



Want More Local Leads from IG? – Use These 3 Story Tricks No One’s Talking About

Here’s the Local Story Formula 📌

This is the exact 3-part strategy I teach mortgage pros who want to attract local buyers and homeowners—not just get views from other brokers across the country.

Try this for 21 days and watch how your local visibility starts to shift:

1 Use the IG Location Sticker in Every Story


📌 Don’t just tag your office.

Tag your city, a nearby event, a local coffee shop, or neighborhood.

This tells Instagram your content is geographically relevant and helps it show up in local Story discovery.

✅ Pro tip: You can drag the sticker off-screen so it doesn’t clutter your story.

2 Add City-Specific Prompts to Your Question Box

 Ask engaging questions that include your city name or reference local buyers.

Examples:

→ “Chicago homeowners—what’s one thing you wish you knew before buying?”

→ “Dallas buyers: fixed-rate or ARM?”

→ “Tampa friends—do you know your credit score?”

This boosts interaction and trains the algorithm to connect your content with local users.

3 Use Local Hashtags in Your Highlight Covers

When you create Highlights like “Loan Tips,” “Refi Wins,” or “Pre-Approval,” add a geo-specific hashtag to the first story in that Highlight.

Examples:

→ #DenverMortgage

→ #SanDiegoLender


→ #OrlandoHomeLoans

These are searchable and give you evergreen local SEO on your profile.

This formula takes less than a minute a day—but helps Instagram recognize you as a local expert, not just another account.

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