

# 100 Video Content Ideas for REALTORS

## Property Showcases

- 1) Before and After
- 2) Virtual Property Tours
- 3) Niche Home Showcase
- 4) Seasonal Homes
- 5) Unique Features

## Buyer and Seller Tips

- 6) Listing Preparation
- 7) Buyer Preparation
- 8) Home Buyer/ Seller Checklists
- 9) Home Buyer/Seller Seminars
- 10) Common Questions Asked by Buyers
- 11) Common Questions Asked by Sellers
- 12) A Wants and Needs Analysis for Buyers
- 13) Time vs Money Scale
- 14) Money Saving Tips
- 15) Importance of Home Inspections
- 16) Negotiation Tips
- 17) Selling Unique Homes
- 18) Estate Sales and Probate
- 19) Short Sales vs Foreclosures
- 20) Selling Rental Properties

## Client Stories and Testimonials

- 21) Buyer and Seller Success Stories
- 22) Client Testimonials
- 23) Relocation Stories

## Market Insights & Advice

- 24) Market Trends
- 25) Investor Property Insights
- 26) Neighborhood Guides
- 27) Mortgage Advice
- 28) Home Staging Tips
- 29) Real Estate Transaction
- 30) Commercial Real Estate
- 31) Realtor Day in the Life
- 32) Real Estate Terminology
- 33) Home Inspection Insights
- 34) Legal Aspects
- 35) Real Estate Investing
- 36) International Property Buying
- 37) Buyers vs Sellers Markets

## Behind the Scenes

- 38) Listing Preparation
- 39) Photography Preparation
- 40) Office Tour
- 41) Team/Office Meetings
- 42) Agent Training and Development

## DIY & Home Improvement

- 43) Easy DIY Upgrades
- 44) Landscaping Ideas
- 45) Interior Design Tips
- 46) Energy Efficiency Tips
- 47) Smart Home Technology
- 48) Best ROI Home Improvements
- 49) Cleaning Tips
- 50) Current Trends



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## Collaborations

- 51) With Industry Experts
- 52) With Local Officials
- 53) With Local Business Owners
- 54) With Home Stagers
- 55) With Other Realtors

## Seasonal/Thematic

- 56) Tips for Each Season
- 57) Holiday Decorating
- 58) Historic/ Waterfront/ Farm/ Luxury
- 59) New Years Resolutions
- 60) Year in Review

## Technical and Advanced Topics

- 61) Mortgage Questions
- 62) Title Questions
- 63) Insurance Questions
- 64) Home Warranty Questions
- 65) Home Insurance Questions
- 66) Real Estate Tax Questions
- 67) Real Estate Property Tax Questions

## Personal Branding

- 68) Agent Bio
- 69) Agent Stories
- 70) Why You Love What You Do
- 71) Your Value Proposition As An Agent
- 72) Real Estate Journey Stories
- 73) Personal Investment Stories
- 74) Challenges and Triumphs
- 75) Interview Other Agents for Their Stories

## Niches

- 76) Luxury Real Estate
- 77) Condos
- 78) Waterfront/ Vacation
- 79) Senior Living
- 80) Military

## Community and Lifestyle

- 81) Building and Zoning Regulations
- 82) Community Spotlights
- 83) Community and Event Coverage
- 84) Local Parks and Recreation
- 85) Cultural Attractions
- 86) Hidden Gems
- 87) Day Trips
- 88) Lifestyle
- 89) History and Museums
- 90) Volunteer

## Real Estate Events and News

- 91) Conferences and Seminars
- 92) Real Estate Awards
- 93) New Legislation Impacting Real Estate
- 94) Real Estate Book Reviews
- 95) Breaking News in Real Estate

## Resources to Pull From

- 96) Local Associations
- 97) Local Chambers and News
- 98) State Association
- 99) National Association
- 100) Realtor.com/RIS Media

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