

# Blog Ideas

## What do I blog about?

You sit in front of the computer and there is a blank screen. It is no different than a writer with a white blank page ready for her next novel.

Think about what you love to talk about. Think about what makes you smile. Look at your desk, what you read about in the newspaper or magazines. Where are you most opinionated? What topic do you bring up first at dinner? What about a video or photo blog? Everyone talks about "content." There's so much noise out there. Make your blog personal! Here are some ideas to get you going. Make any blog easy and fun!

### Educating the Consumer about Real Estate

- "The closing process in explained
- What is a Short Sale?
- How does the MLS work?
- How does the lock box work?
- How long does t take to close a transaction
- Where to find housing information on my website

### Financial Info

- Interest rates have been relatively stable
- What is a closing cost?
- Explain the A.P R.
- Get the best mortgage rate
- Can I lock in the interest rate?

### Listing Information

- 5 things you can do to stage your house
- Anybody can give their house away
- Most popular marketing tool is the MLs
- Is your Zillow Zestimate close to the real value of your house
- How can you get top dollar for your house
- What website will feature my listing

### Buyer info

- You agent can give you information on any house on the market
- How do you know if it is a "good buy?"
- Advantages to buying over renting
- Now is the time to buy
- 3 things to know before you write an offer
- Is the neighborhood save?

### Neighborhood information

- Top 5 coffee shops within walking distance
- New stop sign at 5<sup>th</sup> and Madison
- Historic neighborhood home on market
- Crossing Guard needed for school
- Photo a day in our neighborhood
- Guess the location of my weekly photo.

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# Blog Ideas

(Continued)

## Top Three List

- Top 3 favorite listings this week
- Top 3 blogs I read
- Top 3 books I've read
- Top 3 first time buyer's houses
- To 3 condos for sale

## Fear Factors

- For sale by owners beware at open houses
- Ten ways homeowner can sabotage sale
- Three reasons why buyers need a home inspection
- Is your assessment too high?
- The dangers of overpricing your home
- Are agents using your home to sell your neighbor's house?
- Sellers that wait can increase risk of foreclosure

## My stories

- My last buyer moved from Australia
- How I helped a seller from foreclosure
- Sold my listing at an open house
- How my new buyer went green after getting power bill
- The most interesting home I have sold
- My first day in real estate

## Real estate news stories

- Quote paragraph from news and write your thoughts
- Have link to local real estate article
- Write about rezone of the area and a link to county site

## Other Blog topics

- Theme days. Can be luxury house, something blue, holidays
- Photo blog. Can include photos of area or even a quiz about where it was taken
- History of area. Can include some historical fact
- Video. Can be one your record
- Quote of the day. There are millions, billions of quotes. Humorous jokes.
- There is nothing better than laughter
- Poll of your readers. Take a poll of their opinion once a week
- Knitting or sewing blog. This can have a quote or photo or a tip of the week
- Fantastic Fishing Blog. If you love fishing or have another hobby
- Weekend Blog. What is happening each weekend in town.

Tie any blog to something about your real estate business. If you are writing about an area then let the reader know what your connection to that area is. If you are writing a blog about a personal interest then try to tie each blog to your business.

For example:

I have been fishing for more clients this week.

My last buyer inspired me to choose this quote today.

This historical house was sold last year.

***Email Natalie Danielson [clockhours@gmail.com](mailto:clockhours@gmail.com) or visit her blogs!***