

101 BLOG POST IDEAS FOR ESTATE AGENTS



Never be stuck for inspiration again



1. Walk your audience through a process, step by step
2. What are some of the common questions that people ask?
3. Latest industry news
4. Insight into the local property market
5. Provide checklists
6. List posts – you can create a list about just about anything
7. infographic
8. Case studies – behind the scenes success stories
9. Profiles – introduce a team member or even a local figure
10. Interview a person that would spark interest with your readers



11. Share advice from experts

12. Signpost your audience to tools and resources

13. Highlight common problems and solutions

14. Give an insight to behind the scenes of your agency

15. Share inspirational stories

16. Share with your readers what questions they should be asking

17. How to save time by

18. What are your takeaways from a recent book or event

19. If you're brave enough, share your opinion

20. Create a beginners guide to ..



21. Invite someone to write a guest blog post
22. Compare myths with facts
23. Share monthly updates
24. Biggest mistakes people make when
25. Biggest challenges people face when
26. Biggest frustrations people have when
27. Jargon busting
28. Future predictions for the market
29. Kerb appeal
30. The home staging process

- 31. How to stage each room for sale (multiple posts)
- 32. Stage your home for less
- 33. Why sell a property?
- 34. Why aren't you selling
- 35. How to attract potential buyers
- 36. Choosing an estate agent
- 37. How to prepare for an appraisal
- 38. Questions to ask an appraisal
- 39. Profile on an interesting property



- 40. Local schools
- 41. Focus on benefits of the local area
- 42. Client focused posts – sellers, buyers, landlords, tenants
- 43. Why use you
- 44. Tips for pets when buying, selling, renting, letting, moving
- 45. Advice for FTB, downsizers, investors etc.
- 46. Buy or rent
- 47. Interior trends or advice
- 48. Documents you need
- 49. Are their finances in order?





50. Tips for financing

51. Buying a type of property, new build, period etc.

52. Advice for a listed building

53. EPC's

54. House maintenance

55. What do you love about the area

56. Testimonials

57. How do you market their property?

58. Benefits of for sale board

59. Advice for renovations

60. Adding value

61. How you can devalue

62. Why your home isn't selling

63. Garden advice and staging

64. Good decorating tips

65. Negotiating

66. Tips for getting the best price

67. How much is your property worth?

68. Problem with pricing too high or too low

69. Why you're worth every penny



- 70. Advice on regulations and legislation
- 71. Home safety tips
- 72. Local history
- 73. Relocation guides
- 74. Highlight your charity work
- 75. Worst and best lists
- 76. Posts with a twist
- 77. Highlight the benefits of living in certain areas
- 78. Describe the sales process
- 79. Benefits of good / professional photography





80. Benefits of drone / aerial photography

81. Benefits of videos

82. Children – buying with, selling with, moving with

83. Moving advice

84. Moving checklists

85. Help promote local events

86. Open houses

87. How to prepare for a viewing – buyer/seller/landlord/tenant

88. Questions to ask at a viewing

89. Accompanied and unaccompanied viewings



90. Making an offer

91. Best time to sell/buy

92. Shocking stories

93. Pros and cons

94. Understanding landlord responsibilities

95. Understanding tenant responsibilities

96. Keeping tenants happy

97. What tenants want

98. How you support landlords

99. Benefits of managed properties

100. Tips for buying an auction property

101. Seasonal advice posts

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