



CONTENT INSPIRATION

— FOR REAL ESTATE AGENTS —

LOOKING TO CREATE

A REAL ESTATE EBOOK FROM



NEED HELP CREATING CONTENT?

One of the most difficult but important things a 21st-century real estate agent must do is create content. Most agents get annoyed with it. We get it. Making content requires an investment of time and energy, both of which you may not have much left at the end of the day. However, the exponential benefits of creating content and using it to tell your story are astronomical.



A woman with dark, curly hair is looking down at a smartphone in her left hand while holding a white mug with her right hand. She is wearing a brown top and blue jeans. The background is a blurred indoor setting.

THE BENEFITS OF CREATING CONTENT

When you make effective content, you'll make more money for your business. The list of advantages of agents who create content versus agents who don't extend well past this list. Content creation is by far one of the best long-term strategies for any agent trying to achieve success in real estate.

- Creates Awareness
- Inexpensively Markets Your Services
- Engages Your Audience
- Forms a Two-Way Communication Pipeline
- Effectively Tells Your Story
- Gains a Following
- Generates More Leads

CONTENT TYPES FOR REAL ESTATE AGENTS

There are many different content pieces you can create. Our experts suggest concentrating your efforts into one of these six categories:



Social Post:

A statement a person makes on their own social media feed. It's usually seen by their friends and followers and allows for the simplest form of back-and-forth communication.



Memes:

An image, video, phrase, or some combination of a visual and bolded, capitalized text that is virally shared across social media networks and blogs.



Blogs:

A discussion or informational website published on the internet consisting of discrete, often informal diary-style text entries.



Email Newsletter:

An email communication sent out to inform your audience of the latest news, tips, or updates about your market or company.



Digital Video:

An inexpensive, high-quality video format used and shared online by both consumers and professionals.



Ebook:

An electronic version of a printed book that can be read on a computer, tablet, e-reader, or smartphone.

Sources: Statista.com (Ebook), 99firms.com (Video, Blog), Smartinsights.com, Campaignmonitor.com (Newsletter), University College of London (Memes), Pewinternet (Social Post)

INSPIRATION FOR THE CREATIVE AGENT INSIDE

“What if I’m just not a creative person?” It’s a common question that has one answer: Hogwash. Everyone in their own right is creative, they just might not have the guidance they need. That’s where we come in.

The first step to content creation is an observation of your current surrounding. What exactly works when it comes to content? Check out the following examples, including influencers and important sources, for content inspiration. From there, we can help you understand the “how” part.





SOCIAL POST

Facebook


 **Fredrik Eklund** is in **Beverly Hills, California**. May 30 at 3:23 PM · 🌐

You know I love a good sneak peek... Proud to share more of this Beverly Hills architectural masterpiece with you very soon. 8,000+ Sqft on almost an acre asking \$16,500,000. Listen with @coopermount and @berkslewis. Tag someone who should buy this for you! 😊 @ Beverly Hills, California



👍❤️👏 961 81 Comments 9 Shares

LinkedIn


 **Zack Scriven** • 3rd+ Video Storyteller / LinkedIn Influencer / Real Estate Agent 6d • Edited • 🌐

I went to Sydney, Australia and met up with [Shay](#) 🌟 [Rowbottom](#) (before she was LinkedIn Famous)

I put together this Vlog from the 4-Day trip to share what it was like.

Enjoy!

[#linkedinlocalsydney](#) [#sydney](#) [#australia](#) [#travel](#) [#vlog](#)



Traveling to Sydney with just a backpack
youtube.com

👍❤️ 17 · 15 Comments

Twitter

 **Jamie Tian** @jamielian · May 18

Happy Motivational Monday! Did you know that yesterday May 17th was National Real Estate Day? This mural outside of the [@TheAltmanBros](#) new office embodies everything that I love about the city of Los Angeles and why... [instagram.com/p/CAVv2hdAkiH/](https://www.instagram.com/p/CAVv2hdAkiH/)...

🗨️ 🔄 ❤️ 1 🔗

Instagram

 **selling.the.fort** Fort Worth, Texas



👍💬🚩

86 likes

selling.the.fort Thursday night in Cowtown! 🇺🇸 Our friends at [@mleddys](#) are re-open! Give them a vi... more

View all 2 comments

June 4



SOCIAL POST

Why Do These Posts Work?

- Engages and informs about their profession and who they are
- Demonstrates value they can provide to their clients
- Utilizes imagery and links to enhance the social post
- Flawless grammar

These posts demonstrate a clear understanding of their audience and what they want to see. The content of each post is very clean in communication and does enough to engage and inform the audience while not boring them to death. All these posts we've highlighted are about real estate but incorporate other items like funny imagery, clever prose, and topics that capitalize on what's going on in the world (e.g. holidays, current events).

If you have a chance, check out each influencer's feed in the links below. You may notice some of their posts deal with things that have absolutely nothing to do with real estate. And that's okay. These posts show that you shouldn't be afraid to show who you are as a person. Remember, you're not only trying to sell the house but also yourself as a personable agent whom clients can trust.

FREDRIK EKLUND
on Facebook

ZACK SCRIVEN
on LinkedIn

JAMIE TIAN
on Twitter

SELLING THE FORT
on Instagram



MEMES

@thebrokeagent



thebrokeagent



When you see agents from your office at the same open house

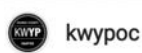


Liked by badrealestategics and 4,363 others

thebrokeagent Throwback to when we had open houses. Tag someone who eats eggs.

[View all 121 comments](#)

@kwypoc



kwypoc



25 likes

kwypoc 😂😂😂 #amiright #kwypoc #kwyp
#kellerwilliams #agentsbelike #realestatememes

@modarealty



modarealty
New York, New York



53 likes

modarealty A very special closing today! .

.... more



MEMES

Why Do These Memes Work?

- Capitalizing on pop culture references
- Each meme understands its audience
- Wit + Humor + Relatability = Shareability
- Images are universally well-known
- Clear, concise copy
- No confusion

FINAL ANALYSIS: When creating memes, you need to understand the audience you're targeting. Some of these memes are B2B (agent to agent) while others are directed at homebuyers and sellers. However, while the intention is important, creating memes that engage and demonstrate you understand the industry adds true overall value to your social feed. In turn, this value increases your validity as an agent with colleagues, clients, leads, and brokerages. Just because one meme is intended for one audience does not mean you're hurting your perception with another by posting it.

BLOGS



Helpful Advice For Selling A Home For The First Time

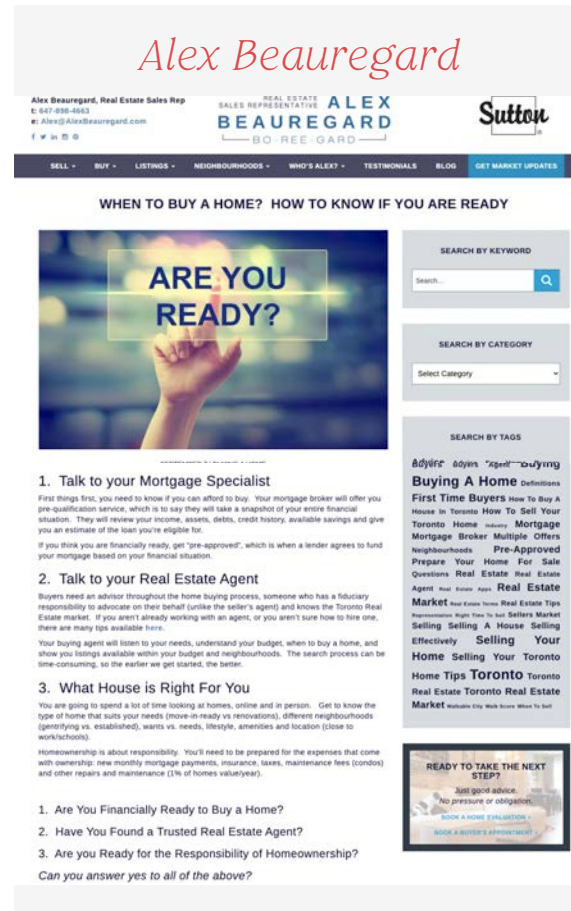


When it comes to real estate tips and tricks, there are tons of great articles and content available for [first time home buyers](#). The same cannot be said about tips and tricks for first time home sellers.

When the decision is made by a first time home seller to list their home for sale, there is often a period of confusion. Most first time home sellers have no idea where or how to start the home selling process.

It's very important that first time home sellers understand what the home sale process entails, what costs are associated with selling a home, and many other very important aspects of the home selling process.

Before you sell your home for the first time, make sure you check out some of the most important first time home seller tips and tricks below. By following these



1. Talk to your Mortgage Specialist

First things first, you need to know if you can afford to buy. Your mortgage broker will offer you pre-qualification service, which is to say they will take a snapshot of your entire financial situation. They will review your income, assets, debts, credit history, available savings and give you an estimate of the loan you're eligible for.

If you think you are financially ready, get "pre-approved", which is when a lender agrees to fund your mortgage based on your financial situation.

2. Talk to your Real Estate Agent

Buyers need an advisor throughout the home buying process, someone who has a fiduciary responsibility to advocate on their behalf (unlike the seller's agent) and knows the Toronto Real Estate market. If you aren't already working with an agent, or you aren't sure how to hire one, there are many tips available here.

Your buying agent will listen to your needs, understand your budget, when to buy a home, and show you listings available within your budget and neighbourhoods. The search process can be time-consuming, so the earlier we get started, the better.

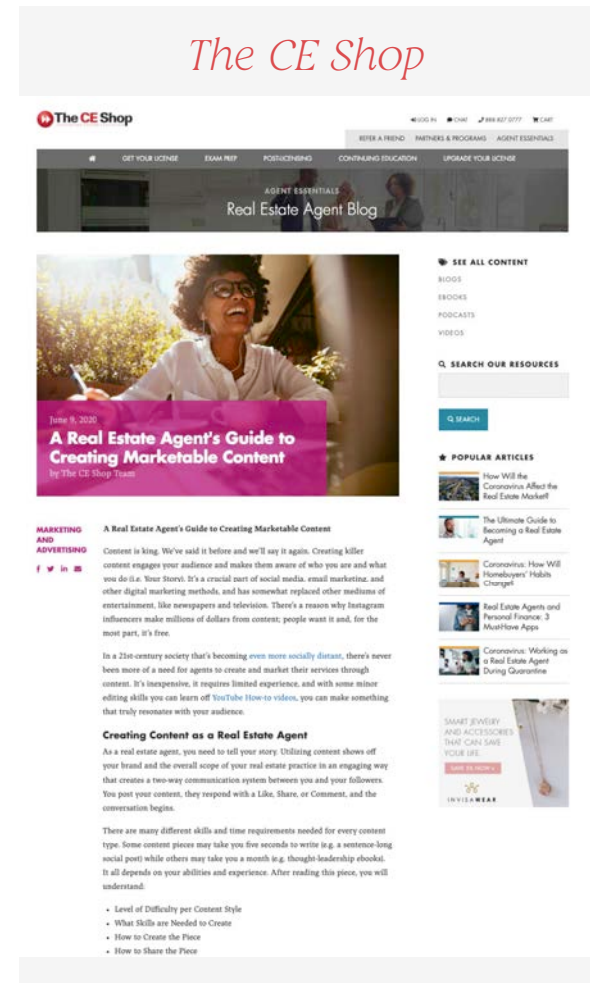
3. What House is Right For You

You are going to spend a lot of time looking at homes, online and in person. Get to know the type of home that suits your needs (move-in ready vs renovations), different neighbourhoods (gentrifying vs. established), wants vs. needs, lifestyle, amenities and location (close to work/schools).

Homeownership is about responsibility. You'll need to be prepared for the expenses that come with ownership: new monthly mortgage payments, insurance, taxes, maintenance fees (condos) and other repairs and maintenance (1% of homes value/year).

1. Are You Financially Ready to Buy a Home?
2. Have You Found a Trusted Real Estate Agent?
3. Are you Ready for the Responsibility of Homeownership?

Can you answer yes to all of the above?



MARKETING AND ADVERTISING

f t i n

A Real Estate Agent's Guide to Creating Marketable Content

Content is king. We've said it before and we'll say it again. Creating killer content engages your audience and makes them aware of who you are and what you do (i.e. Your Story). It's a crucial part of social media, email marketing, and other digital marketing methods, and has somewhat replaced other mediums of entertainment, like newspapers and television. There's a reason why Instagram influencers make millions of dollars from content: people want it and, for the most part, it's free.

In a 21st-century society that's becoming even more socially *disrupt*, there's never been more of a need for agents to create and market their services through content. It's inexpensive, it requires limited experience, and with some minor editing skills you can learn off [YouTube How-to videos](#), you can make something that truly resonates with your audience.

Creating Content as a Real Estate Agent

As a real estate agent, you need to tell your story. Utilizing content shows off your brand and the overall scope of your real estate practice in an engaging way that creates a two-way communication system between you and your followers. You post your content, they respond with a Like, Share, or Comment, and the conversation begins.

There are many different skills and time requirements needed for every content type. Some content pieces may take you five seconds to write (e.g. a sentence-long social post) while others may take you a month (e.g. thought leadership ebook). It all depends on your abilities and experience. After reading this piece, you will understand:

- Level of Difficulty per Content Style
- What Skills are Needed to Create
- How to Create the Piece
- How to Share the Piece



BLOGS

Why Do These Blogs Work?

- Topics inform and establish thought-leadership
- Content is helpful for the home buying and selling process
- A healthy mix of “how-to,” macro principles, and fun/entertaining content
- Interesting ideas and points of views not seen elsewhere
- Understands its audience’s needs and wants

FINAL ANALYSIS: Featured on the previous page are two well-respected blogs written by real estate agents (agents to homebuyers and sellers) and our own blog, [Agent Essentials](#), at The CE Shop (educators to agents). The writers of all these blogs do a great job of uncovering topics that their audience wants to read while covering many different themes. All pieces are written at a high standard and feature few (if any) grammatical errors. They don’t fear thinking outside the box and gain good traction due to that creativity alone.



EMAIL NEWSLETTERS

Team Dokken Newsletter

COMPASS



Welcome, Summer!

We're here to help ease your way into this new summer season with inspiring stories and ideas for the whole family. Read on for local news and stories of positivity you don't want to miss out on, as well as insider tips and lifestyle content curated just for you. Enjoy!

Real Estate in the News

Real Estate Rebound

It's no surprise that the global pandemic has had a deep impact on real estate. The pandemic prompted a dramatic decline in listings going under contract across

The Hustle

the **HUSTLE**
TOGETHER WITH
OWL Labs

It must be especially weird for graduating students right now. To help the season feel a little more normal, YouTube broadcast a star-studded virtual commencement on Sunday, with speeches from Beyoncé, Taylor Swift, BTS, former first lady Michelle Obama, and former president Barack Obama.

You can read a transcript of Michelle's powerful remarks [here](#), but we thought this message from her speech was a good note to start the week: "Treating people right will never, ever fail you."

PS: Congratulations to Allison Batts, Emma Copeland, Kate Turner, Arnuaud Moncousin, and Alexander Remtulla, the winners of last week's Trends quiz contest. Keep an eye on your inbox for more details about your free one-year subscription to Trends.



DIGGING OUT

What to expect as New York City begins to reopen

Today is a big milestone for the Big Apple: New York City is [beginning](#) the first phase of its reopening.

Here's what you should know

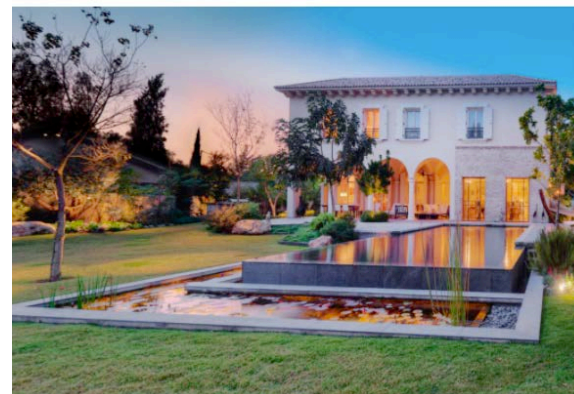
The coronavirus pandemic hit NYC harder than any other American city, with [200k+ cases](#) and 20k+ deaths. Nearly 900k jobs disappeared during the outbreak.

Other regions of New York state have already started to reopen – the city was the last of 10 areas to hit all of the required health metrics. On Sunday morning, Mayor Bill de Blasio lifted the curfew that had been imposed during the protests over George Floyd's death.

The first reopening phase means retailers can get back to business with curbside and in-store pickup only. Construction companies, manufacturers, and wholesalers are also allowed to restart work.

Inman Headlines

inman
Luxury Lens



Presented by **REALM™**
POWERED BY HUMAN CONNECTION

Each Friday, take a look at real estate through Inman's **Luxury Lens**. *Luxury Lens* features the latest luxury trends and market reports, conversations with top producers from across the country, and spotlights on new and noteworthy luxury listings. Would you like to contribute? Email luxurylens@inman.com.

These are the 2 things luxury buyers want right now

By Veronika Bondarenko, Inman

Space and safety are the [two things](#) that are currently top of mind for every [luxury buyer](#), speakers at Inman's virtual real state conference, [Connect Now](#), on Wednesday concurred.

Mauricio Umansky, of The Agency, said that staying in one place for long periods of time has made many of his clients in Beverly Hills [reconsider what kind of home they'd like to live in](#). Many have



EMAIL NEWSLETTERS

Why Do These Email Newsletters Work?

- Features a diverse collection of content (topics and mediums)
- Clear and concise design
- Tells the agent brand's story and what they've been up to over the last month
- Engaging content that meets the criteria expected from blogs, ebooks, memes, social media, and digital videos.

FINAL ANALYSIS: These newsletters do a great job of summing up their brand over the past month. There's a nice mix of different topics, content styles, home listings, and Call to Action links that make this both an engaging and easy read. In many ways, your newsletter is your ultimate marketing tool. It's a nice snapshot of what you've been up to while also helping promote why you got your license in the first place: helping people buy and sell homes.



VIDEOS

@funnyrealestateagent

funnyrealestateagent
Phoenix, Arizona



28 views

funnyrealestateagent Condo for sale in downtown Phoenix! #luxuryliving #luxurycondos #urbanliving #urbanlife #urbanlifestyle #urbanstyle #realtor

@WalkerHallRE

WalkerHall Real Estate Group · Follow
May 27 at 4:33 PM · 📺

Real Estate Market Report - May 2020

In this market update video, I answer the burning question on everyone's mind... When... See More



Like Comment Share

@bozemanrealestategroup

Bozeman Real Estate Group · Follow
December 6, 2019 · 📺

Being a real estate agent is easy

Being a real estate agent is easy. #realtorlife #realestate



Like Comment Share

👍👎💬 591 · 108 Comments

@williesoto_miamirealtor

williesoto_miamirealtor



38 views

williesoto_miamirealtor Jade Signature Penthouse 5503
• A masterpiece is work done with extraordinary skill. It is timeless, original, imaginative, and inspiring. High above the beach, at the top of Jade Signature, this unprecedented Miami penthouse is a masterpiece of luxury and light, transformed into a one-of-a-kind statement home.



VIDEOS

Why Do These Videos Work?

- Well-executed videos regardless of production costs
- Authentic content
- Informative for homebuyers and sellers
- Sells their services with a clear intention
- Engaging and entertaining
- Differentiates from the competition

FINAL ANALYSIS: This diverse collection of digital videos hit all the marks when it comes to their content value. The creators understand their audience and are catering to their needs. More importantly, these videos stand out while not forgetting to sell their services. What makes them so great are their abilities to not rely on telling their audience. Instead, the videos show current clients, leads, and other interested parties what the agent can do for their home buying and selling needs.

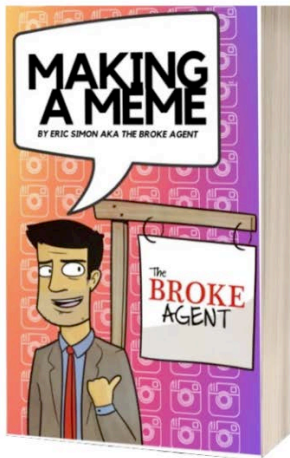


EBOOKS

The Broke Agent

**BROKE
AGENT**
store

Home Apparel Accessories
Buy The Comic Book Get The e-Book About



Making a Meme: The Ebook

\$0.00

ADD TO CART

I want to help you sell more real estate through what I've learned about marketing and building a brand with humor. Memes have been the lifeblood of BA content for years and I want to show you the strategy and tools I use to create them!

This guide will explain not only **why** memes are such a great marketing asset, and community engagement tool on social media but also exactly how to create them! From the thought process...to where to find the image, and even what apps to use!

Totally free and goes straight to your inbox!

[SHARE](#) [TWEET](#) [PIN IT](#)

The CE Shop

The CE Shop
Real Estate Continuing Education

LOG IN CHAT 888.827.0777 CART

REFER A FRIEND PARTNERS & PROGRAMS AGENT ESSENTIALS

GET YOUR LICENSE EXAM PREP POST-LICENSING CONTINUING EDUCATION UPGRADE YOUR LICENSE

AGENT ESSENTIALS

Real Estate Agent Ebooks

Business Guide to Marketing and Advertising in Real Estate

Real Estate Marketing & Advertising 101

Since the creation of the internet, a new form of marketing has emerged: Digital Marketing. The biggest difference between this and traditional marketing comes down to the level of interaction.

Real Estate Marketing: Best Practices

Deciding where you advertise depends on your needs, target market, and budget. We've hand-selected and explained what we consider to be the best methods of marketing for real estate agents.



SEE ALL CONTENT

BLOGS
EBOOKS
PODCASTS
VIDEOS

SEARCH OUR RESOURCES

SEARCH

POPULAR ARTICLES

How Will the...



EBOOKS

Why Do These Ebooks Work?

- Highly informative
- Demonstrate a large breadth of knowledge
- Show a willingness to help regardless of the reader being a client
- Fantastic design and format
- User experience is supreme
- Well-written material
- Do a good job of simplifying and explaining advanced topics
- Properly sourced and researched

FINAL ANALYSIS: An ebook is your way of demonstrating something you know that may not be easily found online. These ebooks do just that. They explain different subsections of the industry that someone would not know unless they are experienced or have worked in that field. At the end of the day, if you can provide people a rare, priceless informational experience that can't be found anywhere else, you'll position yourself as a trustworthy source that knows what they are doing.

LEARN FROM THE BEST

This list of influencers covers real estate agents, brokerages, and other companies that have mastered the art of content creation. Check out their work and learn more about what makes their content kick ass and take names.

List of Top 100 Real Estate Agent Influencers

@THEBROKEAGENT

@MODAREALTY

@FLATFEEFLORIDAREALTY

ROCHESTER REAL ESTATE

@WILLIESOTO_MIAMIREALTOR

@FUNNYREALESTATEAGENT

@KWYPOC

@BOZEMANREALESTATEGROUP

@REALTYSHOPSTL

@WALKERHALLRE

@ZACKSCRIVEN

READY TO GET STARTED

*(But Don't Know
Where to Start)?*

We've got you covered. If you're looking for a step-by-step guide to creating content, download our informative piece [*A Real Estate Agent's Guide to Creating Marketable Content*](#) or this [quick one-sheeter infographic](#) for printing and safekeeping.

In these two pieces, we break down everything you need to know about creating content as a successful real estate agent looking to effectively market their services.



ABOUT US

Founded in 2005, The CE Shop has become the leading provider of online real estate education through an encyclopedic knowledge of the real estate industry.

Our ever-expanding course catalog of Pre-Licensing, Exam Prep, Post-Licensing, and Continuing Education products are trusted throughout the industry and offer agents across the country the education they rely on.

With courses available in all 50 states and D.C., we're driven by a desire to constantly improve, both for ourselves and our students.

