

261 DAYS OF CONTENT IDEAS

One idea for every **week day** of the year

100
real estate
topics
↙

EDUCATIONAL

- 1.** SERIES: "Best Of" the neighborhood (top 5 coffee shops, pizza, gyms etc)
- 2.** SERIES: "Battle Of" (restaurants, area, schools)
- 3.** SERIES: "Meet the Experts" - interview or review local area experts (pediatricians, dentist, specialists)
- 4.** SERIES: "How Much Does It Cost" (remodeling, movers, building a pool)
- 5.** Best places for a staycation in your neighborhood
- 6.** The benefits of working with an iBuyer and how an agent can help
- 7.** Do you really need to hire a real estate agent?
- 8.** Create a "How To" or "Explainer" video about the home buying/selling, mortgage and escrow processes
- 9.** Should you short sell your home?
- 10.** First time home buying mistakes
- 11.** The biggest myths about home loans/down payments/iBuyers
- 12.** What is wire fraud and common scams you need to know about
- 13.** New home construction – do you need an agent?
- 14.** What happens if you still haven't sold your home but have to relocate?
- 15.** What is a contingency?
- 16.** Yikes! You sold your house faster than you had planned, now what?
- 17.** What to do if you receive multiple offers
- 18.** What to expect during your corporate relocation process
- 19.** What to expect during your Permanent Change of Station (PCS) [military relocation]

- 20.** Do you really need a home warranty?
- 21.** Do you need title insurance?
- 22.** New construction homes: is the price negotiable?
- 23.** How to buy a foreclosed home
- 24.** How to sell your own home for the best price without an agent
- 25.** Beware of these common real estate scams
- 26.** Neighborhood resource lists (utility companies, local schools etc)
- 27.** What is a due diligence period?
- 28.** Are open houses really worth it?
- 29.** Should you use a lockbox for your property?
- 30.** Do you need flood insurance?
- 31.** How to win a bidding war in a hot market
- 32.** How to find a qualified General Contractor/Interior Designer etc
- 33.** # questions to ask your potential Realtor at your first meeting
- 34.** Market Update for your area

- 35.** Top # mistakes you don't want to make with your rental property
- 36.** # steps every homebuyer must take before looking at properties
- 37.** SERIES: "Best thing on the menu" at local restaurants
- 38.** How to challenge a low appraisal
- 39.** How to clean the smell of smoke/pet dander from a home
- 40.** Can you rent to own?
- 41.** When to turn on/off your utilities when moving
- 42.** Do you need an appraisal before listing?
- 43.** Can you take back your offer? (Can you get out of your contract)
- 44.** Should you write a letter to the seller?
- 45.** Renovation loans/VA Loans/FHA Loans – how do they work?
- 46.** SERIES: Best places to eat if you're health conscious or on a specific meal plan
- 47.** Best pet sitter/kennel in the neighborhood
- 48.** My Story: why I became a realtor/mortgage/title professional

- 49.** Interview your team members or industry partners
- 50.** Design trends for the coming season/year
- 51.** Share info on FREE local events – farmers markets, holiday lights, pumpkin patches
- 52.** Solar panels – What you need to know
- 53.** What are liens and judgments and how do they affect your transaction?
- 54.** New home model home tours
- 55.** What is a transfer tax?
- 56.** Meet your local mayor/city employee/local official
- 57.** Best hotels/vacation rentals in your area for visiting family and friends
- 58.** The # biggest deal killers
- 59.** The # mistakes that sellers make
- 60.** Short term / vacation rentals, are they allowed?
- 61.** What do you need to know if you purchase a home and don't reside in the US?

- 62.** Do videos sell homes?
- 63.** Should you get professional staging for your listing?
- 64.** How much value does (new feature) add to your home?
- 65.** How to sell vacant land
- 66.** How to sell a home with a specific style/decor/location
- 67.** Should you do “coming soon” marketing?
- 68.** # reasons to list your home before the holidays/during the holidays
- 69.** How to show your home with kids/pets
- 70.** What is a “smart home”?
- 71.** How quickly can you close?
- 72.** Who pays for what?
- 73.** Pre-qualification vs pre-approval
- 74.** How to find the right mortgage/real estate/title professional
- 75.** Should you remodel or just drop the price?
- 76.** Zero down payment loan options

- 77.** How to save big with end of the year tax credits
- 78.** What happens down at the county recorders office?
- 79.** Buying a condo: what you need to know
- 80.** Why your house isn't selling?
- 81.** Does being self employed negatively impact your ability to get financing?
- 82.** FHA Loans and condos: what you need to know
- 83.** How is the luxury market different?
- 84.** Is the market shifting?
- 85.** Is Zillow's Zestimate accurate? Why or why not?
- 86.** Inherited property sales tips
- 87.** # questions to ask before moving into assisted living
- 88.** What *exactly* do you have to disclose as a seller?
- 89.** Moving soon? Don't forget these last minute tips!
- 90.** Rent back agreements: What Sellers/Buyers need to know

- 91.** What is pre-occupancy?
- 92.** Showing etiquette - what not to do
- 93.** What conveys in the sale of your property?
- 94.** Flipping houses: what you need to know
- 95.** How to evict a tenant
- 96.** How to repair your credit
- 97.** Can you get a special loan for a "fixer upper"?
- 98.** Can you buy a home after bankruptcy?
- 99.** (CITY NAME) Jobs: Top # Employers
- 100.** How to prepare your home for a natural disaster



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