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2026

EIGHT
CHAPTERS
FULL OF TIPS
AND HACKS

BRAND KITS,
TEMPLATES &
EVERYTHING
IN BETWEEN

JESSICA TAYLOR'S ULTIMATE

CANVA GUIDE

BEFORE YOU START

Why this guide exists

I've watched agents lose listings they should have won, not because they lacked market knowledge, but because their online presence looked like it belonged to five different people.

Buyers and sellers can't evaluate my negotiation skills before we've talked, but they can absolutely judge whether my last ten posts look like they came from the same business.

I see it constantly: a beautiful flyer one week, a blurry phone screenshot the next — and prospects notice that gap even when they can't say why they scrolled past.

This isn't a tutorial I found and reworded — it's the system I actually run my own content on.

Eight chapters, each ending with something you can do in the next fifteen minutes, because I don't believe in guides you read and never act on.

By the end, you'll have a repeatable weekly system, not just a folder of templates you forget about in a month.

I hope this guide helps you improve your real estate business, one post at a time!

Best,

Jessica Taylor



CHAPTER ONE

Why Canva is the great equalizer

When I started building my team, I noticed the biggest teams in my market weren't the most talented — they were the most consistent. Same colors, same fonts, same layout, every single time.

Every time I post something off-brand because I was in a hurry, I'm quietly spending down the recognition I built with my last ten posts. Consistency compounds — and so does the lack of it.



Canva is the tool that let me buy that same compounding effect as a solo agent.

What sold me wasn't the templates in general — it was the real estate template library specifically: flyers, open house signs, carousels, market update graphics, shapes I actually use every week.



I'M NOT THE MOST ARTISTIC PERSON ON MY TEAM. I JUST TREAT MY DESIGN SYSTEM THE WAY I TREAT MY CRM: SET IT UP ONCE, FOLLOW IT WITHOUT RENEGOTIATING EVERY TIME"

TRY THIS NOW:

Search "real estate" in Canva Templates, save three you'd actually use into a folder called Listings, and be honest about which one you're least likely to use consistently — cut it now.

CHAPTER TWO

Build your brand kit once, never rebrand again

I used to keep my logo in three different places and never remember which version was current. That's the real cost of skipping a Brand Kit — not wasted time, inconsistency by default.

Every few months I look at three other agents in my market and ask what makes their content forgettable. It's almost always this: no saved system, every post built from scratch.

Here's what you'll need



COLORS

one dominant, one accent, one neutral. Three to four hex codes total. Past four, the eye reads decoration, not brand.



FONTS

e.g.: one serif paired with one sans-serif. Never two from the same family.



PHOTOS

current headshot plus two or three lifestyle shots.



LOGO

primary logo plus a simplified icon for small spaces.

TRY THIS NOW:

Open Brand Kit right now, add your logo and your three colors. That's the whole chapter, done.

CHAPTER THREE

The 5 templates every listing needs

I don't use forty templates. I use five — the same five every time a listing changes status — because I want my audience recognizing the post type before they read a word.

JUST LISTED

I lead with my strongest photo, the address, and exactly one number that sells: price, beds, or a standout feature. Never all three. One number is a hook; three is a spec sheet nobody reads.

OPEN HOUSE

I learned this the hard way: date and time have to be readable at thumbnail size. If someone has to zoom in to find the hour, I've already lost them.

PRICE IMPROVEMENT

I always frame it forward, "New Price," never as a markdown or an apology. The exact same information reads completely differently depending on how I frame it.

JUST SOLD

This one isn't about the house anymore, it's about me. I lead with my name and a thank-you. The property already did its job; this post is personal brand equity.

COMING SOON

I build anticipation without oversharing. A cropped or softly blurred photo works. The only template I use that's designed to earn a follow instead of an inquiry.

The moment I use a template, I duplicate it immediately, so "Just Listed — 123 Main Street" becomes next week's starting point instead of a blank canvas.

TRY THIS NOW:

Build the Just Listed version for your next active listing right now. Save it as a template before you post it — not after.



COMMON MISTAKES

Canva mistakes real estate agents make

I'VE MADE EVERY ONE OF THESE MISTAKES MYSELF BEFORE I FIXED MY OWN SYSTEM. HERE ARE THE FIVE I SEE MOST OFTEN ON MY TEAM AND IN MY MARKET.

- **Using more than four brand colors** — the moment a sixth color shows up, I stop reading it as a brand and start reading it as noise, and so does everyone else.
- **Mixing two decorative fonts instead of pairing a serif with a sans** — I did this for a full year before someone pointed it out. Contrast should come from weight, not competing personalities.
- **Leaving default Canva template text or placeholder credits uncusomized** — a small thing, but the fastest tell that a post took ninety seconds and nobody double-checked it.
- **Designing only on desktop** — I've posted flyers that looked perfect on my laptop and were unreadable at true mobile thumbnail size. I check everything on my phone now before it goes out.
- **Rebuilding from a blank canvas every single time** — without saved templates, my own quality used to swing wildly because my effort swung wildly. The fifth flyer of the month was always rushed.

TRY THIS NOW:

Scroll your last ten posts and count how many of these five you're currently doing. Fix the most frequent one first.

CHAPTER FOUR

Magic Studio: AI tools actually worth your time

CANVA FOLDED ALL OF ITS AI TOOLS INTO ONE NAME, MAGIC STUDIO, A SINGLE CONVERSATIONAL BOX — AND OUT OF EVERYTHING IN THERE, FOUR TOOLS ACTUALLY EARN A PLACE IN MY WEEKLY WORKFLOW.

MAGIC DESIGN

The more specific my prompt, the better the draft. Describing exact beds, baths, colors, and layout outperforms a vague request every time. I brief it like an assistant, not a search bar.

MAGIC WRITE

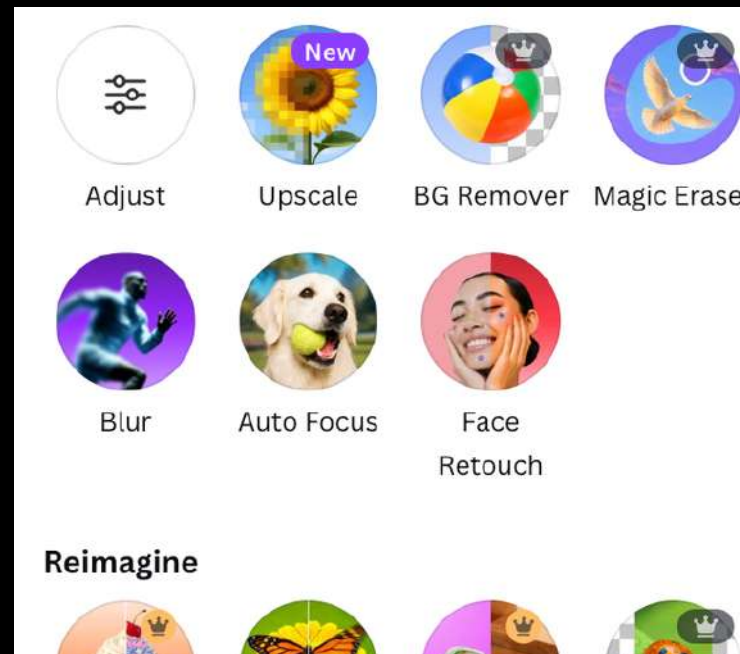
I use it strictly for a first draft, never a final one. I personally verify every fact, feature, and figure before anything reaches an MLS listing or a client. That responsibility is mine, not the AI's. No exceptions.

MAGIC SWITCH

I build once at my primary size and reflow into every platform size after. I stopped designing each size from scratch years ago and got hours of my week back.

BATCH CREATE

Once I'm juggling more than a handful of active listings at once, turning a spreadsheet into a full set of matching graphics in one pass stops being a nice-to-have and becomes the only realistic way to keep up.



BEWARE OF THE COMPLIANCE RULES TO AVOID ACCURACY AND DISCLOSURE ISSUES MOST MLS BOARDS AND STATE COMMISSIONS TAKE SERIOUSLY.

CHAPTER FIVE

Video and reels inside Canva



Video stopped being optional for my business a while ago. Canva's video tools have closed most of the gap with the dedicated editing apps I used to pay for.

My go-to structure for a listing walkthrough is three shots: an exterior establishing shot, two to three interior highlights, and one closing shot with a call-to-action overlay. I resist the urge to show every room.

Background removal now works on video without an actual green screen — you can use it to drop your walkthroughs onto a branded background for intros and outros.

I never skip auto-captions, and here's why: research first reported by Digiday found that as much as 85% of Facebook video was being watched without sound. Platforms and exact numbers have shifted since, but the pattern hasn't — most of your audience is probably scrolling with the sound off, and a video without captions is functionally silent to most of them.

The single mistake I see most often: placing the address, price, or call to action in the outer ten percent of the frame. Every platform covers that space with its own buttons and captions.

TRY THIS NOW:

Take one existing walkthrough clip and run it through auto-captions before your next post.

Turn designs into leads

A DESIGN THAT LOOKS GREAT AND GOES NOWHERE IS A WASTED DESIGN. IN MY OWN CONTENT, EVERY PIECE MEANT TO GENERATE A LEAD GETS A SPECIFIC NEXT STEP — NOT JUST A CAPTION ASKING SOMEONE TO DM ME.

I add a QR code or a trackable link pointed at something specific — a landing page, a booked-call link, or a text-to-DM keyword — and I track which one so I can compare results later instead of posting and forgetting.

None of this replaces good photography, an honest listing description, or a follow-up call from me personally.

Here's how I think about free versus Pro: if Brand Kit alone saves me fifteen minutes per design by not re-uploading my logo and colors, the upgrade paid for itself in time before it paid for itself in features.

The free tier gets real work done — templates, basic editing, a handful of AI generations — but it caps Magic Studio use and skips Brand Kit entirely. That's exactly the gap where inconsistency creeps back into my content.



CONSISTENCY READS AS EXPERIENCE, EVEN BEFORE SOMEONE'S TALKED TO YOU."

TRY THIS NOW:

Add a QR code or trackable link to the very next design you publish, before it posts — not after.

BUILD THE HABIT

Your 4-Week Canva content system

NOTHING IN THIS GUIDE COMPOUNDS UNLESS IT REPEATS ON A SCHEDULE. IF I WERE TO GET STARTED TODAY, I'D BUILD MINE AS A FOUR-WEEK CYCLE — HERE'S EXACTLY HOW YOU CAN RUN IT.

WEEK ONE

Finish your Brand Kit and build all five core templates as reusable duplicates. Setup only, no pressure to post something brand new every day.

WEEK TWO

Run every active listing through the Just Listed and Open House templates, and if you have more than one listing, batch them in a single sitting using Batch Create.

WEEK THREE

Add one Magic Design flyer and one auto-captioned video. This is the week you fold the AI tools into your existing system instead of treating them like a novelty.

WEEK FOUR

Publish a Just Sold or Coming Soon post, then review the entire month's content side by side and cut whichever template got the least engagement before repeating the cycle.



AFTER FOUR WEEKS, MY GOAL WOULD NEVER BE "MORE CONTENT" — IT'D BE CONTENT THAT NO LONGER REQUIRES ME TO DECIDE WHAT TO MAKE, ONLY WHICH LISTING IT'S FOR.

BONUS

Your 15-minute action checklist

- **Brand Kit** — logo, three to four colors, two paired fonts
- **Templates** — Just Listed, Open House, and Just Sold built and saved
- **AI** — one Magic Design flyer plus one auto-captioned video
- **Leads** — a QR code or trackable link on my next design
- **Plan** — Free versus Pro decided on real weekly volume
- **Calendar** — Week One of the four-week system scheduled

I PUT THIS GUIDE TOGETHER BECAUSE I RUN MY OWN REAL ESTATE BUSINESS ON THESE EXACT SYSTEMS — NOT THEORY I READ SOMEWHERE.

I'M A COASTAL NC REALTOR® AND A CERTIFIED LUXURY HOME MARKETING SPECIALIST (CLHMS), AND I STILL SET UP MY TEMPLATES THE SAME WAY I JUST WALKED YOU THROUGH.

IF YOU WANT MORE NO-FLUFF BREAKDOWNS LIKE THIS ONE, FOLLOW ME AT [@JESSICATAYLORREALTY](https://www.instagram.com/jessicataylorrealty).

