



A Real Estate Blogging Guide

A Real Estate Blog Needs to Add Value

Write content that attracts both buyers and sellers and other community members even if they are not interested in buying or selling a house at the time when they first read your blog. Your blog will help to increase traffic to your real estate website and convert site visitors into customers or clients.



As a real estate agent or broker you are writing to generate business online. You need to write quality content. Focus on blog content that answers the questions of your readers. Answer questions about buying or selling real estate. Write content that informs and educates your readers about the real estate buying and selling process. Also, you are never just selling a house. You are selling a neighborhood . . . you are selling a community . . . you are selling an area of the country and you may even be selling a life style. Write content that educates people about the neighborhood, the community, the region and the life style.

Here are some sure-fire ideas for things to write about in your real estate blog. This is the type of content that's sure to help build your real estate business!

These are great ideas for content and you can take any one of them and generate a stream of valuable content. You need to personalize each blog post and make it yours and customize each post for your audience and community.

Real Estate Blog Content - Write about the buying and selling process.

First, identify the type of client that you want to work with. There are many ways to think about this. You could define your all-important **bread & butter** clients or customers. These people enable you to pay the bills and are essential to your business. However, you also know that you have **cream of the crop** clients and customers and these help you to enjoy the business and enable you to grow and pad the bank account. You may even want to consider your **dream** clients and customers and you blog can be structured to attract them but do not forget your bread & butter and cream audience.

Once you have define the focus of your blog from an audience perspective then make a list of all of the questions that they have about buying or selling real estate.

Your primary goal should be to write informational content that's going to appeal and attract the type of client that you want to work with. So if you want to work

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primarily with buyers, write content for buyers. If you want to work with sellers, then write content that specifically address the questions and concerns of sellers. If you want to work with high-end luxury real estate then write for this audience. If you want to work with first-time home buyers then your questions and focus will be very different than if you want to attract sellers of luxury real estate.

Once you have a list of questions, you can start writing a series of educational posts that answers the questions of your target audience in detail.

Real Estate Blog Content - Write local real estate market reports.

Market reports are a great way to motivate interested buyers to take action. After all, if they are not interested then they would not be reading about how the market is doing. This type of material will appeal to people that are “Just waiting until the time is right”. Providing them with your insights into your local market place on a regular basis will make them more likely to engage you when the time is right. You are helping them by providing them with information necessary to make a wise purchasing decision.



Your goal should be to write a monthly market report for your specific area focusing on changes in the market-place.

- Are we in a “buyers” or “sellers” market?
- What’s the average “days on market?”
- What’s the average sales price?
- What’s the status of supply and demand?

You can even promote a summary of some great homes for sale in the area on a monthly basis. If you couple market status and information with a great homes-for-sale presentation then you are adding value for both buyers and sellers.

Real Estate Blog Content - Write about the financing process.

Write about everything buyers need to know about getting approved (and pre-approved for a mortgage). What do they need to know about credit scores? What paperwork do they need to have organized to gain financing? What financing options are available to them?

As real estate agent, this provides you with a great opportunity to partner with your preferred local lender and create some articles or blog posts together.



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Offer your preferred lender a weekly guest post slot where they can talk about “today’s” current mortgage rates. You benefit by having useful content contributed to your site and they benefit by getting exposure to a larger audience. They will love you for this. Your customers will benefit by obtaining useful information that’s essential to them in their buying process. Your clients will benefit as you are providing the buyer with useful information that helps you sell the home of your client.

Real Estate Blog Content - Write local business reviews.

In order to attract a local and engaged audience, you need to write about your community. Real estate is all about the home ***within a community***. You can help by painting a picture of the lifestyle and things to do in the community.



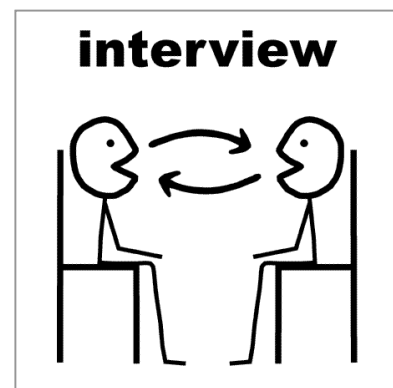
Write about places to visit, places to eat, places to shop . . . Write about the things that make the community special. Also, do not underestimate how this demonstrates that you are committed to the community and that you are an expert on the community. Commitment and expertise – exposed via your blog – will help you to gain listings and sell homes.

I would write in a conversational style as if I were talking with a friend who was interested in moving to the area but wanted to know what it’s like to live there. What’s some of your favorite things to do? What are your favorite places to eat?

Help describe your community to your readers by writing reviews of all the places that make your community such a great place to live.

Real Estate Blog Content – Interviews

There may be some local interview-worthy people that can add a new and different splash to your blog. For any interview have some well thought out questions in advance. Have a real estate or community focus. You could even conduct the interview by e-mail if you know the person well. Send the interview questions by e-mail and have them send back the answers. Ask them to provide a picture of themselves for added color, interest and exposure.





Who to interview? How about:

- The Director of the Chamber
- The President of the Rotary Club
- Prominent Business People
- Local Government Officials
- The Director of the Local Recreation Center
- The Principals of the local schools
- The Director of the local hospital or clinic

Interviews are a great way to add value and the questions are exactly the ones that should be asked (worked out in advance) and answered in the exact order they should be asked. The exposure is great for the interviewee and the interviewer (that's you!).

Another great value this provides to you is that you get to know these people and this can pay big dividend in the future.

Also, these people tend to know many people and have many connections. If they are featured in your blog you can bet that they will forward the blog post to others that they know and this will help to promote your blog. Be sure to send them the link to the post once you publish it to help this process.

Real Estate Blog Content - Write about upcoming events & things to do around the community.

Not everyone is going to be in the market to buy (or sell) *right now*. But you still want to establish yourself as a local resource so that when the time comes to buy (or sell), people think of you. You do this by becoming the true expert on your community. You can and need to be an expert on your community as this will certainly help your real estate business.



Write about things to do in the community. Talk about local events. Write about the community civic organizations (clubs, schools, sports, the library . . .). If your community has a History Center then this can provide a wealth of topics. What big project is the town working on (a new skating rink, a new bridge, lights for the local athletic field, the restoration of a covered bridge . . .)? What events occur regularly – write about them.

By doing so you are letting people know what it is like to live in the community. And this type of content will appeal to those buyers who are interested in learning more about the community. If you attract buyers then you also attract sellers. Your community-based blog posts may help on both sides of a sale.

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Real Estate Blog Content - Use Your Contact Sphere

Do you regularly use the same Escrow Agent, the same Insurance Agent, the same Home Inspector and the same Mortgage Loan officer? What about a Home Stager? If so, you can ask them to contribute one **original** piece to your blog each month. It is very important for them to know that it needs to be original and with a local focus. You are not looking for the corporate piece that they may get from HQ. Also ask them to link to their post which is on your Blog from their blog or from their website. Ask them to promote your blog.



Real Estate Blog Content – Advanced Testimonials

Have a customer write a guest post on your blog about their experience. Testimonials are extremely important in today's real estate market. Approach a past customer and have them do a video post or have them write a post with a picture of their new home? Make this a regular part of your business and collect some great testimonials. This is great blog content and great for your real estate business.

Moreover, if they also add a comment about how you help them get organized for financing, of how you helped them with all the right connections or if they add a piece about how they now enjoy the community then this will reinforce other blog posts that are in your blog history.

Real Estate Blog Content – Get the Local Chamber Involved

Ask a Chamber of Commerce in your geographic area to write about the community or the area. Promoting the community is the focus of the Chamber of Commerce and to promote the area is good for your blog, good for the area and good for your clients. It is ALWAYS a good idea! Get other people's perspective on why your community is a great place to live or a great place to raise a family. If you do not have a Chamber that could do this then interview folks from a local bakery, coffee shop or market. Get some other perspectives and show your alignment with local businesses and entities.

Real Estate Blog Content – Book Reviews

A great piece or category for your blog could be a book reviews. It could be a book on your area or community or a book on architecture well represented in your community or a book on real estate. It will be helpful to your readers and also demonstrate that you are continuing your education and are willing to share your expertise. It also shows your commitment to the area.

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You could even do a “book review” of a local magazine or even the local newspaper. The publisher of these will enjoy the additional exposure and you will have more great content focused at the local level.

Real Estate Blog Content – Photos

Another great community and real estate based item could be a photo slideshow of an area attraction with some commentary. A photo expose on a local golf course, beach, lake, college or national park would be wonderful. This has multiple benefits as it shows off the community, demonstrates your willingness and creativity when it comes to promoting the area and can also let people know about your creative eye for photography (important to sellers),

If you start photographing the community you will over time build up a fine collection of photos and this will serve you well in your real estate business.

Real Estate Blog Content – Video

A blog is very flexible. To insert a video is not rocket science. To make a video is a bit more involved and I recommend practicing first. You will need a respectable camera and some software (for editing) but you do not need a professional videographer and production crew.

Again, show your commitment to the community and seek to inform and educate. Make them short and to the point and if you can add a bit of entertainment then you will be doing a great job. People love videos and this will increase the depth and variety of content on your blog and the search engines love this.



Real Estate Blog Content – Next Step

As with many of the things you put on the web it is nice to define the next step. Do not let the reader have to think too much about what to do next. If they have arrived at the point where you have “hooked them” then let them know that they only have to click here to:



- Download your real estate buyer’s guide
- Download your Community Guide
- Send you an e-mail
- Subscribe to your blog
- Request a showing

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- Ask you a question

A call-to-action and/or next step is important and often a missed opportunity.

Have your graphics support person make a catchy call-to-action button.

In Closing - Write Something Targeted and Useful

Once you've identified the type of client that you want to work with (buyers or sellers for example), you can focus on writing targeted, useful content that addresses their needs and concerns. The more you focus on creating compelling content that addresses those needs and concerns, the more likely you are to engage and convert some of that local audience into buyers and sellers. Like any great endeavor it will take some time but it will be well worth it.

I hope that you find these ideas useful. I know many people that are thinking about starting a blog who are also worried that they really do not have much to write about. With some thought about your target audience and some thinking about your wonderful community and connections you will have some great ideas and a wealth of things to write about.

Get excited!