

The  
**GREAT  
BIG LIST**  
of 50 real estate blog ideas



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Everyone has those days when writer's block runs rampant. No matter how hard you try, you just can't get words onto paper. We've put together a list of 50 real estate blog ideas that you can write up in no time. These post ideas are designed with your SEO in mind, helping you write content that is relevant and frequently-searched.

## REAL ESTATE — INFORMATIVE

1. **“A Day in the Life” post** — What do real estate agents do all day, anyway? Most people outside of the industry have no clue what responsibilities real estate agents have. Write up a typical day in your life, and include some things outside of work. Whether you spend your evenings at your kid's soccer practice or reading mystery novels, this will allow you to show potential clients a little bit of personality. Your post can also include aspects like:
  - Your morning routine
  - Meetings with clients
  - Open houses
  - Showing houses
  - Meetings with inspectors or appraisers
2. **A testimonial post** — Interview buyers and sellers you have worked with recently about their experience. Any hiccups they ran into or advice they have for your buyers and sellers is helpful.
3. **Explain the home inspection process** — Home inspections can seem confusing and overwhelming for both buyers and sellers. Consider interviewing a home inspector in your area to go over some frequently asked questions. This is good advertising for both parties, since you can include a link to both of your websites. This topic can also be split into two separate posts, covering home inspections for buyers, and also for sellers.
4. **Explain the home appraisal process** — Speak with a local home appraiser to get answers to frequently ask questions, such as how the appraisal affects the home buying process.
5. **Write about the process of closing on a home:**
  - Interview someone in the mortgage industry.
  - Write out the process from the buyer's perspective.
  - Write out the process from the seller's perspective.

- 6. Compare selling FSBO vs. using a real estate professional** — Weigh the pros and cons, and describe the tools you use that owners may not.
- 7. Qualifying for a loan** — Write about how your credit score and history can affect your ability to qualify for a loan. It would be great to get input from a mortgage professional as well. You can also include when during the home buying process you should be looking at loans.
- 8. How the real estate industry has changed** — Talk about technology, expectations, marketing opportunities, and business standards. This will help inform potential clients what to expect, especially if they have not sold or purchased property in a while.
- 9. Investing in real estate** — Give some input on purchasing investment houses, such as what to look for and what to avoid.
- 10. Turn a question into a blog post** — Clients often e-mail you looking for advice on a certain aspect of home buying and selling. If they're asking about it, there are probably many others who are wondering the same thing. Turn your answer into an informative blog post.

## FOOD AND LIFESTYLE

- 11. Living with children in your city** — Write about the schools, playgrounds, camps, and parks in your area. Families with children who are looking to move will likely research school districts, but until you live in an area, it's hard to know the ins and outs. Maybe there is a great snow cone stand, or a kids tennis camp that you'd recommend. Share it on social media (like you should be doing with your blog posts, anyway) and ask your followers to list their kid's favorite places in the area. This should spark great conversation. Is there anything people love to talk about more than their kids? (Note: Be sure to keep your descriptions compliant with fair housing guidelines.)
- 12. Pet-friendly places in your city** — Pets: the thing people without kids love to talk about the most. Give vet and groomer recommendations for your area. Write a review for a great restaurant with a Fido-friendly patio. Work with rental properties, or closely with someone who does? Link to some pet-friendly properties in your area. For someone just moving, these places can be difficult to find and they'll appreciate the help. Bonus points on this post for a cute picture of your furry friend.
- 13. Write about why your city is great for young couples** — Feature local restaurants and bars, live music, cultural events, and museums.

- 14. The best pizza places in your city** — Who doesn't love pizza? Write reviews of your favorite places to grab a slice in your city. Think local! Link to their website or menu. Local businesses will love the free publicity. Write a review on a website like [Yelp](#), [UrbanSpoon](#), or [Google+](#) and link that as well.
- 15. The best coffee shops in the area** — Give titles like “Most Unique Decor”, or “Best Espresso”. Post reviews on a site like Yelp, UrbanSpoon or Google+. Ask owners and managers to link back to your review.
- 16. Top burger joints in your city** — Describe with features like “best friends”, “best bacon burger”, and “best service”. Post reviews on a site like Yelp, UrbanSpoon, or Google+.
- 17. Review the most romantic of upscale restaurants in town** — Include a link to their [OpenTable](#) page or contact information for reservations.
- 18. Living healthy in your city** — Find the healthiest restaurants and best markets for finding fresh food. You can also find reviews on gyms, parks, and walking or bike paths to share.
- 19. Best golf courses in your city** — Golfing is a hobby that can truly have an impact on where someone chooses to live. If your area has courses, link to their websites and write about some homes in the area.
- 20. Wedding and event venues in your area** — Many couples getting married will also soon be home shopping. It wouldn't hurt to go ahead and get on their radar.
- 21. Review a day trip spot near your area** — Take a day trip to a town or nature area near your city. (You deserve a mini-vaction anyway, right?) Review a restaurant in the area, or pack a picnic lunch.

Be sure to take lots of pictures of your day! Whether it's a great fishing spot or an antique shop, locals will love to find out about a place they can go for a quick getaway! If you don't know of any places near you, a quick Google search for “day trips from” your city should turn up a few options!

## HOME IMPROVEMENT AND DECOR

- 22. Write about “fixer uppers”** — Include images and links to some in your area. Describe the risks and rewards that buyers run into when remodeling. Link to some helpful articles about projects.

**23. Curb appeal** — Find some stats on the effects curb appeal can have on a home's value. Describe the best tips to boost a home's curb appeal, and link to some helpful DIY articles.

**24. Staging a home** — Interview a local home stager or interior designer to get some tips about staging a home to sell.

## LIVING IN YOUR CITY

**25. Historic homes or buildings in your city** — Feature a picture of a historic home or building in your area. If possible, interview someone who has historic ties to it or lives there now.

**26. School statistics and information** — Give a breakdown of some local schools that would be helpful for someone new to the area.

**27. Write-up of the local economy** — Talk about the largest employer, businesses that have recently moved in or out of your area, and the cost of living.

**28. 24 hours in your city** — Put together a full day of your favorite activities in your city:

- Quiet cafes or diners
- Popular lunch spots
- Romantic dinner locations
- Outdoor spaces, like parks or lakes
- Cultural experiences, like a museum or show
- Evening activities, like a piano bar or lounge

**29. Resources for someone moving to your area:**

- Contact information for electric, water, and gas companies
- Options for internet and phone service
- Schools in the area

**30. Why your city is great** — Interview business people or politicians about why they love their city. This would make a great video, and it's always nice to have interactive elements in your blog.

**31. The best places to get pampered** — Write about salons and spas in the area, and find out if they have any special deals to share with your readers.

**32. Interview a long-time resident** — Explain what they love about your city or neighborhood.

- Favorite restaurants around town
- How long they've lived in the area
- Special memories of the city
- Unique features about the city

## LOCAL REAL ESTATE

- 33. Write about luxury homes in your area** — Interview buyers and sellers you have worked with recently about their experience. Any hiccups they ran into or advice they have for your buyers and sellers is helpful.
- 34. Post a collection of “best value” homes in the area to contrast** — Include prices, locations, and lots of pictures.
- 35. Write about renting vs. buying in your area** — What are the pros and cons of renting? How is the rental market in your area? This is a good topic to be knowledgeable on and to have content written about. Odds are those renters are going to be looking to buy someday. This will help keep you top of mind with renters who read this post for advice.
- 36. Price drops** — Publish a monthly list of price drops in your area that are especially good buys.
- 37. Find a home that has been on the market for a long time** — Write about why you think it has been on the market for so long. If applicable, talk about home staging, curb appeal, or pricing.
- 38. Local investment opportunities** — If you know of any up-and-coming areas, or great deals in your city, give your input on investment opportunities.
- 39. Give other professionals a shout out** — Write about professionals in related industries that you work with and would recommend. Include people like mortgage professionals, interior decorators, home stagers, or lawn care providers.
- 40. Compare your market to the national average** — See how different days on the market, average home prices, and home size are from other places in the country.
- 41. Why it’s a good time to sell** — This may have to do with local market factors, time of year, etc. This can be a good post for when you’re trying to generate some listing leads.
- 42. Why it’s a good time to buy** — Give advice on the factors that make it a good time to purchase a home.
- 43. Top 10 things you would consider if you were buying a home in the area** — Create an honest list of the 10 things you’d look at if you were buying a home yourself. This has a different feel than telling someone what they should look for.

- 44. The deal you are most proud of** — Maybe you overcame lots of obstacles to help a buyer or seller, or maybe it was just a huge deal in terms of price.
- 45. How has real estate in your local area changed since you got your license?** — Give readers an expert's opinion on how things have changed.
- 46. Video tour of a local neighborhood** — Give a first-hand look at a popular neighborhood in your area with a voice-over about what price range you could expect, what school district it's in, what attractions it's close to, etc.
- 47. Create a “neighborhood” poll** — Ask readers what their favorite neighborhood in the area is and have them explain.
- 48. Create a “wishlist” poll** — Ask readers what features they'd add to their home and why.
- 49. New laws in your state concerning real estate** — This is another way of being the expert real estate voice in your area.
- 50. Top 10 things you'd tell a new resident about your city** — Again, position yourself as the local expert.

These 50 ideas will help jumpstart your inbound marketing for the new year. By publishing and promoting useful, local content, you can boost your web traffic and improve your SEO. So what are you waiting for? Pick a topic and start writing. Your potential future leads are out there searching the web right now, hoping they'll come across helpful content from someone like you!

Happy blogging!

