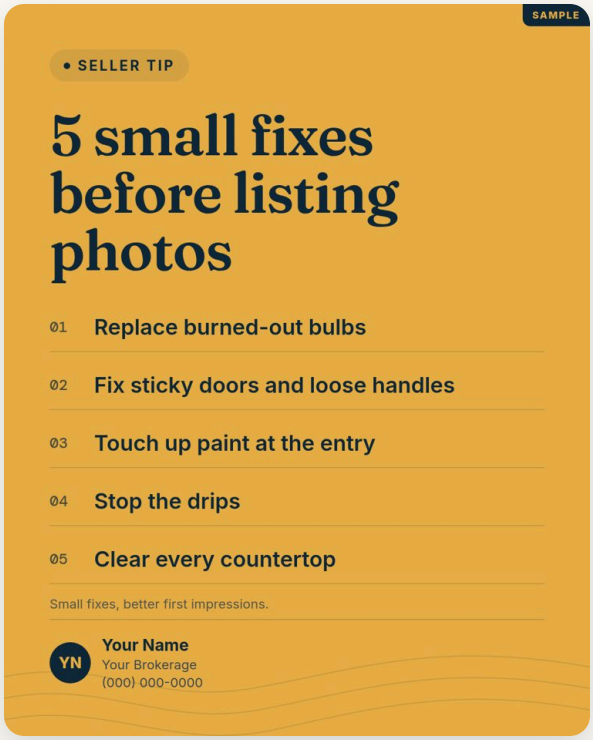
STORY-STYLE

One of the most common buyer questions: which is better, prequalified or preapproved? The CFPB's answer surprises people: lenders use the words differently, so the label tells you less than you'd think. The real questions: what did the lender verify, did they pull credit, and how long is the letter good for?

Hashtags: #FirstTimeHomeBuyer #CharlotteRealEstate #HomeBuyingTips
Alt text: Buyer tip graphic: Prequalified or preapproved? Lenders use the words differently. Three questions to ask your lender: did you verify my income and assets, did you check my credit, how long is this letter good for.

Source: www.consumerfinance.gov/ask-cfpb/whats-the-difference-between-a-prequalification-letter-and-a-preapproval-letter-en-127/

Fact check: Rewritten in v2: v1 said sellers take preapproval 'more seriously', which the CFPB page does not support (it says the terms vary by lender). Captions avoid invented client anecdotes.



POST 6 · SELLER TIP

5 small fixes before listing photos

SHORT

Before listing photos: replace bulbs, fix sticky doors, touch up entry paint, stop the drips, clear the counters. Small fixes, better first impression.

STANDARD

Thinking about selling in 2027? Before the photographer shows up, take care of the small things buyers notice right away:

1) Burned-out bulbs
2) Sticky doors and loose handles
3) Scuffed paint at the entry
4) Dripping faucets
5) Clutter on every flat surface

None of this needs a big budget, and it helps photos and showings look their best. Want a walkthrough checklist for your home? Send me a message.

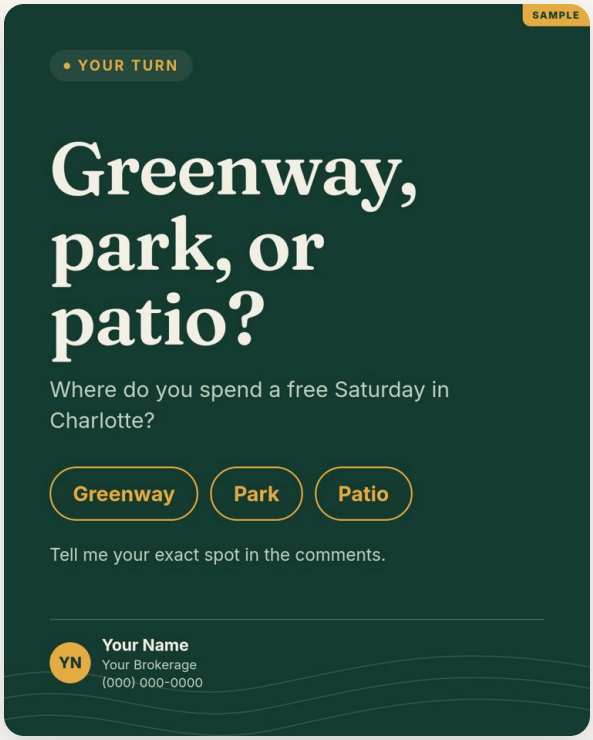
STORY-STYLE

The fixes that matter most before listing photos usually aren't renovations. They're bulbs, doors, entry paint, drips and counters. Worth a quick walkthrough before photo day. Want the full checklist?

Hashtags: #CharlotteRealEstate #SellingYourHome #HomeSellerTips
Alt text: Seller tip graphic listing 5 small fixes before listing photos: replace burned-out bulbs, fix sticky doors and loose handles, touch up paint at the entry, stop the drips, clear every countertop.

Source: General guidance (no statistics or claims made)

Fact check: No factual claims; general prep advice only. Captions avoid claims about the agent's own track record.



POST 7 · YOUR TURN

Greenway, park, or patio?

SHORT

Free Saturday in Charlotte: greenway, park, or patio? Tell me your spot 👇

STANDARD

Quick poll for my Charlotte people: on a free Saturday, are you on a greenway, at a park, or on a patio somewhere?

Tell me your favorite spot below. I'm always adding to my local list for clients.

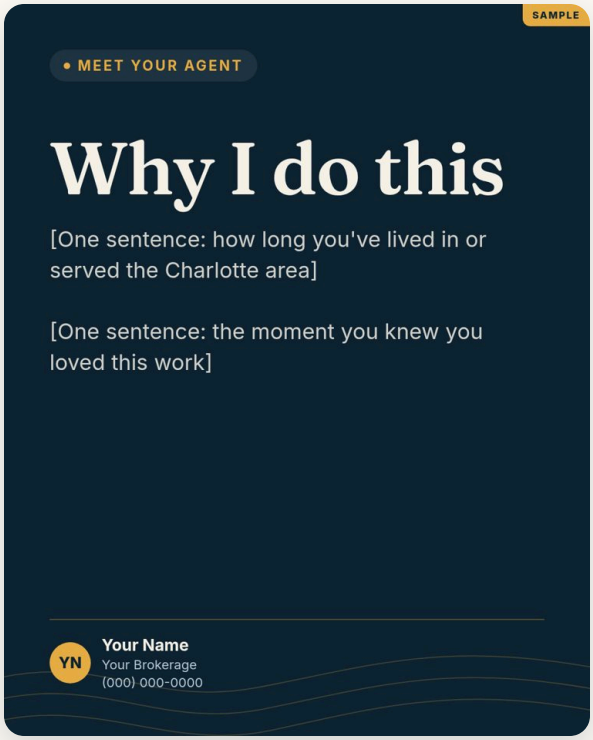
STORY-STYLE

I keep a running list of local favorites to share with clients, and I want yours. Free Saturday in Charlotte: greenway, park, or patio? Name the exact spot.

Hashtags: #CharlotteNC #QueenCity #CharlotteLiving
Alt text: Engagement graphic asking: Greenway, park, or patio? Where do you spend a free Saturday in Charlotte?

Source: Engagement prompt; no factual claims

Fact check: No factual claims.



POST 8 · MEET YOUR AGENT

Why I do this

SHORT

A little about me: [how long you've served Charlotte]. What I love most about this work: [one real reason].

STANDARD

A little about me: [Fill in: how long you've lived in or served the Charlotte area]. What I love most about this work is [fill in: one real story, with no client names unless you have permission].

If you or someone you know is thinking about a move, I'd love to help.

STORY-STYLE

[Write 3-4 sentences in your own voice: where you're from, why Charlotte, one real moment from this work. Keep it true; no client details without permission.]

Hashtags: #CharlotteRealtor #CharlotteRealEstate
Alt text: Personal introduction graphic titled Why I do this, with the agent's own two-sentence story.

Source: Personal template; the agent supplies every fact

Fact check: Template only. The agent must supply true facts.

BONUS FORMAT

4 short video scripts

About 30 seconds each. Film on your phone; say the bracketed parts in your own words.

SCRIPT 1 · 30 SEC

Greenway Saturday

Hook (on camera, outdoors): "If you live in Charlotte and haven't walked Little Sugar Creek Greenway yet, this is your sign."
Body: "It runs more than 17 miles, from Brevard Street in NoDa to the South Carolina line. [Say your favorite stretch and why.]"
Close: "Follow for more local spots. I'm [Name] with [Brokerage]."
Source: parkandrec.mecknc.gov/Places-to-Visit/greenways

SCRIPT 2 · 30 SEC

Rate check

Hook: "Mortgage rates dipped for the third week in a row. Here's the honest version."
Body: "Freddie Mac's 30-year average was 7.18% as of November 5, 2026, down from 7.24% the week before. That's a national average, not a quote."
Close: "Want to know what that looks like on a Charlotte budget? Message me and I'll connect you with a lender."
Source: www.freddiemac.com/pmms

SCRIPT 3 · 30 SEC

Trail of History

Hook: "Charlotte has an outdoor history museum, right on a greenway."
Body: "The Trail of History runs along Kings Drive between 7th and Morehead, with statues of people who shaped Mecklenburg County. Park at Elizabeth Park or Thompson Park, or take the Gold Line to the CPCC stop."
Close: "Save this for your next weekend walk."
Source: www.charlottetrailofhistory.org/plan-your-visit

SCRIPT 4 · 30 SEC

Seller prep

Hook: "Selling next year? Do these five things before photo day."
Body: "Replace bulbs, fix sticky doors, touch up entry paint, stop the drips, clear the counters."
Close: "Want my full pre-listing checklist? Comment CHECKLIST."
Source: General guidance

CLIENT EMAIL

Newsletter, ready to send

Send it from your own email or CRM to people who agreed to hear from you. Keep your brokerage postal address and an unsubscribe link: commercial email needs both under the CAN-SPAM Act.

Subject: Your December Charlotte update: rates, trails, and a history walk
Preview text: Three quick things worth knowing this month.

Hi [First Name],

Three quick things from me this month:

1) Mortgage rates. Freddie Mac's 30-year fixed average was 7.18% as of November 5, 2026, down from 7.24% the week before and the third weekly decline in a row. (A year ago it was 6.22%.) It's a national average, not a quote, so if you're curious what it means for you, I'm happy to connect you with a lender.

2) A walk worth taking. The Trail of History runs along Kings Drive between 7th Street and Morehead Street, with statues of people who shaped Mecklenburg County. Parking is at Elizabeth Park or Thompson Park, or take the Gold Line to the CPCC stop.

3) Trail numbers. Mecklenburg County lists 85.5 miles of greenway trails and 225.5 miles of park trails (county summary, March 2026). Tell me your favorite and I'll add it to my list.

As always, if you or someone you know is thinking about a move, just reply to this email.

[Agent Name]
[Brokerage Name] | [Phone]
[Brokerage postal address] · [Unsubscribe link]

Sources: https://www.freddiemac.com/pmms · https://www.charlottetrailofhistory.org/plan-your-visit · https://parkandrec.mecknc.gov/Places-to-Visit/greenways

BONUS

December posting calendar

Two posts a week, Tuesdays and Fridays. Dates are suggestions: move them to fit your schedule.

DATE	POST	TIP
12/01 Tue	3 greenway walks worth your Saturday	Carousel. Post in the morning; pin to profile for the month.
12/04 Fri	7.18%	Freddie Mac publishes Thu Dec 3: check freddiemac.com/pmms and update the number before posting.
12/08 Tue	Prequalified or preapproved?	Educational; pairs well with a Story poll.
12/11 Fri	Greenway, park, or patio?	Reply to every comment the same day.
12/15 Tue	Charlotte's outdoor history museum	Good Story share; tag a friend.
12/18 Fri	Mecklenburg County trails	Saveable stat post.
12/22 Tue	5 small fixes before listing photos	Plants seeds for spring 2027 listings.
12/29 Tue	Why I do this	Year-end personal post. Fill in your story first.

OUR REVIEW

The Fair Housing check on every post

Every post is reviewed against the HUD advertising rules (24 CFR 100.75). If you edit a caption, run the same check.

- Describe the property and the place, never the people who “should” live there.
- No words that indicate a preference based on race, color, religion, sex, disability, familial status or national origin (for example “perfect for young families”, “walking distance to church”, “exclusive”).
- Talk about amenities and facts (“on the greenway”, “near the Gold Line”), not about who the neighbors are.
- No claims about schools' quality or neighborhood “safety”. Point people to official sources instead.
- Rates are national averages, never quotes. Refer to a licensed lender.

What we verify before delivery

- Every number matches a public source page we opened that week, with its URL listed on the post.
- No invented anecdotes, testimonials or client stories. Personal posts are templates you fill in.
- Dates and weekdays in the calendar are checked.

This is a content checklist, not legal advice. Follow your brokerage's advertising policy and NC Real Estate Commission rules.

THE PAID EDITION

Your name on every post, every month

Each month you get a fresh kit like this one, built for Charlotte, with your name, brokerage and phone on every graphic and the rate post refreshed with the latest Freddie Mac number before delivery.

MONTHLY

$39 / month

Cancel anytime in PayPal.

ANNUAL · PRE-ORDER

$29 / month, billed yearly

Not open yet. Pre-order with a $39 refundable deposit, credited toward $348 when it opens.

- 8 branded graphics (feed + Story sizes) with 3 caption lengths, hashtags and alt text
- 4 video scripts, 1 client newsletter, a posting calendar
- Every fact sourced; every post Fair Housing reviewed
- Limited to 25 agents in the Charlotte edition, so your feed doesn't look like everyone else's
- Full refund of your first payment if you ask within 14 days

Details and FAQ: [site URL, set at launch]. Payments are processed by PayPal.