

337 Blog Ideas for Realtors

1. A story about your neighborhood
2. Local business, and send them a copy.
3. Your pet
4. Go through your email, is there a question or comment from one of your clients that can be made into a post?
5. Listen to your buyers, they give you blog food.
6. Listen to your sellers, they give you blog food
7. Conversations with other agents can be a source of great content
8. Architecture or housing styles in your area
9. Historic buildings
10. Market statistics for your area, including average prices and absorption rates
11. Read the blogs and look for ideas to build on or spin a new idea from..
12. Take a picture write a post.
13. Home maintenance
14. Take a walk
15. Senior housing
16. Pet friendly housing
17. Staging ideas
18. local events
19. Your hobby
20. A closing
21. A lender who did a great job
22. Things that go wrong with real estate sales
23. Home owners insurance
24. Gardening and landscaping
25. Your city council
26. A new development
27. Lofts
28. Decorating ideas
29. Real estate industry news - with your own unique commentary
30. Mortgages news
31. Interest Rates

32. Credit scores
33. Consumer hoaxes and scams
34. First time home buyer programs
35. Working with seniors
36. Working with Baby Boomers
37. Second homes
38. Investment properties
39. Foreclosure
40. Property flipping
41. "Rehabbing" a home
42. Home energy conservation
43. Final walk through
44. Equity stripping scams
45. Agency
46. Real estate companies
47. Transportation & Parking
48. Schools
49. Churches
50. Day Care
51. Paint and painting
52. Pest control
53. Good neighbors
54. Bad neighbors
55. Over priced homes
56. The home buying process
57. The home selling process
58. Book review of a real estate related book.
59. Real Estate Laws
60. Real estate terms
61. Moving with children
62. Moving
63. Moving with pets
64. Places to eat
65. Places to shop
66. Commentary on local news stories
67. Commentary on local public policy

68. Tell a story about a client who was fun to work with
69. Write about what it is like to be a Realtor
70. When taking classes find something you learned that could be used as a post.
71. Write off topic humor
72. Environmental issues
73. Land lord or tenant issues
74. How to sell a house
75. How not to sell a house
76. Building trends
77. Parks
78. Art
79. Home safety
80. Review web sites on local or real estate related topics
81. Property taxes
82. Crime
83. Open houses
84. Trends in kitchen design
85. Area events for children
86. The local zoo
87. Where to play golf
88. Coffee shops
89. Women home buyers
- 90.
91. Advice for FSBO's
92. Interview some one
93. Local real estate market trends and observations
94. Furniture
95. Investment scams
96. Mortgage fraud
97. Types of mortgages
98. Home owners associations
99. Attend a public meeting and write about it.
100. Week end getaways
101. Credit repair
102. Fair housing issues
103. Tell a story about your neighborhood.

104. Architecture or housing styles in your area.
 105. Attend a public meeting and write about it.
 106. Churches – what denominations are in your area, where are they located, when are services.
 107. Commentary on local news stories.
 108. Commentary on local public policy.
 109. Cost of Living Comparison (for different cities or neighborhoods in your local market). Put in a side by side comparison for average price of homes, gas, utilities, etc. Provide proof to your buyers of what they get for their money in one city versus another.
 110. Day Care – who provides day care services, what are rates, where are they located, etc.
- III. Environmental issues – does your area do something significant to lessen the population's impact on the environment?
112. Guide to dining out – rank all the restaurants in your area (let the restaurants know about your ranking guide and see if you can get a link from the ones you rank highly)
 113. Historic buildings – what time periods are represented, where are the historic districts, are there any museums or historical tours?
 114. Job market in local area – who employs the most people in your area? What job sectors are considered “growth” industries right now?
 115. Lists of local businesses – categorize them based on utility: supermarkets, department stores, hair salons/ barber shops, gas stations, etc.
 116. Local Parks – what can you do at each park? Any commentary on which is your favorite and why?
 117. Local Schools Ratings – reference online studies that you can find and what you know of the different schools yourself.

118. Market statistics for your area, including average prices and absorption rates

119. New businesses coming to area

120. Places to eat

121. Places to shop

122. Transportation & Parking – Does your area have a good public transportation system? Is it bike friendly? Are the freeways or highways well-connected?

123. Travel tips for visitors to your area (great for out-of-town buyers) – What kinds of items do people frequently forget when traveling to your area?

124. Upcoming sporting events, concerts, shows, etc.

125. Your city council.

126. Local directory of doctors, dentists, hospitals, chiropractors, etc. (also, get these providers to link to your site and add a blurb about their facility and the services they offer)

127. A closing – what goes into one, how long it takes, what to expect, etc.

128. Avoid Legal Battles when Buying or Selling a Home (a great place to talk about the importance of hiring a professional – You! – and to talk about the protections and responsibilities built in to your state/local real estate contracts)

129. Book review of a real estate related book.

130. Buying a second home or vacation home/condo.

131. Buying your first investment property.

- 132. Real estate hoaxes and scams.
- 133. Create a helpful checklist for buyers and sellers.
- 134. Do and don't list on buying investment properties.
- 135. Equity stripping scams.
- 136. Fair housing issues.
- 137. Final walk through overview.
- 138. First-time home buyer programs.
- 139. Home owners associations – how they can impact your long-term expenses.
- 140. Home prices in local market.
- 141. How do I price my home right to sell without giving it away?
- 142. How not to sell a house.
- 143. How to sell a house.
- 144. Investment scams.
- 145. Land lord or tenant issues.
- 146. List of basic real estate definitions, from A-Z.
- 147. Local real estate market trends and observations.

148. Over-priced homes – how to identify them.

149. Pet-friendly housing.

150. Property taxes.

151. Real Estate Laws.

152. Senior housing.

153. The home buying process.

154. The home selling process.

155. The pros and cons of buying and owning a timeshare.

156. Things that go wrong with real estate sales.

157. Three Biggest Seller Mistakes (typically, these are Price, Condition, and Marketing – they must price it right, have it in good condition, and market it well – this is where you can talk up how your marketing program beats the competition).

158. Types of mortgages.

159. What you need to know about buying foreclosures.

160. What you should know about home inspections.

161. Women home buyers.

162. Building trends.

163. Childproof Home Safety Tips.

164. Decorating ideas.

165. Energy Saving Tips.

166. Fire Safety Tips for your home (also discuss 2 story homes, condos/high-rises, small children, the elderly, etc.).

167. Furniture.

168. Gardening and landscaping.

169. Home maintenance.

170. Home owners insurance.

171. Landscaping can make a difference.

172. Paint and painting.

173. Pest control.

174. Resources and tips for hiring contractors and actually having a good experience (a lot of folks have bad experiences with contractors either not showing up, not finishing the job, not doing work they were already paid for, etc. – you could provide a list of tips and resources, such as your local or state contractors association, referral services, etc.).

175. Simple repairs to help your home show better and sell faster.

176. The importance of safety around swimming pools.

177.Trends in kitchen design.

178.What are the Top 10 Scams of building contractors and how to avoid them?

179.What is curb appeal?

180.What to do about mold – is it really a problem?

181.What to look for when shopping for Energy Saving Appliances.

182.Feng Shui Decorating.81. Local subdivisions/ farm area prices, solds, actives, pendings, etc.

183.Lofts in the Area.

184.New construction plans in area.

185.Open houses.

186.Advantages of going through a mortgage broker for your next loan as opposed to your local bank (i.e., more options for finding a lender to say yes, potential for better rates, competing lenders so can find the best program for your needs).

187.Repairing your credit.

188.Credit scores.

189.Dangers of certain types of loans (such as interest only, certain ARMS, etc.), and why they are not for everyone – be careful not to buy more house than you can afford.

190.Interest Rates.

191.Mortgage fraud.

192.Mortgage rate updates.

193.Mortgages news.

194.Bad neighbors – what to do to repair bad relations with them.

195.Good neighbors – how to show them you're appreciative!

196.Home safety.

197.Moving – how to prepare, what to do, etc.

198.Moving resource guide (resources for buyers moving in from out of the area, for local moves, and for sellers moving out – all are potential client bases for you).

199.Moving with children.

200.Moving with pets.

201.Detail a lender who does a great job with your clients.

202.Home prices in local market

203.Local subdivisions/ farm area prices, solds, actives, pendings, etc.

204.New construction plans in area

205.New businesses coming to area

206.Job market in local area

207. Local weather and how it affects lifestyles & local market (for example, in Phoenix, no natural disasters, so many companies put their data centers here because of low risk of physical destructions to computer and data equipment)

208. Create a helpful checklist for buyers and sellers

209. Create an ebook. Example: "(Your name)'s Guide to Buying Real Estate in (your area). Make it a step by step guide to let your clients know exactly what it's going to be like to buy real estate in your state.

210. Mortgage rate updates

211. Dangers of certain types of loans (such as interest only, certain ARMS, etc.), and why they are not for everyone – be careful not to buy more house than you can afford

212. Advantages of going through a mortgage broker for your next loan as opposed to your local bank (i.e., more options for finding a lender to say yes, potential for better rates, competing lenders so can find the best program for your needs)

213. Buying your first investment property

214. Dos and don'ts of buying investment properties

215. Should you rent it or flip it?

216. What you should know about home inspections

217. What to do about mold- is it really a problem?

218. Do I need to worry about radon?

219. The importance of safety around swimming pools

220. Simple repairs to help your home show better and sell faster

221. How do I choose the right real estate agent for my needs

222. How do I price my home right to sell without giving it away?

223. Landscaping can make a difference

224. What is curb appeal?

225. Is a neighborhood with an HOA for me?

226. Local school report cards and ratings

227. Child Care Guide (write a resource guide for parents on locations, costs, and services of local child care, day care, preschool, and after-school facilities)

228. Local shopping and attractions in the area

229. Guide to dining out – rank all the restaurants in your area (let the restaurants know about your ranking guide and see if you can get a link from them)

230. Upcoming sporting events, concerts, shows, etc

231. Anything newsworthy in your area (fires, road construction, crime reports, job markets, etc.)

232. Anything controversial in your area such as upcoming elections, debate about a subway/rail system, problems at a local nightclub, road noise from new freeway, new housing development with controversial architecture, etc. (be to take a somewhat neutral stance by posing questions to the reader rather than just stating your opinion – you don't want to offend anyone, but people do like a good debate)

233. Average energy prices for your subdivision / farm area / local market

234. What homeowners can do to save on energy costs

235. Remodeling ideas to instantly increase the value of your home

236. Resources and tips for hiring contractors and actually having a good experience (a lot of folks have bad experiences with contractors either not showing up, not finishing the job, not doing work they were already paid for, etc. – you could provide a list of tips and resources, such as your local or state contractors association, referral services, etc.)

237. What are the Top 5 Scams of building contractors and how to avoid them?

238. What you need to know about buying foreclosures

239. What you need to know about buying tax liens in the county of _____

- 240. Buying a second home or vacation home/condo
- 241. The pros and cons of buying and owning a timeshare
- 242. Buying a resale home versus a new construction home (or completed spec home)
- 243. How to hire a great property management company
- 244. Is it better to buy or lease commercial space for my business
- 245. The new craze in buying Office Condos
- 246. Things you must know to successfully sell your home on your own (great bait for FSBOs – overwhelm them with so much powerful info so that after reading it, they will WANT to hire you to sell their home)
- 247. Getting involved in local charities (write about what you have done, and what residents can do to get involved in local organizations)
- 248. Organizing a neighborhood clean-up day or garage sale
- 249. Plan a neighborhood block party or kid's parade and then write about it, send flyers out, take photos, etc to get the word out – see if the HOA or local chamber or other organization will link to your site for more info
- 250. Travel tips for visitors to your area (great for out-of-town buyers)
- 251. Weekend getaways at local resorts for residents (often in the off-season, local resorts and attractions have huge discounts – take photos and write about some of these deals and amenities and get the hotels/resorts to link to your site)
- 252. Cost of Living Comparison (for different cities or neighborhoods in your local market). Put in a side by side comparison for average price of homes, gas, utilities, etc. Provide proof to your buyers of what they get for their money in one city versus another.
- 253. Top Ten Reasons why Babyboomers should buy their next home in [this town]
- 254. 7 Reasons Why you Should Sell your Home during the holiday season (most agents would say this is a bad time to sell and the market slows down – you could

be different and show them why to list with you now instead of waiting and possibly losing the business to another agent)

255. Every week or month, go visit a new subdivision . Prepare a write up and photos on all the details: # of lots for sale, square footage, floor plans, spec homes available, builder warranties, locations, nearby shopping, amenities, future plans, etc.

256. Advantages of a Home Warranty

257. Fire Safety Tips for your home (also discuss 2 story homes, condos/high-rises, small children, the elderly, etc.)

258. Research the history of your city or local area – if something significant happened, such as a major fire, plane crash, storm, etc., write about it, get photos if you can (with permission) and post all the info about it you can find on your site.

259. Have webcam feeds from local points of interests such as ski resorts, traffic monitors, etc.

260. Create a quarterly crime report – gather the data from local law enforcement offices and break it down by city, area, subdivision, etc.

261. Get involved in your local Community or Neighborhood Watch program – post articles about the program, how residents can get involved, what activities are going on, etc.

262. Volunteer to coach a local little league or sports team – be sure to post your “coach” photo with all the kids on your website, write a short blurb about how the season is going, and send the photo, article, and url to all the parents along with your business card or brochure

263. What's the difference in hiring a REALTOR versus a real estate agent? (use this one if you are a REALTOR – show potential clients the advantages of membership, education, code of ethics, etc.)

264. Moving resource guide (resources for buyers moving in from out of the area, for local moves, and for sellers moving out – all are potential client bases for you)

265.What should I offer for earnest money and down payment when buying a home?

266.Need to sell your home quickly? Ask about our guarantee. (or quick-sell program, or any other marketing technique you may use in your market)

267.How does the close of escrow process work? (talk about the general closing process and then things that are specific to your market or state/local laws)

268.Three Biggest Seller Mistakes (typically, these are Price, Condition, and Marketing – they must price it right, have it in good condition, and market it well – this is where you can talk up how your marketing program beats the competition)

269.Avoid Legal Battles when Buying or Selling a Home (a great place to talk about the importance of hiring a professional – You! – and to talk about the protections and responsibilities built in to your state/local real estate contracts)

270.Subdivision Reports (you could have one page for each of the popular subdivisions in your area or more specific to your farm area – title the page with the name of the subdivision and talk about the amenities, location, local shopping, attractions, home prices, architecture, HOA info if any, builders info, types of housing such as single vs. 2-story, homes with pools, etc.)

271.Reviews on books relevant to real estate or anything of importance to your area

272.Reviews on local businesses/vendors of interest to homeowners (for example, call pool vendors and get them to give you details, articles, referrals, and a link to your site, then call homeowners in the area and get reviews on their service)

273.Bargain Hunter's Guide (Where to eat for under \$20, How to find Furniture Bargains, etc.)

274.Things to do in (Your Town) on the Weekend for under \$40

275.Current Events (subscribe to local business journals and expand on any articles of interest to potential clients/visitors to your site, add photos, comments, etc.) The goal is for you to Become a Reporter!

276.Attend local zoning commission meetings, council meetings, school board meetings, etc. and write recaps of the meetings

277. Conduct community surveys and post results on your site (invite readers to participate because this makes people feel important – if your survey is relevant to your community or local real estate market, others will link to your site to spread the word about your findings)

278. Make donations to local organizations and then put photos and a write-up about it in your blog (very effective to have a matching gift offer – such as you'll match \$1 up to \$1000 for every \$1 your readers donate to this organization) This can get you write-ups in local newspapers and be sure you always mention your website when talking to reporters.

279. Have a contest (one that involves kids is very effective because kids will typically bug mom and dad to check your website to see if they've won) The prize doesn't have to break the bank; dinner for two, tickets to a local theme park, movie passes, etc. are very popular and inexpensive.

280. Offer a scholarship for a local community college or university student (make sure the application links to your website and just like that, you have a much sought-after .edu link)

281. Volunteer to give a lecture at a university or local college (be sure to have the professor/administrator put a link to your website on the school's website – there's that .edu link again – so that students can either sign up or get more info). Giving a lecture or seminar not only gets you a link, but also puts your name & business out to all the attendees (you never know what potential buyers or sellers may be in the audience).

282. Offer your services for incoming students to local colleges/universities looking for housing. This can get you a .edu link and also direct access to advertise to potential clients.

283. Keep a camera with you at all times. Photos are great link bait. You never know what you'll find in rush hour traffic. Once you capture the puppy dog running across the freeway on film, submit the photo to sites like [Flickr](#) and gain links from people looking at the photo in disbelief. You can also build out a story on your site to go with the photo.

284. Capture great photographs of a sunset or lightning storm – another great photo idea. Submit them to Flickr as well – if it's local, you can also get links from local media and other interested parties.

285. Recount historical events on their anniversary date and write a blog post about it. Can be local events, national events, or international.

286. Write a themed article for each holiday of importance. For example, on Veteran's Day, write an article thanking and remembering our veterans for their service to our country, find out about any local events or parades in your area, etc.

287. Interview three of your best local home inspectors. Come up with a common list of the 25 Most Important Things a Homebuyer should watch out for when buying a home. You could also come up with a list of the 10 Most Common Code Violations found by local inspectors.

288. Give your readers a space of their own to ask you questions. Post the questions and answers on your site. This allows reader interaction and avoids the one-way conversation. It can also get you links from both the reader and others who like your answers and want to reference your information.

289. Keep a Toolbox on your site. These are tools that your readers may want to use on a daily basis, and thus link to your site for easy access. (Some examples are a calendar, scheduler/planner, link to mapquest, local yellow pages, local & national news sites, weather sites, local newspaper, reliable online dictionary/thesaurus, computer troubleshooting site, local sports teams, movie reviews/local theaters, community newsletter,...)

290. Cheap Gas Spots (link to sites that show where you readers can buy the cheapest gas in the area where they live or work). Some examples might be your local AAA website, local radio and news media sites, Gas Buddy, and Gas Price Watch.

291. Expose a scam (what fun!) Alert residents in your community about a scam that is taking place in their neighborhood. Inform them what to look for, how to avoid it, and how to report it. Examples might be a telemarketing scam, identity theft ring, etc.

292.How to secure your wireless internet connection (many homeowners become victims of identity theft or other crimes simply because they use an unsecured internet connection – give them the steps to take to protect themselves and possibly get some local ISPs to provide input and/or link to your site)

293.Compare services of local phone, internet, cable, and satellite providers. Ask your readers for feedback; ask the companies for their pricing and customer satisfaction ratings; and find out what services are offered at which prices. Do a comparison chart and allow readers to comment on their experiences.

294.Local directory of doctors, dentists, hospitals, chiropractors, etc. (also, get these providers to link to your site and add a blurb about their facility and the services they offer)

295.Publicity Stunts – Do something funny or outrageous (be careful here – this is something you'll want to be remembered for).

296.Participate in and/or Post photos and a write-up about local marathons, triathlons, fundraisers, etc. (local charity fun runs, breast cancer runs, diabetes walks, fitness challenges, etc.)

297.Provide details about the local Christmas light shows and attractions - post directions, times, prices, & features. Go to them, take photos, and write reviews on each on your site. You may soon rank for this search term and become people's future source to find Christmas lights.

298.Take photos and write a short blurb about the Christmas lights and decorations in your own neighborhood or farm area. Post this on your website and incorporate it in any direct mailings or newsletters. If readers find their house or street on your site, you'll get links and traffic.

299.Have a contest (complete with photos, of course) in your neighborhood for the best Halloween costume and best-decorated house.

300.Follow King Tut. When there is a traveling museum or exhibit that comes to your city, go see it. Take photos and write all about it. Post the hours, location, and parking tips – even where guests can eat lunch/dinner while there.

301.Interview local church leaders and pastors on what they have to say about the local housing market. Ask what challenges their members may face such as traffic

issues or housing costs. Ask what the church does in the local community (i.e., church recently held a local clean-up and tree planting day in partnership with the city).

302. Go build a house with Habitat for Humanity or similar charity. Be sure to get a photo of yourself with your hard hat on and write about your experience. Also, let readers know how they could get involved if they desire.

303. Write a voting guide – don't tell them your opinion or how to vote; just provide both sides of the issue for all the propositions on the ballot. Interview local candidates and post their views on the hot issues as well.

304. Visit local schools and interview teachers or principals about the challenges and opportunities in their school. Get a synopsis of the school's enrollment, future plans, budget concerns, political issues, and other matters of importance. You may even get a link from the school or district websites.

305. In addition to talking to local school staff, talk to the parent-teacher group (sometimes called the PTA or PTO). Ask them what projects and activities they have going on, what they do to get parents involved in school, what the local community can do to help, etc.

306. Comment on other blogs. Once those blog owners notice you when trolling through their referral logs, they will likely return the favor. (This, by the way, is a legitimate reciprocal link.)

307. Conduct an "Annual Profile of Homebuyers/Sellers" in your market. Here's how it could work: Interview 100 folks who have recently or are currently buying or selling a home. Offer them a gift certificate or dinner for two for their time. Ask all kinds of questions such as how they ultimately found their home, how they chose their REALTOR, what other homes or areas did they consider, what was most important in selling their home, etc. Then, write a nice article about your findings and post the results (use photos, charts, graphs, etc.).

308. Is there a question or comment from one of your clients that can be made into a post? Check your email.

309. First time home buyer programs

- 310. Attend a public meeting and write about it.
- 311. Area events for children
- 312. Local environmental issues Home energy conservation
- 313. Top 10 lists work well - (ex. Things that go wrong with real estate sales)
- 314. Investment properties
- 315. Book review of a real estate related book.
- 316. Clearly outline the differences between approved and preapproved for a mortgage
- 317. Talk about the job market and how to find a job in town
- 318. Get down and dirty with closing costs
- 319. Review of day care services, rates and where they are located
- 320. Nightlife guide
- 321. Review an area lender and follow up with the lender for possible referrals
- 322. List of local businesses
- 323. Local park and school information
- 324. Personal interest such as a hobby.
- 325. Home owners insurance
- 326. Buying a foreclosure
- 327. Second homes
- 328. Home buying process
- 329. Home selling process

- 330. What it is like to be a Realtor
- 331. Advantages of buying vs. renting
- 332. Advice for Fore Sale By Owners
- 333. Types of mortgages
- 334. Review of credit ratings or credit repair
- 335. Real estate advice for newlyweds
- 336. Common DIY mistakes to watch out for
- 337. Area retirement opportunities