

## **1. Cover a celebrity or high dollar home sale in your area.**

Some areas are luckier than other with plenty of million dollar home sales and celebrities moving in and out of town. If you happen to be in one of those areas, leverage the resource and cover those high dollar sales or celebrity happenings.

## **2. Use census data to give readers a mile high picture of the county or a neighborhood.**

If your town or farm area has won any awards like "fastest growing city" or "best city for tech companies" this is the time to mention those accolades.

## **3. Make a list.**

People love lists. Think about People Magazine's Most Beautiful People issue. It is historically one of their best selling issues each year. Simple lists catch people's attention. It gives them knowledge in bite sized pieces.

### **IDEAS:**

- Top 10 things to do in Area X when you're retired
- The 20 most important things to do when staging a home for sale
- Top 10 ways to get more for your money when buying a home

## **4. New construction projects, re-development or redistricting**

Talk about new construction plans in your area, downtown redevelopment or redistricting. Discuss the impact of the plans and don't be afraid to get controversial.

## **5. Housing Prices and Market conditions**

Start with the simple stuff you already know or have access to through your MLS like Local housing prices and market conditions.

## **6. Buyer/Seller resource guides**

You can publish this as an ebook (pdf) and create a little linkbait. Every state has different housing, taxation and mortgage regulations. By creating a very specific, step by step guide to buying and selling in your home state, you can build instant credibility and become a referenced resource.

## **7. Talk about your local resources.**

Everyone always wants to know about the public facilities like the town hall, library and parks. These kinds of posts give you the opportunity to talk about the history of the town, the architectural styles and other fun local facts as well as provide useful information like when the facilities are open and which events are upcoming.

## **8. Podcast an interview with an industry or local big wig.**

Podcasting is an easy way to create content for your blog. Simply call up an old friend, colleague, mentor, satisfied client or adversary, ask for an interview and start recording. It's the lazy man's way to build content that listeners just love. Make sure you keep the tone upbeat and inject some humor into the recording to keep people entertained.

## 9. Review a restaurant

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If there is one thing you can count on to spark a localized viral or word of mouth campaign for your real estate blog it is a review a local restaurant. Why? It's simple. People love to see their name, their business or their picture in print. So, appeal to a local restaurateur's ego and schedule an interview or say you are doing a review and would like a copy of their menu or a quote from them.

## 10. Connect with pet owners

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If you think Fido is loyal, Fido's owner is even more loyal. So, go target pet owners with special interest content on your blog to grow a loyal base of readers with a common interest. People love their pets and most people with pets are home owners or would prefer to have a home with a yard so their beloved Fluffy can run free. More pet owners are home owners than non pet owners, so make the connection by talking about furry friends. Become a resource by offering information about dog beaches, dog bakeries, dog parks, groomers, shelter, vets, pet sitters, etc.

## 11. Get a laugh with a humorous linkbait post.

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Hey, there are days when you don't want to think about your real estate blog, you don't have time to pen a post or you are simply burnt out. While I never advocate fluff pieces, I do advocate link bait and viral posts which sometimes can be a bit fluffy. So, here is my crazy content idea of the week. Check out the nutty laws in your state or city and post them. They are sure to give readers a giggle and incite sharing.

## 12. Create a little fear

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Nothing engages people more than the fear that we might lose something. Create a little fear. Make people feel like if they don't read this their entire buying, selling, investing future is in jeopardy. Sounds crazy but the fear of loss is a compelling reason to dig deeper into some topic.

### IDEAS:

- 5 Things that will ruin your closing
- Are you preventing your home from selling?
- Will your open house be a flop?

## 13. Pen ultimate guides

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Strangely, people like to be told what to do. They like to be guided through processes. So, writing "Ultimate Guide" type titles always make for a popular post. FYI: These types of titles and posts are called "tutorial marketing."

### IDEAS:

- How to get an offer at an open house
- Ultimate guide to closing in 30 days
- What to do when a seller refuses your offer

## 14. Write a tutorial

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Buying or selling a home is a major life decision. People like to know what to expect. Prove your authority on the matter by guiding readers through the different processes of buying and selling homes with step by step tutorials.

### Ideas

- How to buy a home in Cape Coral for \$50,000 under value
- A Realtor's secrets to selling your home for top dollar
- How I qualified for a great mortgage with bad credit

## 15. Gossip a little.

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There has to be something going on in your town that is gossip worthy. Does the PGA stop at a golf course in your town? Are there a couple of local celebrities causing a ruckus? Is a big build threatening to devalue homes in a neighborhood? You can get this kind of info from either Google news or you local paper. Basically, if something interesting is happening in your community- blog about it.

## 16. Talk about local sports.

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Go after niche markets like sports aficionados. If your baseball or football team is hot, blog all about it. I recommend our local Realtors cover the pre-season games and which players are buying and selling in the area on their blogs. Surprisingly, those types of posts drive considerable local and national traffic. While it might not be completely real estate related- it is local and it does engage readers, so go for the gossip- people love that guilty pleasure. It will definitely help to build community and drive participation on your blog.

## 17. Lash out at something

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Look for local hot buttons. Are property taxes on the rise? Is a local act that would pass a downtown restoration evicting existing residents? Has home owners insurance become increasingly harder to find? Figure out what types of local events are affecting home owners and blog about it. Always take the position of the home owner (people like professionals that stand up for their interests) and keep it real. Be sure to promote your controversial post- tell, friends, family, neighbors, even call the press if it is a hot enough issue.

## 18. Get the party started.

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Use entertainment like local gossip, contests, polls, quizzes, restaurant reviews or events to tickle a reader's funny bone, spark participation or commenting. If you can make someone laugh or get them to participate in a blog event then you have likely won their readership for a while. Your regular readers are your best prospects and your best marketing tools since they are most likely to spread the word about your blog to the people they know.

### IDEAS:

- Best Cape Coral Christmas Decorations
- What famous Red Sox Pitcher is looking for a home in Cape Coral?
- Cape Coral's 10 Best Restaurants

## 19. Dispel a myth

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There wouldn't be a show called Mythbusters if people didn't like their myths busted. So, bust those myths.

### IDEAS:

- Myth: You can't get home owner's insurance in Florida
- Myth: I'll get the best deal on the house if I call the agent listed on the For Sale sign
- Myth: Our new kitchen is a great improvement and will improve our home value

## 20. Tell a secret

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Realtors, I know you know things that average home buyers like myself are just in the dark about... Share them. People like to think they are getting "exclusive" or "secret" information. Doesn't a secret peak your interest?

### IDEAS:

- Secrets of painless closings
- The secrets of zero down investing
- A Realtor's secrets to buying homes for less
- The secrets to negotiating like a Realtor

## 21. Example marketing establishes that you are a problem solver

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As a Realtor, you have the unique ability to solve problems most people feel are overwhelming. Talk about your past experiences. People like to know that not only do you understand their problem, but that you have solved the very same problem for other clients. Example marketing helps you to establish your position as an expert and problem solver while also emotionally connecting with potential clients that share a similar problem.

### IDEAS:

- How I helped a seller out of foreclosure
- Sure fire ways to overcome a low appraisal
- How your Realtor can sweeten up a sour seller

## 22. The Gossip

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Please, we all can't get enough of Star Magazine in the grocery line. I may not buy it, but I read every juicy little nugget I can while the husband unpacks the cart! It's an unfortunate fact, people love sensational gossipy news. If your area is predisposed to having celebrities in town or you have a local scandal, blog all about it. It will drive traffic in droves to your site and possibly get you syndicated!

### IDEAS:

- Councilman Harry puts your home sale in jeopardy with higher taxes
- Johnny Damon sells Fort Myers home, take the virtual tour and see how a World Series winner lives
- Why Rod Stewart makes a bad neighbor

## 23. Use a video

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Too beat to blog? YouTube it. Find a great relevant local, educational or industry related video on mega site [YouTube](#) and post it.

## **24. Talk about builders in your area.**

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New construction is always a great topic for your blog. Builders are always making news, so whether they are starting new construction, stopping construction or even being investigated, blog all about it.

## **25. Start a Meme**

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For those of you that don't know what a [meme](#) is: It's a thoughtstream carried from one person to another, or, to be more precise, a "unit of cultural information transferable from one mind to the other," so says [Wikipedia](#). Basically, it's the blogging equivalent of a chain letter. The cool thing about blogging is that the meme can be tracked. Entire websites are devoted to doing just that. Some memes, however, are deliberate...sort of a social game to build community and engender relationships. Whenever you start a meme, make sure you make it about something personal- there are two "me-s" in meme because a good one should be all about "me." People like to talk about themselves and a meme that asks somebody to do just that will always be popular and ensure success.

## **26. Talk turkey about how to select a Realtor or how to get a bad Realtor relationship**

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Most consumers, especially first time home buyers don't know the first thing about how to select a Realtor, so get down and dirty in a specific how to post that details what to look for in a Realtor, why a buyer/seller needs one and what to do if they find themselves in the wrong Realtor relationship!

## **27. Talk subprime lending**

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We all know the subprime lending market is a hot topic right now, so, capitalize on all that mainstream media attention. Let readers know you are an authority on lending and understand the recent developments in the lending market. Get the word out there about sleazy lending schemes. Go for broke; list companies that have recently made headlines for their underhanded practices, use examples from your experiences of clients that may have been swindled by their broker or how you helped an unsuspecting client avoid a mortgage tragedy.

## **28. Appraisals: every once in a while that low appraisal comes in, talk about it**

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Appraisals are a part of the real estate business and every now and again an appraisal comes in that threatens to kill a deal. Talk about it. By covering a topic like this in depth you establish yourself as an expert and often can help work a buyer or seller through how to overcome a bad appraisal to salvage the deal. A post like this can be a beacon of hope to a nervous client.

## **29. Talk about your local schools**

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More homeowners are parents than are not. So, cater to parents by reviewing schools, posting bus schedules, featuring teacher, listing PTA events and meetings, allowing a special student (high school paper editor, etc) to guest post on your blog once a month, announce school fundraisers, reunions and activities, etc. By creating a school resource for both parents and students, you will attract more local eyeballs and ain't that the point of your blog?

### **30. Profile your town, your community, your neighborhood**

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You are a community expert, you probably know your farm areas than most of your clients so show them why they want to hire you by giving them inside glimpse of what each town, neighborhood or community you sell in is about. Cover the basics like the population, demographics, history, architecture and then branch out into housing data. This is a good post to include a call to action with. So, ask for the readers business by including your name and phone number and a brief blurb about how you can guide them through their next home purchase in town X.

### **31. Architectural tour of the town**

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Every town has a unique look that is usually a product of the history and architecture. As a Realtor, you probably know more about the local history and architecture than the average towns person, so share it. Talking about the downtown architecture give you the opportunity to mention local business that have been there for generations, the history, renovation projects, hotels and banks. People love this kind of stuff, especially if you can turn the post into not just an art piece but a resource with links to local historical societies, libraries, town/city halls, museums, etc. These are also great posts for search engine fodder. Be sure to write them so a 6<sup>th</sup> grader could read and understand them because many times they can be used for school reports and projects. Become a trusted resource to the child and you will become a must read by the parent!

### **32. Be controversial with a feud starting post**

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Create a blog war by posting an article about a local event that might impact homeowners like the construction of a new road that may devalue homes or targeting a politician that may be making policy that affects taxes. Some of the best posts I have seen for creating a "war" have been about local celebrities or shop owners that have been causing a stir with neighbors. This is your way of inciting readers to participate in the community through commenting and dialog with one another. The key to this method is to not enter the fray yourself. If people have questions, answer them, but don't start to moderate the "war." You want people to remain emotionally engaged but never turn their anger towards you! Through strife, friendships are formed, alliances are made and personalities are brought to the surface. Basically, this is your own Jerry Springer show.

### **33. Show clients how hard you work for them: let them in on your life**

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Blogging is a very personal media channel. People want to learn more about you, your expertise and your life. The rub is, they don't want you to just come out and tell them about yourself. You need to create a soap opera in your blog posts where you disclose personal things about yourself in small doses. That way it makes people feel as though they have come to know you slowly. Think of a blog as one big date with your dream mate. You don't go telling your dream date your life story- the good the bad and the ugly on the first date. You slowly let them into your life one date at a time. That is exactly the way you should blog.

### **34. Attract big spenders with exclusive interest pieces**

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Live in an area with big spenders and people that wish they were? We all love to know how the rich and famous live, what is hot among the elite and what kinds of homes they buy. So, blog about hot new technology trends in exclusive homes or talk fashion trends and where the best shopping is in your area or how readers can get the glam look for less. If you live by the water, talk yachts and the local boat club amenities. If you have golf courses nearby, interview Golf Pros and get tips on how to improve your swing, then review each local course or Pro Shop. It's simple, see what's in your area and cater to a special interest

in at least one post per week. You'll be surprised how quickly you can build local traffic among people with common interests. And that, my dears, is how you build community and spark participation and commenting.

### **35. Get a little political**

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I'm not saying you have to come out of the right wing closet and follow Ann Coulter down the elephant trail or start spouting environmentalist Al Gore rhetoric, but I am saying that nothing engages people more than politics and religion. While often taboo topics, they do inspire an emotional response (which is what you want), so use them from time to time to attract new visitors and spark participation, commenting and even blog wars. As the political parties rally for the upcoming elections and presidential candidates abound, use your own beliefs and recent political events to write posts that draw in new, unsuspecting visitors.

### **36. Feature local heroes**

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Everybody likes to be recognized, so if a group or individual in your community is earning high praises for something, mention it. This is a sure fire way to build community. Everybody searches for their name online from time to time, so by mentioning them you have now just driven them, their family and friends all to your site. People also like to print out places where their name is mentioned and save it in a scrap book. Now, that is site "stickiness" money can't buy.

### **37. Talk local taxes**

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If there is one thing that every home owner or prospective home owner will have in common it is taxes. Everyone wants to know new tax developments in their area, so cover property taxes. This is not just a suggestion, it is a must. Tax issues are sure to raise the ire of a few people and will help spark participation on your blog while establishing you as a local expert that is in touch with how taxes affect your clients.

### **38. Share the beauty of your town with pictures**

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Too tired to blog? Take a picture of beautiful scene in your area. Kids playing in a local park that was recently built, a renovated historic building, a landmark, local hero or just a gorgeous sunset that shows off the beauty and diversity of your farm area. People like to know that their home town or soon to be home town is appreciated by the people making money off it. You can even make a weekly post out of your pictures.

### **39. Don't just blog listings, compare listings**

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This is a great idea that the blogtastic Kevin Boer of 3OceansRealEstate came up with. He takes a neighborhood and then reviews 2 listings in it. It is a great way for both buys and sellers to garner information. A buyer is able to see what is out there in a similar price range, while a seller is able to see how comparable homes are priced, staged and doing on the market.

### **40.Feature a Foreclosure Property**

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People are always searching for foreclosures. They think they'll get some kind of deal. So, attract some of that search traffic and feature a foreclosure property. Use the opportunity to address ways people can avoid foreclosure or sell a home faster when foreclosure may be eminent.

### **41. Blog listings**

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That's right, post your listing right in your blog. Your blog gives you the opportunity to give additional information, pictures, video, etc. about a listing and link out to other local resources. It's a good way to how sellers you are marketing their home while it can also offer buyers more info than the MLS. Be sure to turn comments off on a listing post as you certainly don't want disgruntled neighbors telling the world about the sewer problem or a jilted agent talking trash about the seller.

## **42. Talk staging**

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Staging can be the difference between whether a home sells or sits on the market. As a Realtor, you have a good idea of what will help a home move faster, so go ahead and share it in Ultimate Guides to Interior Staging, Curb Staging and Yard Staging. Give before and after pics of homes that have been staged and explicitly say what works and what doesn't. these can be great enduring posts that you can refer your sellers to time and again.

## **43. Talk about local businesses**

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Get out there and interview an up and coming entrepreneur or even a popular shop keeper. If a popular business is being bought or sold in your area, be sure to tell your readers about it. Link liberally to the company's website(s) and talk specifically about the founders, owners and general history of the business. Show that you keep your finger on the pulse of

## **44. How to select an investment property**

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Real estate is a great investment and while most people know that simple fact already, few actually know how to go about finding a quality investment property. Offer up a complete guide to investing in properties within your farm areas. Compare and contrast different types of investments, the tax liabilities, the income potential and the overall responsibility of the property.

## **45. Homeowner's insurance**

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Every home owner needs it, so cover it. Down here in Florida, Homeowners insurance makes news on a weekly basis because more and more of the insurance companies are pulling out of Florida due to our penchant for natural disasters. Even if your area isn't in a hurricane, flood, earthquake, mudslide or tornado zone, it is worth it to provide humorous little stories of clients that have had a freak home disaster and how their insurance company handled it. Give advice on what to look for in a policy, possibly make recommendations of agencies you have had experience with or heard good things about. Remember, being a resource is the best thing you can do to build your credibility with a reader.

## **46. Become a traffic resource**

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You drive throughout your farm area more than most people, so you probably know where new road construction is taking place and where speed traps and traffic cameras are. Everybody wants to know how to avoid getting a ticket, so share your hard won knowledge.

## **47. Share the books you are reading**

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If you want to be really clever, you can make recommendations of real estate related books and even set up an Amazon shop to sell them to your loyal readers. Nothing better than making a fast buck off your blog while educating the reader.

## **48. Talk local crime statistics**

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Whether you live in the safest city on earth or are a savvy city dweller that knows how to keep your person and property safe, you probably want to know the crime rates and if you have kids, you definitely want to know where those sexual predators are lurking in your neighborhood, so put together a post on crime rates with links to local predator resources.

## **49. Get historical**

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Every town has a history, more often than not, that history is very interesting and has a soap opera like feel. Tell the story of your town. At the end of this kind of post, link out to historical resources like your local library, historical society and local museums. For example, I grew up in a town called Andover, MA. Not only is Andover the home of Phillips Academy where both President Bushes went to high school, but it was populated by Indians, near Lawrence and Lowell, popular mill towns in during the early part of the industrial revolution and chock full of historical landmarks. That's a lot of info I could easily parlay into a series of posts about Andover.

## **50. Natural disaster preparation**

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If you happen to be unfortunate enough to live in the strike zone of natural disasters like hurricanes, tornados, mudslides, recurring fires, volcanoes, etc, cover them. Use past events as examples of the devastation and always link out to resources about how to prepare you home for these types of events or how to evacuate if necessary. Become a quality disaster resource. These types of posts should only take place during the disaster season or if a recent disaster has occurred and they should include plenty of devastating pictures to impress upon the readers the potential damage caused by the event. You should also always provide governmental resources like the state preparedness documents and links to FEMA.

## **51. Talk specific credit issues like divorce**

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Every borrower's credit comes under scrutiny during the mortgage process, so don't be shy delve right into the life issues that affect credit. For example, when a couple divorces, they will likely be looking for separate digs in short order, so managing their credit through the process is essential. Help to guide them through it.

## **52. Invite another respected industry voice to post on your blog**

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There are lots of other real estate bloggers out there that are chomping at the bit for the chance to post on a popular blog. You can select another industry blogger you know or go local and choose a lender or interior designer you have worked with. Ask them to write a tutorial article and let them plug themselves at the bottom of the post. Everyone comes away a winner. They feel like they got free advertising and you got to play hooky for a day from your blog.

## **53. Community events**

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Everybody likes to know what's going in their town or soon to be town. Simply pick up the Sunday paper, turn the community calendar section and use it as a guide for a quick yet info packed post on what singles, families, couples and the retired can do to spice up their week. Remember, you need to position your blog as a resource for the community as a whole to drive in local traffic even if that traffic isn't buying or selling a home today because one day, they will be buying and selling a home and if your blog is their local resource, you will likely become their Realtor too.

## **54. Teach sellers how to sell their home during the holidays**

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The holidays are a special time and they can be especially special when you are selling a home. Of course, you as a Realtor, know that there are some tricks to selling a home over the holiday like keeping

decorations to a minimum. So, take the time to write a guide for your holiday sellers on how to stage their home appropriately for the holidays to capitalize on the season.

## **55. Don't tell, show sellers how you market their home**

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Build your credibility as an expert listing agent by actually talking about how you market your listings. With more and more consumers questioning the Realtor fee, this is a great way for you to justify your fee to potential clients. Give them an idea of different media channel and networks you tap to advertise their home. Be completely transparent and tell them what you do as an expert to market their home and get it sold.

## **56. Profile a client**

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This idea came to me from the Project Blogger competition. I ran across PlainfieldRealEstate's coverage of one of their favorite families, the Fisher family, who's daughter donated her hair to Locks of Love. The story was heartwarming and provided pictures and valuable links to the organization with information on how to get involved. It was exactly the type of story that will drive local traffic to the blog and engage readers emotionally. So, find a satisfied client and profile what they have been up to.

## **57. Explain your fee**

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You deserve every penny you get. However, with so many discount services out there, consumers are starting to question a Realtor's fee, so explain what the differences are between what they get with a discount firm and what they get by hiring you. Detail the charges, the services and the results. Explain that you get what you pay for and the a bargain today isn't always a bargain tomorrow.

## **58. Tell sellers what not to do when selling their home**

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Just as important as giving a guide to what to do when selling a home, is providing a list of things sellers should NEVER do. Why? First, people are drawn in by posts instill a little fear and a good "what you shouldn't do" post does that exceedingly well because the question in everyone's mind is "am I doing something I shouldn't?" Second, giving away tips that will save a seller heartache later is the best way to establish yourself as a knowledgeable expert.

## **59. Show buyers what the client experience would be like with you**

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There is no better way to show what you know and establish yourself as a problem solver and market expert than by detailing a client experience. So, create a journal style entry detailing a client experience. Briefly profile the client's price range and home needs, then take the reader on a journey of the homes your buyers saw and the negotiation process. Show them how your buyer was able to save considerably or work through a difficult closing with your help.

## **60. Show interesting home improvements in your listings**

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You probably see more homes in a month than most people do in their entire lives. That means you know what works and what doesn't and you know something cool when you see it. So, if you see an interesting little detail like a unique door, basement conversion, faucet, finishes or wall treatment in a home, take a picture and blog about it. It's a nice way to soft sell a home by focusing on the interesting details. It may give your readers some ideas on how to improve their homes for a sale.

## **61. Give resources for rehabbing a dilapidated property**

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With more and more owners using the lagging real estate market to rehab their properties, provide some quality information and local links to resources that will assist them in their endeavors.

## **62. Clearly outline the differences between approved and preapproved for a mortgage**

Most first time home buyers really don't know the difference between being preapproved and actually approved for their mortgage. So, clearly explain the differences and the benefits of each. This is an important yet often misunderstood aspect of buying a home.

## **63. Talk about the job market and how to find a job in town**

Excellent way to get out info on the economy, local job market and share resources like local staffing agencies, head hunters and big companies that may be hiring. While many of people relocating have jobs- often their spouses do not- helping them find a job helps solidify you as a local resource. Be sure to link to all the government and private online staffing resources in your area.

## **64. Get down and dirty with property assessments**

This is a topic near and dear to my heart as we live in an area where each time our property is assessed, the value hikes higher and higher along with our taxes. This is a great opportunity to explain the differences between assessments and appraisals and to keep homeowners in the loop when new assessments are published. Be sure to cover the overall affect of the assessment – like if they are likely to above market value and how that will affect property taxes.

## **65. Break down closing costs**

Itemize closing costs and explain what each item is in clear English. People want to know what they are paying for, so identify everything from the credit report pull right down to the transfer tax fee. Be open and even include those miscellaneous fees that may arise from time to time with various loans. This is a great opportunity to show how you value transparency in your transactions by laying all the cards right on the table.

## **66. Outline the value of buying over renting in your farm area**

For first time home buyers that are getting a little nervous, this is an invaluable post. Be very specific to your farm area, weigh the costs, the long term benefits of buying versus renting. A quality post with a clear list of pros and cons can easily become linkbait that will help to drive traffic back to your site time and again.

## **67. Talk local school district developments**

Parents want to know that you relate to them and care about their needs. So, show how connected you are to your community by covering the school district developments. If you are a member of the PTA, then detail the happenings at the last meeting. Make regular announcement for the dates of PTA and School District Board Meetings.

## **68. Discuss the short sale**

In a tough market like this, there are plenty of people facing foreclosure that could greatly benefit from a well executed short sale. Explain how a short sale works and what a seller can expect from their lender when entertaining a short sale to avoid foreclosure.

## **69. Take readers on a trip to a local attraction like a Zoo, theme park or a Museum**

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People love pictures. So, don't just tell readers about your local attractions, put them into context with pictures and personal stories. If you have a theme park in your area, go there, take some snapshots of you and your family enjoying the park and tell readers not only where it is and how it benefits the local economy while keeping kids out of trouble, but also tell them what rides you like best, which ones are appropriate for what ages, etc. basically, review your local attractions. These types of posts become great resources for residents and new arrivals.

## **70. Incite participation on your blog with reader awards**

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I have to say, this is truly one of the most innovative and useful tips to come out of one of my favorite agent blogs, The Sound Bite Blog. Basically, you want readers to participate so reward the most frequent commenter on your site with a silly little feature bio post. It's a great way for you to explain to readers the importance of commenting and show them you greatly value their feedback and readership.

## **71. Create a series of posts that when strung together provide an ultimate, complete or fun guide to a particular topic.**

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A multi part post allows you to easily manage your time by only having to research one topic to research and write on for days or weeks by breaking the subject up into digestible pieces for readers. Another fun idea for series posts, is once you have completed the series, place them all into a PDF and offer them for download through your blog. The value of that is that you have now created link bait – meaning something that will drive both traffic and links back to your blog. Be sure to brand out that PDF so whenever someone reads, they know exactly who wrote it and what site they got it from. Promote yourself unashamedly throughout the PDF!

## **72. Announce your Open Houses**

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Remember that cool RSS feature that delivers each blog post directly to your subscribers email as soon as you post it? Well, leverage the technology to announce your open houses. Simply post each open house to your blog and let those automated technologies do the rest.

## **73. Get personal, tell people about your recent purchases, children's soccer games, new acquaintances or associations...**

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I can't say this enough: IF YOU WANT YOUR BLOG TO GET READ, YOU NEED TO BE INTERESTING! YOU ALSO NEED TO BE PERSONABLE. THAT MEANS IT AIN'T ALWAYS ABOUT REAL ESTATE. The oldest rule of sociology is: People like people who are like them. Meaning- if you have the same interests, desires, hobbies, lifestyle, etc as your readers, then they will like you. In order to show them you are like them, they need to get to know you. So, every once in a while tell people about yourself by telling them about some new super cool toy you just bought yourself at a local shop or how your kids just love the new soccer coach at the high school. Always bring the post back to the community by listing the local establishment you purchased the big boy toy from and how helpful that salesperson was or notating a schedule of local high school sporting events.

## **74. Be Dr. Phil: Help your readers through the emotional aspects of buying or selling a home**

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Buying and especially selling a home is an emotional process. You, as Realtor, know more than anyone exactly how emotional your clients can get when the sign goes up, the offer comes in and the closing date approaches, so cover not just the “facts” of the process but the emotional aspects of the process. Clearly explain how a client might feel at each juncture and how to overcome the sadness and anxiety. If you happen to have a psychiatrist or psychologist friend or neighbor in your building, this is a perfect opportunity to request an expert guest blogger that can give further insight into the conditions associated with home buys and sales.

## **75. Talk the rules of renting in your area.**

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Renters may or may not be a large part of your business but nobody can argue that most buyers start out as renters, so be sure to cater to those responsible future home buyers by covering topics related to renting in your farm area. Topics you can touch on are; how many people can live in a rental property, discrimination and renting, rent control (if applicable), landlord disputes, average rental costs, etc.

## **76. Explain the importance of pricing a home correctly to sell quickly.**

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Like the Harper Team says, “Getting the price of the house right is the number one influence on getting a house sold and getting on with your life. Getting the price of the house right is the number one influence on getting a house sold...”So, fully explain how to price a home based on local market trends and conditions. I especially like the idea of using videos or links from third party sources validating your methodology.

## **77. Answer the question, “How’s the neighborhood?” without violating the Realtor codes.**

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In many places, it can be tricky to answer the question, “How’s the neighborhood?”Many times you can’t say what you really think, whether it’s good or bad. While clients may be seeking your opinion, you may not legally be able to say anything that may be perceived as steering or discriminatory. Therefore, be sure to explain on your blog the code you are bound by when asked that question, then steer your readers to sites that do give hard statistics on crime and education in your area. This helps to establish you as both an ethical Realtor and a helpful one!

## **78. Answer reader questions.**

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People have questions, you have answers. Open up your blog to reader questions and start answering them. Simple reader questions like how do I create interest in my expired listing, what is the purpose of a title search, etc, can be easily transformed into quality educational How To posts.

## **79. Create your own glossary of terms for the industry.**

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Most people, including me, have no idea what half the terms in my mortgage and closing papers mean. So, simply create a series of posts designed to define terms related to the industry. Posts like this, while somewhat on the boring side, do create quality fodder for search engines and can help educate visitors with specific questions. My best advice is to create a category dedicated to your glossary and add a new term at least once per week. Dedicate a single post to each term to flood engines with targeted and specific content. Be sure to write keyword rich copy and tag each post appropriately. These are simple posts that can, overtime, add considerable value to your blog.

## **80. Give seller's tips on how to spruce up their exterior for a quick sale in small digestible posts with plenty of local resources.**

While extensive guides to curb appeal make for great posts, you can always write a post on a single aspect of beautifying your property's landscaping, paint and amenities while giving

## **81. Sub-divide and Conquer!**

If you happen to inhabit an area of the country that's suddenly drawing a lot of attention, you may need to educate your potential buyers. When buyers look to relocate, they utilize the internet and local real estate sites to gain information about the different areas of town, so they can make informed decisions about where to buy. Out-of-towners generally don't know the area and they need a tour guide (i.e., their chosen Realtor) to point them to their ideal new neighborhood. By giving a run-down of all the subdivisions in your area, you're actually making your life easier because your buyers won't have to ask you a million questions about school districts and the like.

## **82. Incentives, Incentives, Incentives**

Have a motivated seller or a builder that wants to throw in a "prize"? Turn it into a post! Let the general population of your blog subscribers know that this house "comes with a free \_\_\_\_\_!" Presents always get people excited! Around Cape Coral, we see a lot of houses on the market that come with free boats, flat screen televisions, maybe even the first born child!

## **83. SOLD! to the Highest Bidder!**

Real Estate auctions are becoming more and more commonplace. And even though YOU, the Realtor, know what they're all about, your potential buyers may not have a clue. Use your blog as a wealth of information and educate everyday consumers about the intricacies of a house up for bids.

## **84. It's SOOO Important to be Trendy!**

Have you ever noticed how people always have to one-up their neighbors? If Ed down the street bought a boat, then of course, your husband also has to have a boat, and it has to be better than Ed's boat. You see, people constantly follow this pattern, and that leads to trends and popular culture. It's crucial to be trendy, just ask your 16-year old! This is important for one reason: buyers want what's "hot", and they want you to tell them what that is. Whether it's a landscaping trend, the latest roof colors, or even the perfect shade of off-white tiles in the bathroom, you should be on top of the trends and so should your readers.

## **85. While We're on the Topic of Trends, Can I Offer you Some Organic Tea?**

I know, I know, this has nothing to do with selling houses. But your readers will still be enthralled, I promise! Sometimes you need to mix it up a bit, throw in some odd-topics and keep the readers coming back for more! As we all know, organic foods, green teas, and strange diets have taken over the world. I'm sure you have an opinion on this, why don't you share it? If not, write an informative blog about what you know about these fads. Be sure that this particular trend actually exists in your area first (usually upper-middle class types). Otherwise your readers won't be interested. You can also put a list together of local tea houses, or organic restaurants in the area. The business owners will love you for the free publicity, and the readers will love the suggestions!

## **86. You finally did it! Now what?**

The information provided on this list is originally created by Mary McKnight  
For online marketing assistance in Oregon, contact Nick Bostic at [nick@nickbostic.com](mailto:nick@nickbostic.com)

So you saved and saved, and paid off all your debts. Congratulations, you've achieved financial freedom! So what are you going to do now that you have all this cash-flow? Believe it or not, more and more people are becoming debt-free, and end up facing the question of what to do with their newfound financial freedom. I'm sure that you, their high-class, all-knowing Realtor, have some ideas. Why don't you share them with your loyal readers?

## **87. Giving Back and Getting Credit**

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Okay, so you've done a good deed and donated \$50,000 to the local animal shelter. Good for you! But no one knows what you just did, so how are you going to get credit for it? I know it seems "wrong" to toot your own horn, but nobody's going to do it for you. Showing the general public that you have a good heart (and a good company backing you) is a great way for you to instill confidence in your readers, who may also be potential buyers.

## **88. Know Your Local Sitters**

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You are probably already aware that most homebuyers either have children or plan to. And relocation is becoming a huge trend. That being said, your buyers will probably fall all over themselves thanking you if you can provide them with the resources for a few simple services, such as babysitting and pet sitting. The last thing they want to worry about when they're moving is, "Who will watch the kids on date night?" If you can answer this question for them, they will sing your praises all over town.

## **89. The Low-Down on High-Rises**

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Condos can be a tricky business. With all the talk of associations, treasurers, and planning committees, it's enough to scare off buyers! Of course, you know all about condos, so go ahead and spill the secrets! Making life easier for your buyers is always important, and condos can be scary stuff! Help them out a bit, why don't you?

## **90. Happy Anniversary!**

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Did you know that today in 1931, in Arcadia, FL, the Floridian Products Corporation first began selling rattlesnake meat? I know, gross. But you know, gross is also interesting sometimes. You never would have known that had you not read this blog, right? Well, your readers want to know about your town, too! Or even other towns, for that matter. So do a little research and let people know what you find out. You can show off your stellar research skills and give a little insight into your fascinating town all at the same time.

## **91. Flip it Good!**

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For all you HGTV fanatics out there, house-flipping is a really cool idea that you just HAVE to try, right? Well, house flipping is sometimes not all it's cracked up to be. As a Realtor, you know the pros and cons of this endeavor, so why not inform your readers? Tell them how they can effectively buy and flip a house, and they may want you to help them buy their "flip". Many of them will be thankful, because you may help them avoid potential bankruptcy later!

## **92. What Were They Thinking???**

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You can't deny that strange trend in your neighborhood where people feel the need to put toilets in their front yard and fill them with plants. Odd, yes. But also interesting news. Maybe it's not toilets, in your town, but there's something equally weird going on. Drive around town and snap some shots of the most interesting of this phenomenon (whatever it is), and post them on your blog for your readers' entertainment.

### **93. Selling Psychology**

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There has been some speculation that the media is usually responsible for the way the market goes. When people hear that the market is going to crash, they freak out and stop buying, which, in turn, causes the market to crash (imagine that!). Do you have an opinion on the subject? I'm sure your readers would certainly like to hear it. Perhaps you can also use the opportunity to tell your readers your theories on how the market is going to bounce back stronger than ever (maybe you can cause a ripple effect of home-buying!).

### **94. Taming The HELOC Monster**

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Ah, yes, the Home Equity Line Of Credit. What a confusing topic for a first-time home owner. I have to say, I am in the process of getting one of these myself, and I don't think I could possibly be any more confused about it. There are so many complicated financial aspects to buying, owning and selling a home, we consumers can use all the help we can get! Why not shed a little light into that dungeon where the banks keep the HELOCs and help out the general public? The banks are certainly not going to tell us what we're getting ourselves into!

### **95. What Do You Mean, I Need Insurance for My Mortgage!?**

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Buying a home for the first time, and finding out that homeowner's insurance costs as much as it costs is scary enough, but what many buyers don't know is that there is such a thing as mortgage insurance. But many of them will end up needing it anyway (except for the fortunate few who can put more than 20% down). Mortgage insurance may not be popular in your neck of the woods yet, but it is becoming more widespread quite rapidly. There are also tricky tax deductions associated with these insurance standards, so why not educate your readers now? That way, everyone is prepared.

### **96. Pat Yourself on the Back!**

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You know those comments and emails you get sometimes, that make you feel all warm and fuzzy? Aren't those great? Well why not make them public? Using reader comments as a blog post is a great way to make your readers feel like you actually read their comments, and at the same time you're making yourself look good! It's a win-win situation!

### **97. I'll Show You Mine if You Show Me Yours...**

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Get your mind out of the gutter, I'm talking about houses! Maybe you've heard about this recent trend of "house-swapping", whether on permanent or temporary terms. Some people swap because they want to spend a week's vacation in a different area of the country, but don't want to stay in a hotel and leave their own home empty. So swapping alleviates both of these problems (as long as you're okay with a stranger inhabiting your home for a week...). The other reason people swap is because they want to relocate, but can't afford to move because of a low cycle in their local real estate market. So, say a family in Florida wants to move to Virginia, and a retired couple in Virginia wants to leave for somewhere warmer to retire, and voila! a successful swap! Sometimes there are monetary arrangements made in addition to just the house swap, to make up for any equity differences in the two properties. Do a little legwork on this growing trend, maybe even interview some people that have done it. It will make an interesting post to read about another person's swap experience!

### **98. Ask for Opinions**

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After hiring the ad agency, getting the final "perfect" ad completed, and locating the media outlets where the ad will appear, you suddenly have stage-fright. Will people like it? What if they don't? Is it too edgy,

offensive, boring? Not edgy, offensive, boring enough? Stop stressing and start asking! Post the ad on your blog and ask for feedback, that will do an awful lot to relieve your unnecessary stresses!

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## **99. Is Sheets a Scam?**

You know that guy Carleton Sheets, who claims that you can buy a house with no down payment? Well, he can't be a complete fraud, can he? Everyone has seen his infomercials, and we've all wondered if that was possible. Maybe, maybe not. Why not do a little research and see what you come up with? Your readers will be interested, and this is a post that could generate a lot of comment (that's a good thing!).

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## **100. The Way We Were**

I find it fascinating to compare the past to the future, especially when we're talking about the value of a dollar. Remember when gas was only eighty cents a gallon? Well, I don't, but it's still pretty neat to think about! Not only have gas prices fluctuated like crazy, but housing has too. Do a comparable, but instead of using current data, pull data from 5 years ago, 10 years ago, and 15 years ago. You can list things like median house costs, fastest-growing areas at the time, maybe even the average size of a family in the area. These are pretty cool statistics, and they may even make buyers feel better to see that "the market really DOES change, just my Realtor keeps saying! Wow!"

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## **101. To Fix or Not to Fix, That is the Question...**

With the market in it's current state, buyers have the upper hand. They can expect the best, because surely they will find it. That is BAD news for your sellers. Many sellers have homes that are over 20 years old and are in need of updates and repairs. And it's scary for them to find themselves standing in the middle of Home Depot wondering just how important paint, new cabinets, and more modern light fixtures really are, and how to get started on said projects. What is a seller to do? Scoot yourself down to the appliances aisle and rescue your seller before he drowns in the dishwashers!

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## **102. I'm Too Sexy for This Couch**

Your seller's living room is definitely not going to "strike a pose", so how are you going to get good pictures? Some Realtors take their own photos, but others allow the homeowner to do it for them. Hey, whatever tickles your pickle, right? Well, many (many) homeowners have absolutely no camera skills whatsoever (neither do some Realtors, for that matter!) If you happen to be one of many people with a photo-disability, please take a course in photography and write a post about it. Or if you secretly call yourself the Super Snapper, you can skip the class and head right to the article. I think I speak for everyone here when I say that we are all tired of seeing pictures on the MLS that contain part of a finger.

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## **103. What Turns You On?**

Every one of you has a particular house or buyer/seller that you just LOVED. And that's okay. These people are not your children, and you're allowed to play favorites here without worrying about their future psychological health. Pick your favorite(s) and do a piece on the five W's of the subject, be it a home itself or a past buyer.

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## **104. So You Think You're Funny, Do You?**

People like to laugh, that's a proven fact (something about endorphins and brain-chemicals, or something like that). The easiest blog post available is to simply post a joke you found somewhere else. And it's not like you don't have a million joke in your inbox, right?

## **105. My Very Own Piece of Dirt**

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For some reason, everyone in this country has this idea that at some point before they die, they have to own some land. Which is great for you Realtors, it keeps you busy! Personally, I recently bought some land (and a house to sit on top of it), and I feel like we got shafted a bit. We could have gotten a better price for our measly quarter-acre plot, but we had no idea what we were doing. I know I'm not alone in this (at least I hope I'm not...)

## **106. Understanding Loans is a Taxing Effort**

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Many homebuyers are first-timers. They have no idea what a mortgage consists of, or what the different types of loans are. P&I, Interest Only, 30-Year Fixed, Arms? My loan has arms? Does it have legs, too? You are in a position where you either are a Mortgage Broker or you know one. Interview them (or yourself, if you want), and dissect the loans and processes involved in obtaining one.

## **107. I Know Its Summertime, But Please Don't Drown**

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One of the most important topics to parents in South Florida is pool safety. Or, really, water safety in general. Living in a state where almost everyone has a pool, and so many homes are on the water, this is a lesson that gets pushed in our faces a lot. Maybe you don't live in Florida, but I guarantee you there's a homeowner somewhere in your state that has a pool.

## **108. The Evil Inspector**

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Home inspections. There's a touchy subject for you. This is what every seller of a 20+ year old home is most terrified of. "What if they find mold? Or leaky pipes? Whatever will we do?" Rest easy, home sellers, your Super Realtor will save you from the evil Inspector.

## **109. What do you WANT?**

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That is a question that, surprisingly, a lot of buyers can't answer. They have no idea. Oh, they may know that they want a 3/2 with a pool, for starters, but how old of a home? Do they have a favorite school district? Are they country mice or city mice? Do they have pets that need a yard? Unfortunately, these buyers are your biggest pain in the backside, because for some unknown reason, they seem to be unable to communicate exactly what they want from you, and you end up showing them fifty million homes, and they never even make an offer on any of them. And you just want to wring their necks, right?

## **110. Crazy Credit Conundrums**

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It's incredible that in order to get approved for a mortgage, many people actually need MORE open lines of credit! Most financial advisers want you to have 3 lines which you are paying on monthly (on time, of course). And your buyers (who are sometimes not the sharpest tools in the shed) will need to know how to open more lines without destroying the credit they've spent their lives building.

## **111. Take a Trip Down Memory Lane**

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Remember your first sale ever? Or how about that buyer that you just loved? Are you thinking about it yet? Aww... That's sweet. Now write about it. In the eyes of your sellers and buyers, you are a lean, mean, crazy, house-flippin' machine. How about trying to be a human like the rest of us? Humans have emotions (and a ridiculous tendency to get attached to people and objects for no particular logical reason), and humans connect to one another through emotions.

## **112. Don't Be Such a Closet-Stalker!**

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Admit it, over the past few days you've spent more than your fair share of time on celebrity-stalking sites. You HAD to know if Paris Hilton was going back to jail, didn't you? Don't deny it. And you know what? The rest of the world (even us, at RSS Pieces) was right there with you. So how can we merge real estate and celeb gossip together...? I know! Write an article on what celebs are selling and buying, and where, when, how much, and to whom. Now you have a work-related excuse for refreshing the gossip page so often!

## **113. Crucify the Competition (in a Nice Way...)**

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You know how sometimes, you hear about a seller or buyer that got screwed over by their agent's incompetence? Those agents are making you, and all the other fabulously competent Realtors, look bad, aren't they? Doesn't that make your blood boil? Well, you actually can do something about it. You could write a mini-expose all about what that agent did and how it affected the sale. I suggest you don't use any names though.

## **114. Be an Energy Star**

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Apparently there's a craze of "saving the environment" going on here. Yes, the planet is polluted, and yes, it's our fault. Duh. Did we really need a top-notch team of scientists to determine that for us? Anyway, now that we're all overly-aware of "The End," we're all paranoid. I've noticed a lot of homebuyers are really keen on buying homes with "Green" features, like energy-saving appliances and grass you don't have to water (if there is such a thing).

## **115. I am Woman, Hear Me Roar!**

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I think it's probably safe to say that there are quite a few agents out there that are women. I don't know exactly how many (how much time do you think I have?), but there are a lot. It's 2007, and we women are some powerful creatures (watch out, boys!). There's been a trend, maybe over the past 10 years or more, and it's growing in popularity by the minute. Women-only business conferences. Maybe you boys should've allowed us into your clubhouses after all.

## **116. Guide to Being a Good Boss**

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This is news to me, but apparently bosses are now purchasing vacation homes and letting their employees use them for their family vacations.

## **117. This Iggy's No Stooge**

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Income Generating Properties (or as I like to call them, Iggies). These were hot, now... not so much. Due to the current market conditions, Iggies are losing in the popularity ratings. However, some people are still making them work. But how?

## **118. "Where Would You Like to Go Today?"**

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Or, more importantly, where is everyone else going? Here in Florida, I jumped on the gravy train to Cape Coral from Fort Lauderdale. Why on earth would I do that, you ask? Well, the Gulf coast was where everyone was going! Well, here or Texas, and I just can't see myself with a belt buckle the size of my head.

The latest trend now is the all the Floridians are headed to the Carolinas. I guess we smartened up and decided that the hurricanes aren't leaving, so we probably should. I find it fascinating how people just decide to go places because everyone else is going there. So where are people going in your town? Or are they coming to your town (are you in the Carolinas)?

## 119. Be the Critic

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I'm going to admit, right here to all of the world, that I DO NOT watch American Idol, nor have I EVER watched it. I also never plan on watching any of the upcoming seasons. I know half of you now hate me. Well, I like it here under my rock, thanks. From what I hear, it's a pretty safe bet to assume you watch this show, because according to Jay Leno (which I DO watch, every night) all of the world tunes in each week (except me). And all of the world gets into a huge frenzy each week after watching. Okay, people, THAT is a heck of an audience right there. Take advantage. Write about the world's most-watched show and people will find you in their hours-long web searches.

## 120. Get High Tech at Home

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Technology is taking over – you can't stop it! New homebuilders are now offering an array of nifty gadgets for your home. Check it out:

## 121. And the Winner Is...

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People like to win things. Give away something cool, like a \$50 gift certificate to Starbucks, and hold a drawing. Just write a post explaining this contest and ask people to leave a comment. The winner will be randomly selected from within the comments you get. Be prepared, though, you'll probably get a lot of weird comments. You may also want to put in a disclosure that you are monitoring all comments, and what is not acceptable.

## 122. Coin a Phrase

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By this I mean one of two things: either make up a phrase all on your own, or promote one that someone else came up with and you just LOVE. Who knows, maybe it'll take off and you'll be forever credited with inventing a hot new phrase. Maybe you'll even get recognized by Webster's if you go the extra step and make up a new word.

## 123. When NOT to Buy

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I know, I know, your job is to get people to buy and sell. You want to put everyone into a home of their own. But you know as well as I do that not everyone SHOULD be in their own home!

## 124. Be a How-To Helper

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At least once in your life, you'll spend 6 hours Google-ing a How-To. I know, I do this every weekend! The list is never-ending: How-To Build a Pond, How-To Paint Faux Finishes, How-To Install Bead-Board... you get the picture.

## 125. I'm so BORED!

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We all are. Why is everyone so bored all the time? It's like we need constant action to entertain our multi-tasking, over-fried brains. And that's just the adults! The kids, oh my... your readers are about to throw their children out the back door of the speeding minivan!

## 126. Don't Stress Over Distressed Properties

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Maybe I'm revealing my own ignorance here, but I was not aware of what a "Distressed Property" was until I read this. Sure, I've heard the term, but I had no idea what it meant.

## **127. Rent Vs. Own**

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Again, I realize that you are in the business of selling homes. I get it, and that's great. But I have a new approach for you. Write a post about how much a renter spends over a course of say, ten years, and then compare that to the buyer. I know what you're thinking, that the down-payment alone equals way more expense for the buyer, right? Maybe not...

## **128. Portrait of an American Family**

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You know that family, that like, half of all your local roads, schools and hospitals are named after? Who ARE those people, and why are they SO important? Good question—why don't you find out?

## **129. Get Political**

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It's time to come out of the closet as the liberal that you really are. Stop trying to hide it, I know your secret! Voice your opinion about something political. That's a good way to spark a controversy. We all know that people love to be opinionated about two things: politics and religion.

## **130. What Would You Do?**

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Everyone loves the "What if..." questions. It's fun to try and figure out how you'd act in situations, or what you'd think. Ask your readers a question for them to ponder and what their thoughts are. You could even do this in weekly installments, and it doesn't even need to be Real Estate related!

## **131. FSBO—Easy To Do?**

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Every Real Estate agent has had sellers that are currently going the FSBO route, and have decided that they can't do it. Will you take them on as a seller and help them where they're falling short? This happens all the time, so why is it that FSBO just doesn't work for some people? And how do you handle that situation?

## **132. Feature a Film**

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When was the last time you were at the movies? Who'd you go with? What did you see? How was it? The general public wants to know!

## **133. How Does Your City Stack Up Against the Competition?**

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Why don't you compare and find out? I'm sure that with your biased opinion, your city will win (that's fine), but it's worth doing the comparison anyway. See, I'm from Baltimore (yes, I am a true Baltimorean—I bleed purple and black), and I can compare Baltimore to its closest competition, Washington, DC. Not that they compare at all. Sorry, DC dwellers!

## **134. Share a Sonnet**

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Or any other work that you love. You could even make this a weekly or monthly thing. Like, "Friday's Inspirations" or hopefully something a tad more creative and keyword-rich.

## **135. Trivial Trivia**

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This is a fun way to tell your readers about your town, in a short-and-sweet manner. Just run down a list of interesting tidbits and share them. You can find this information easily enough in your town's library or at your local Chamber of Commerce's website.

### **136. Do Your Schools Measure Up?**

Well, you can certainly find out. The school boards put out annual reports, and they're publicly accessible. I don't think it would be necessary to publish the entire thing, since I'm sure it would be quite long and extremely boring, but you can publish the highlights and link to the actual report in case someone has a lot of time on their hands.

### **137. When Getting a NOD is Not Good**

Oh, the dreaded Notice Of Default. The first step of the foreclosure. Many people have no idea how a foreclosure works, and while no one ever wants to experience one, the fact is that recently, many people have.

### **138. What's That I Smell?**

Perhaps it's mold. It's a mean, sometimes green, house-eating machine. What ever shall you do about it?

### **139. Solar Powers, Activate!**

I know we've been talking a lot about "going green" lately, but here's a switch for you. Solar power. You remember that? Whatever happened to it? Everyone just kind of stopped talking about it, though I do see those solar panels on people's roofs and swimming pool covers all the time...

### **140. Are You Telling Me That Payments Are Optional?**

Are reverse mortgages popular in your market? Well, maybe they would be if people actually heard of them! I never had, until I found this post. You are a Real Estate expert, but we're not. We buyers and sellers have no idea of what our options are most of the time. HELP US!

### **141. Are Your Neighbors Hurting You or Helping You?**

I can speak from experience on this one. When we put our house on the market in Fort Lauderdale, we had a neighbor who refused to take down his tacky confederate flag from the front of his house. We had several people tell our Real Estate agent that they couldn't live next to such a racist man. Upon asking the neighbor to remove the flag, he refused quite rudely. So that was that. The house is still on the market. Not that his flag was totally to blame, but it had a big impact.

### **142. Real Estate 101 for the Newlyweds**

There's a lot involved in buying a house and moving, and that's stressful enough. But add in a wedding, newly meddling in-laws, and having to pack up not one, but two apartments worth of crap and blending it, and wow! You've got a mess!

### **143. From the Strange, But True Files of the MLS**

I have been on the MLS, and I know there's some strange stuff there. Everything from lime green houses, to photos of a bathroom during construction as the main photo, to parking spaces for sale can be found there.

### **144. DIY Gone Wrong**

I know we usually talk about the upsides of home improvement, but what about the down side? There is one, and it's not pretty. Lots of DIY-ers see a show on HGTV and decide they can install a bathtub, and it

turns out, they can't! So then the contractors have to be hired, and everyone charges even more because they know you're desperate, and it's a big mess.

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### **145. SOLD! To the Man in the Front With Bad Hair**

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So we've touched on house auctions, but what about stuff auctions? You know, where you bid on objects that you'd like to own? Maybe there's a stuff auction in your area, and maybe it's in a house that a celebrity owned, and maybe they took off and their stuff is being auctioned so the bank can regain some money... That's a lot of maybes.

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### **146. Spotlight on the Old Victorian**

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Every town has a house or several in their area that has a lot of history. Well, except Cape Coral. I think the oldest house here was built in 1950! But anyway, these old historic homes are so cool. Have you ever seen that show on HGTV, called If Walls Could Talk? If you haven't, then you should make it a point to watch it this weekend. It talks about how people bought old homes and, upon restoring them, found neat memorabilia or got a history lesson.

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### **147. Air the Dirty Laundry**

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You'll probably get a lot of hate mail for this one, but controversy is a good thing. Don't let the haters tell you any different! Every one of you has some knowledge of a scumbag that takes advantage of someone, and you have the power to call them out on it. Or, you could just sit there with your informative knowledge and keep it all a secret...

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### **148. Maybe That Investment Property Wasn't Such a Good Idea After All**

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A lot of Real Estate agents handle the renting of an investment property, so if you're one of them, you get to witness the gory details first-hand.

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### **149. What's the Fire Department Got to do With My Insurance?**

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If you've bought homeowner's insurance lately, or perhaps not-so-lately, you'll know that the insurance agent wants to know how close you are to a fire department. You may find it odd, but if you're lucky enough to live next door to the firehouse, your insurance may just be cheaper.

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### **150. Buyer-Do List**

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Buyers like options, and with so many homes on the market today, they have lots of them. You can effectively service their needs by compiling a list of all the local Open Houses going on this weekend. I know you know about them, all the agents in a 30-mile radius are emailing you Open House flyers daily.

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### **151. Announce a Birthday**

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Is someone special having a birthday? Give them a shout-out post celebrating their special day on your blog. It could be a co-worker, an employee, a contact you've made, or even you (if you're a bit of an attention hog!).

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### **152. Oh, Behave!**

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Just like any other social function, there are dos and don'ts of Open Houses. For instance, running around screaming about how phenomenal you think the kitchen looks is probably taboo. I would probably also recommend that you avoid testing out the swimming pool. I know it's hot outside, but get ahold of yourself!

### **153. Step Right Up for the Greatest Job on Earth!**

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Are you in need of some new agents, or do you just have a need to add more competition to the Real Estate market? Whatever your motives, your blog is a great place to recruit new agents to the field. Chances are, there are lots of readers to your site that have no involvement in the Real Estate world at all. Perhaps they would like to change that?

### **154. Too-Tiny Temples**

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We've all lived in or visited a home that was so small, you can't even turn around in there! You know, like that studio apartment you rented in college, that was really nothing more than a glorified walk-in closet with a toilet in the corner? Yeah.

### **155. Web Tools We Love**

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Even non-Realtors can appreciate a cool site feature, so do a little research and write about something cool. Don't worry about sounding like a tech-geek, because if you say what you need to say in basic English, it will be understood.

### **156. Man, You Gotta Relax...**

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Take some tips from the pros and learn how to de-stress the home buying process. Did you do it? Good. Now share those gems with your readers. Not only will the buyer love you for helping them calm down a bit, but you'll also love yourself for being brilliant enough to have the foresight to helping your buyers before they grow snakes out of their heads.

### **157. What Every Seller Should Know**

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As a professional, top-notch Real Estate agent, you know your sellers' rights off the top of your beautifully-styled head, right? Well, this may come as a shock so brace yourself, many sellers don't know their rights! Gasp!

### **158. Bad Staging 101**

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Staging seems to be the latest trend in making your house look a little cooler than it really is. Actually, it's not such a new trend. It's been going on for years, but lately it seems to have really gotten out of hand. I remember when I staged my house, it was all about moving the furniture for optimal placement, making the house smell good, and opening the blinds the exact right amount to let in the best amount of light.

### **159. To License or Not to License, That Is the Question**

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I'm sure people that spend a lot of time and money investing in Real Estate eventually ask themselves the all-important question, "Should I get my Real Estate license?" That's a good question, and with all good questions come many good answers.

### **160. Get You Vroom On**

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Who doesn't like a car show? There's nothing more all-American than loading up the kids and good ole Grandpa to go see all the old cars. Maybe afterwards you can all go get some ice cream. It's bonding time!

## **161. Lock Down!**

The thing I hated the most when my house was on the market was the lockbox. It freaked me out that people would be coming and going when I wasn't home. I required a lengthy explanation from my Realtor, along with a promise that no one was going to steal my stuff.

## **162. Look, Ma, No Hands!**

Remember when you were a kid and you had to show off your awards to everyone you ever met? Then, suddenly, you grew up a bit and modesty came in to play. Why is it that adults are ashamed of their accomplishments?

## **163. A Bug's Life**

Every part of the country has its own special wildlife. If you live in Maryland, you'll remember the Cicadas that took over a few years ago. Those things were so gross! I don't think they can see, which would make perfect sense because they fly into everything! There's nothing like having a 3" bug with red eyes flying into your head at light speed!

## **164. We've Only Just Begun...**

Who wants to make a list? How about a list of the dos and don'ts, rights and wrongs of obtaining a mortgage? You know, basic stuff, like, "don't get any more credit cards!" Believe it or not, a lot of people are unaware of these rules and need to be told.

## **165. Divine Intervention?**

I actually have to credit my mother-in-law, Roseanne, for this one. She recently visited a religious store and bought me and my husband a gift: a miniature St. Joseph that's supposed to help sell our house. Apparently you bury it near the mailbox, pointing in a specific direction, and it draws buyers to you. I just feel bad for putting the little guy in the dirt!

## **166. Make a Tribute**

It's always a sad thing when we lose our local hero or celebrity. The entire world is doing their own tributes right now, but that doesn't mean there isn't room for one more: yours.

## **167. Be All That You Can Be**

If you're going to be something, it's important to be the best at it. As a Realtor, I'm sure you have an opinion about landlords (don't deny it). What do you think makes a good landlord? What makes people fail as landlords?

## **168. Refrigerator Raider**

By looking in the fridge, of course! When a home is staged, it's often difficult to tell if the owner still lives in it. Buyers like homes that are being lived in. Vacant ones just don't have the same appeal, for some reason.

## **169. So THAT'S What It Means!**

You don't have to start a mini-dictionary or anything, but it would be a good idea to throw a term out there every once in a while. Sometimes consumers come across terms or phrases we've never heard, and as our

expert Realtor, you know what they mean. Of course, if you want to do a weekly term or phrase that wouldn't be a bad idea, either.

## **170. Hooray, You've Closed! Now What?**

---

Now you should write a series of ideas for new homeowners. It can be like a Honey Do list for the proud new owners. It's overwhelming to buy a house for the first time, move all your stuff in, figure out how to operate the lawnmower...

## **171. I Need Options!**

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If this seems like a simple concept, that's because it is. People like to hear about all their options, along with the pros and cons associated with each.

## **172. Show Me the Money**

---

Got a tip for your investment property owners? You can share it with them, and I'm sure they'll thank you for that. An investor is always looking to make more money, which is why they invested in the first place (duh).

## **173. Give it Some Gas?**

---

Equity Acceleration programs cater to the need of the American people to go faster. I don't know why we're all in such a hurry, but we are. It can be debated whether Equity Acceleration programs are more of a scam or a benefit. What do you think?

## **174. Ready or Not**

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It's Open House time! Does your seller know what that even means? I've been to a lot of Open Houses in my life, and I have seen some incredibly ill-prepared homes. There's nothing worse than walking into your seller's home to find laundry in a pile or dirty dishes, or an un-vacuumed rug.

## **175. Ask Why**

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Actually, you don't have to ask, but you can certainly answer. You are a smart, powerful, innovative and thought-provoking Realtor/Blogger! The general public wants to hear what you have to say!

## **176. Protect Your Piece of Dirt**

---

Actually, it's more like protecting yourself. If you have vacant land, there is very little that can be done to the property to hurt it, you know? You can't burn it down, or demolish it, or graffiti it or anything like that. But it is recommended that you have liability insurance for your dirt.

## **177. Sweat the Small Stuff**

---

But only if you're the seller. Perhaps it would be a good idea for all you Real Estate agents to make yourself a handy little case with things like super glue, tape, patch paint and a few tools. That way you'll always be prepared, just like a Boy Scout.

## **178. Give Kudos to a Buddy**

---

You know a lot of other Realtors, and chances are, they're blogging too. Maybe they wrote something interesting, that you want to get in on? I bet if you ask them real nice, they'll let you bogart their article (as long as you give them credit, of course!)

### **179. Scandal Among the LOs**

---

Did you know that many Loan Officers are not licensed? I didn't. Actually, I just never really thought about it before. I am a busy person, so these are not the things I usually ponder. It does bother me to know that people you trust with your personal information aren't backed by anything substantial, though.

### **180. Be a Fan**

---

Have a favorite sports team? For me, there are several. I have to represent my Orioles (Go O's!) and my Ravens (Ray Lewis didn't do it!) simply because I'm from Baltimore. Believe, hon. But by far, my favorite sports team is the Florida Panthers. I have to admit that I do love hockey. There's nothing greater in the world than freezing your butt off while watching a 6'5", 270 lb man get his teeth knocked out of his head to the tune of U2 blaring over the speakers.

### **181. What's so cool about your office?**

---

So I tell my friends how great it is to have such a wonderful office, but what is a "wonderful" office without your favorite gadget? Tell your readers about something totally awesome you have in your office. Le them into your life.

### **182. Mortgage payment going up? Not sure what to do?**

---

Successful people have financial plans made to help them budget their money. Should'nt you have a plan for when your Adjustable Rate Mortgage (ARM) begins to climb? Explain the importance of devising a plan on what a homeowner should do when they eel they are trapped in their mortgage.

### **183. 55+ Need Homes too**

---

So everything you've now covered everything from finding your first home to selling your first home, did you mention those absolutely gorgeous golf club communities or those that are for people 55 and older? Create a post with the most beautiful Retirement communities in your area and list some of the things to do there. The most popular gold clubs are normally Retirement communities along with the best tennis courts, pools, spas and much more!

### **184. So youre bored? Well, You think you can dance?**

---

Anything and everything can be talked about on your Real Estate blog, although we have not made it to the nightlife in your town. Not only young kids and college students like to go out but everyone. Talk about nightclubs, restaurants, local bars. Find out which of these are for young kids or for a more sophisticated adult. Also, cover events that might be going on at these places. Have fun with it, and you never know you may be out this Friday night.

### **185. Ready to retire, or just ready for a vacation?**

---

Summer, Winter, Fall or Spring families are always taking a vacation. What are the hottest spots each season? Help families find something new and exciting to do on their vacation, list attractions in a city and state nearby. Retirement destinations are very important, there's so many places in the world who would know where to start?

## **186. Is Your Air Conditioner Blowing Money Right out the Window**

---

Well is it? Whether you live in Florida or Michigan there is still a summer and a time to use your air conditioner, for those that do not know you must have your air conditioner serviced just like your vehicle. Update readers on things that we tend to forget about.

## **187. Youre gonna get in trouble!**

---

Here in Cape Coral, FL we have such a thing that is called Code Enforcement. Talk about a pain in the butt Pleasantville kind of life. We can only water our lawns on certain days of the week, wash your cars on certain days, no boats or RV's should be parked on your lawn, and the list goes on for days. Then if you get caught doing something wrong, you get a ticket. These are the types of rules and regulations that homeowners like to be aware of so that they don't have to pay that \$35 ticket for watering their lawn at 5:58pm instead of 6pm.

## **188. What should your child do when moving to a new town?**

---

This is something that can be very depressing for a child, leaving their friends and a place that they know. Write an article that helps children cope with moving. A "guide" for children with things to do in the area and how the child can make the best out of the moving situation.

## **189. Ever thought if you are talking "geek talk" to a client?**

---

Think about it, you know the entire lingo in Real Estate; a normal person may not know what you are talking about. Make a glossary of frequently asked questions and terms with definitions. This will ultimately be a great tool for potential or new clients.

## **190. New neighbors means Housewarming party!**

---

When moving to a new neighborhood we all would like for our new neighbors to be welcoming. Create the ultimate housewarming gift guide filled with gift ideas and maybe even some events to have for the neighborhood to get together to meet and greet!

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## **191. There is such a thing as Cancer Month**

October is Breast Cancer Awareness Month, and what better to write about than just that? Breast Cancer has been a serious matter for all recently. Create a post explaining what people can do to help, whether it be fundraisers or a walk for Cancer that are being help locally.

## **192. Get into the Halloween spirit**

---

I would agree with this post I came across that picking out the perfect pumpkin is "the hardest decision to make". Normally you go to the same place every year since you were a little kid to pick out the great big pumpkin you are going to carve this weekend with the family. Create a list of local Churches or businesses selling pumpkins. Talk about the pricing and what to look for when picking out "the best pumpkin" in the patch!

## **193. Glaucoma...its still important**

---

OK so not only is it Breast Cancer Awareness Month but it is also Glaucoma Awareness Month. Glaucoma affects millions of Americans each year. Find out if there are any local eye doctors offering any specials on eye exams, or any events being held. Make a list of eye Doctors in the area with phone numbers and addresses, and explain why its so important for people to get checked.

## **194. Time Shares are exciting getaways for many**

---

Time shares have become more popular for people looking to get away for a vacation. It is a semi cheaper form for vacationing and the types have expanded dramatically. From condos, town homes, yachts, motor homes, private jets, and much more. I know we have been saying to create a list for a lot of these ideas, but lists are good. They are easy to read and simple. Create a post listing the best time to buy a timeshare, where to buy, and the proper steps to take in choosing a time share.

## **195. I can put a house on layaway?**

---

Well theres something I never knew about, and I am sure that many other dont either. Your Real Estate blog is informative, and your plan is to let your readers in on everything. Explain to your readers about installment sales, what are they? How does it work? Are they only for certain people? After you write this post email me so I can read it and find out!

## **196. OKTOBERFEST**

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Create a post describing what Oktoberfest is. Give its history, where you can go to participate, etc. There is so much to cover and you can be the one to do it!

## **197. The dos and donts of traveling**

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So you have covered where to visit what about planning for that trip? Create a detailed post with a list of things to remember when traveling. Being organized is very important when planning a vacation, create a checklist (maybe one that a reader can print off your site) that someone can use before leaving for vacation.

## **198. New season, new precautions**

---

We are now in Fall and the weather is changing, well except for here in Florida. There are many things to do to prepare for the certain weather conditions this month, get them done early so you have no worries later and can enjoy your holidays. Create a checklist of important things to take care of before it gets too cold outside.

## **199. Fun, fun, and more fun**

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There are so many ideas in this list that are fun, let me give you yet another one. I came across this Wheel of Fun, and like the writer said it is a "fun link for your site if you are a Realtor".

## **200. Halloween**

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Of course I saved this one for last, but you shouldve known it was coming. There are so many things to talk about in this post. For instance, here in Florida we have Halloween Horror Nights in Orlando, Howl-O-Scream in Tampa, there are plenty of clubs that have Halloween parties, and the list just goes on. Also, tell your readers where Halloween came from, who invented this? A list of new horror movies would suffice too! There are so many options just pick one and start writing.

## **200. Create a poll**

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Getting readers to be more engaged in your web blog can be a little tricky sometimes. We have covered some great ways for you to get these readers to be a part of your blog and this one I feel tops them off. Creating a poll is very easy and it allows the reader to give their opinion. Whether it is about the look and feel of your site, or their feelings on the Real Estate market right now.

## **201. Thanksgiving**

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Thanksgiving is the best time of the year for great food, and a great family surrounding. Write a post wishing all of your readers a Happy Thanksgiving, and give them a background of Thanksgiving. Where did it originate? What are common recipes used? Are there any special events that are happening?

## **202. Get the best Mortgage Rate**

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Explain to your readers how they will be able to obtain the best mortgage rate by giving them the steps. Recently I found a great article (pretty short one) that gives details to readers about how to find the best mortgage rate.

## **203. Students need a place to live too!**

---

Dont forget about us studious ones. The future of this country! Speaking on experience, it is hard to be a student and find a new home that is affordable. Finding a place to move to was the one of the most difficult things I have done. It took months to find a Realtor that was trying to rent out an apartment, or condo for a decent price. You may be saying that you have homes available, well show me! I dug around the internet hardcore for a long time and finally found a newly renovated condo that was just in my price range. However, I almost gave up because I couldnt find any web blogs to go to in my area that talked about affordable housing.

## **204. Why buy, when you can rent?**

---

So this may sound a little redundant, but hear me out. People are constantly talking about how its better to buy than to rent, especially when you are young. Why? Explain the benefits of buying a home, condo, or apartment as opposed to renting one. I am on this student binge right now because it was hard finding helpful information from actual people that have been there done that, not some corporate office that is telling you what they want you to think to make money.

## **205. Im in college, not High School**

---

I keep reading about local events and information on real estate blog sites that gear more toward the local elementary, and high schools. Im not in high school anymore Im in college now. Wheres my information? Obviously enough I am mature enough to go to the front desk at my college and ask for a calendar of events, but what if I was taking classes online? Crete posts for college students that may not have the time to stop by their college due to work and school. A post with events happening at the school,

when we are done with school, deadlines for registering, etc. Your blog site is not only for selling houses, its about getting information out to the community.

So we have all this information on these schools, and awards that were given, but where is my local information? Where are the coffee shops, the places to get free Wi-Fi access, etc?

## **206. Wheres YOUR hottest "HOODS?"**

---

We have talked about almost everything under the sun in the past 205 ideas. Its getting kind of hard to come up with some new ideas, so lets expand on one. Make a list of the hottest neighborhoods in the area. Recapture their essence.

## **207. US City Rankings**

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Where does your city rank? Let your readers know where other cities rank with specific factors. Do some research and come up with your own list of top ranked cities and what they are ranked for.

## **208. Coming Soon**

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Create a category on your web blog for "coming soon" and write posts about new and upcoming arrivals to your town. New buildings being built, new developments, shopping, etc. Explain the benefits that the new arrival may or may not have to the town, and how much it is going to cost to live if it is a residential living.

## **209. Opinions Matter**

---

Your readers and clients opinions matter. Take the time to answer a question you may have received via email or by phone and write about it. No question is ever a dumb question, and there may be others out in the world asking the same question.

## **210. Focus on attracting sellers by covering topics a new home seller will face in the current market condition.**

See how the Wagner team wrote a series of posts that focused on attracting sellers by clearly outlining how sellers can compete against bank owned properties, desperate sellers and motivated sellers. These posts not only provide information on what kind of competition exists in the marketplace but also clear advice on what a seller can do to successfully compete against each type of seller.

## **211. Use the holiday season to create list posts on how to prepare for buying a home in the new year.**

The Wilkas Group covered the topic of what not to do over the holidays if you are considering purchasing a home in the new year. Sine the new year is the time for new beginnings people are looking forward and considering their goals of homeownership so remind them not to spend too much or change jobs over the holidays if a new home is in their plans.

## **212. Attend a public meeting and recap the public sentiment on the issues.**

Cindy DeCianni's attended a public meeting regarding one of the annexation of 15 square miles into Overland Park. See how she presented the facts of the annexation first from the town's standpoint then covered the public sentiment. This topic was timely as it was a hot button community issue that could directly affect real estate with new development and property taxes.

### **213. Show the relationship of real estate and the job market in your are.**

Brian Wilson penned a great post about how one of every 9 jobs in Colorado is in some way related to the real estate industry. In a climate where real estate seems to be a great concern among the general public, it is a good idea to remind people that the economy is still turning around the axis of real estate and many are still able to make a living off it.

### **214. Cover foreclosure rates in your farm area and the effects foreclosures have on the borrowers, lenders, investors and the competitive landscape for other sellers**

Sherry Wilson wrote a very informative post about how rising foreclosure rates directly affect borrowers, lenders, investors and the competitive landscape for other sellers. This post was very well researched and cites tons of sources which help to add to Sherry's overall authority on the subject. I highly recommend reading this post if you intend to write about foreclosures.

### **215. Use your experience and market analysis to combat and ally people's fears about the current market conditions.**

See how Diane Aurit cemented her authority and expertise as a Realtor that has been through a housing recession before and how she makes predictions for the coming year's home sales, what can be done to get a home sold in this market and how home inventories will benefit buyers.

My favorite quote from this post, "Based upon my own analysis, gut and experience, I honestly feel that 2008 will be flat. Listings that are staged well and priced right will sell in the usual 100 days for close to asking price just as they are now. Over-priced and stale listings may languish for months or even a year or more. Inventories of new and resale properties will remain high relative to the number of buyers. And, sales prices will probably come down slightly or remain flat versus the previous year."

### **216. Create a resource page that can help buyers and sellers wade through the information regarding the current housing or mortgage crisis.**

Broker Bryant, one of the nation's top real estate bloggers created such a page laced with commentary. This is a great way to present the facts, reference other posts that may be helpful to buyers and target both buyers and sellers in a single post.

### **217. Combat those pathetic roadside signs that say "we buy ugly houses."**

Dennis Blackmore covers the topic of foreclosures and predatory companies that seek to exploit people with trouble with their mortgage. As a homeowner, I have always wondered what those "we buy ugly houses" signs are all about and this post puts it into perspective. Dennis also has a great call to action at the end that tells people that are in trouble with their mortgage to not be embarrassed and call him today. Dennis really comes across as a compassionate and expert real estate professional through the following article and I highly recommend you scan it if you are considering writing on foreclosures.

## **218. Provide glossary of term posts for various prospect groups such as first time home buyers, sellers, investors etc.**

Chris Myers really knows how to target specific prospect segments. While glossary posts are always a quick way to build content when in a rush, I really think this is a new twist on that time honored idea. Instead of providing all your glossary terms in a single post, create new category for your glossary posts and separate out the terms by target market. For example, you would have a first time home buyers glossary that is plainly written with simple explanations of common real estate terms related to buying a first home. You can also create "selling one, buying another," "first time real estate investor," "short sale," "buying foreclosures," etc.

## **219. Moving guides**

In terms of customer care, you definitely want to keep your past clients interested in your site so, provide moving guides. Be sure to include links to local moving companies you recommend, places you can purchase boxes and moving supplies and general tips on moving. The Neumans of San Diego certainly know how to keep their customers happy and coming back to their site even after a close, just check out the following post on moving tips.