

Stand out from the crowd:

*12 examples of great
real estate content*

The real estate world is crowded.

How do you stand out?

One way is to create useful content and share it with your clients. We live in a world where just about everyone has access to basic tools and platforms to broadcast their message to an audience. We read blog posts, watch video tutorials and flip through Instagram guides. Content is everywhere.

But diving into the world of content can be a bit intimidating for a solo real estate agent or small marketing team. It helps to have a bit of inspiration. What does good content marketing look like? We designed this guide to help you find the answer.

This guide will help you understand:

- 🔦 What [content marketing](#) is and why it works;
- 🔦 Examples of great [real estate content](#); and
- 🔦 How [rasa.io](#) can help.

Let's start with the basics.



What is content marketing?

Content marketing is a form of digital marketing that focuses on sharing relevant and useful informational content for a targeted audience.

Content marketing is the process of strategically creating, publishing and sharing relevant and useful informational content for a targeted audience. As a real estate agent, it can help you boost home sales by warming existing leads and finding new ones.

The key words here are **relevant** and **useful**.

The goal of content marketing is to inform existing and prospective clients. Your content marketing needs to go further than promoting your agency and its listings.

Focus on creating and sharing content that is helpful to your audience, regardless of whether they're buying or selling a home at the moment.

Impactful content marketing requires expertise and creativity. Think about how you can help your clients in a way that no one else can, as well as how you can deliver that information in a format they will use.

Why does content marketing matter?

There's mounting evidence that traditional forms of outbound marketing aren't as effective as they used to be. The straight talk? **People are tired of their lives being interrupted by ads.**

Content marketing is a way for real estate agents to counter some of that fatigue. Content works because it prioritizes the relationships you have with your clients. Those relationships grow when you take the time to share useful information with your audience.

Real estate agents who use content marketing to engage with clients:

- 💡 Increase brand awareness;
- 💡 Earn expert status in their communities; and
- 💡 Stay **top-of-mind** among clients, even in between buying cycles.

We'd like to highlight that last bullet point. Real estate is a competitive space with a very specific marketing challenge—the one-on-one time real estate agents get with customers comes (at best) once every few years when people need to buy or sell a home. For many buyers and sellers, their relationship with their agent ends after closing.

Content marketing types

- *Blog Posts*
- *Videos*
- *eBooks*
- *Email Newsletters*
- *Podcasts*
- *Templates*
- *Infographics*
- *Social Media*



“I get by with a little help from my friends...”

On top of that, research shows that people are staying in their homes longer, stretching out the sales cycle for real estate agents.

If your marketing strategy is solely focused on sharing current listings, you're missing out on an opportunity to grow client relationships outside of the context of a home purchase.

This is where content marketing comes in.

Benefits of Content Marketing

It strengthens client relationships. As The Beatles sang: “I get by with a little help from my friends.” Content marketing allows you to step into the role of a friend who shares their know-how without expecting much in return. You want your clients to think of you as a trusted adviser. Sharing information through content marketing helps you build that trust.

It builds brand awareness. Data from BrightEdge shows that more than half of all website traffic comes from organic search. Content helps you cast a wider net in your marketing efforts, increasing the chances that your brand appears in search results across a broader range of topics.

It helps you learn about your clients. Creating content allows you to gather insight on the topics your clients are interested in as well as how they consume information. You can use what you learn through content marketing to inform your larger marketing approach.

What does great content look like?

Content marketing helps you...

- *Increase brand awareness*
- *Earn expert status*
- *Stay top-of-mind*

Content marketing is a fun and creative way to keep real estate clients engaged with your brand. The challenge? It can be tough to figure out what content is the best fit for your message.

Major real estate brands like Century21, Keller Williams Realty and Zillow often mix up their content marketing, publishing blog posts and posting to social media, along with video content and infographics.

The good news is that there is a ton of inspiration out there.

Let's take a look at some examples of content marketing.



Email Newsletters

The background features a stylized, halftone-textured graphic. On the left, there is a large, light blue and purple envelope shape. On the right, there is a red circular arrow pointing clockwise. The overall color palette is dominated by reds, purples, and blues.

Most real estate agents already use email marketing to keep in touch with clients. That makes email newsletters a natural fit for real estate content marketing. Successful real estate email newsletters have a simple design, approachable writing and provide useful and engaging content.

Summit | Sotheby's
INTERNATIONAL REALTY*welcome* JUNE

REAL ESTATE AND LIFESTYLE UPDATE

As we move into June and cross our fingers that the snowfall we had last weekend will be the last until winter, I wanted to give a quick update on Park City itself and the local real estate market.

With the easing of restrictions, we are beginning to see the return of out of town guests. While the large summer events such as Deer Valley concerts, July 4th parade, and the Tour of Utah have been cancelled, the hiking, mountain biking, fresh mountain air and sunshine are still in abundance.

With the easing of restrictions from COVID-19, the real estate market in Park City has rebounded with pending sales consistent with the number of pending sales during the same time frame in 2019. Pending sales have exceeded the number of pending sales in 2019 beginning with the week of May 20, 2020. Sales are occurring across all price points with many properties going under contract quickly due to an inventory shortage in some areas.

Wishing you continued good health and safe travels if you are planning a trip to Park City or any other travel destination.

If you have further questions about the Park City real estate market, please feel free to reach out.

Stay safe and healthy,

Debbie

It has a simple black-and-white color scheme, and the layout highlights images and video.

in the kitchen with
SSIR

In the Kitchen with Summit Sotheby's International Realty Good food does so much more than nourish and fuel our bodies. It satisfies and comforts. Food can be nostalgic, certain aromas triggering memories long forgotten from childhood. It can be eye-opening, new and different flavor combinations so foreign our taste buds don't know what to make [...continue reading by clicking the button below]

[VIEW THE COOKBOOK](#)

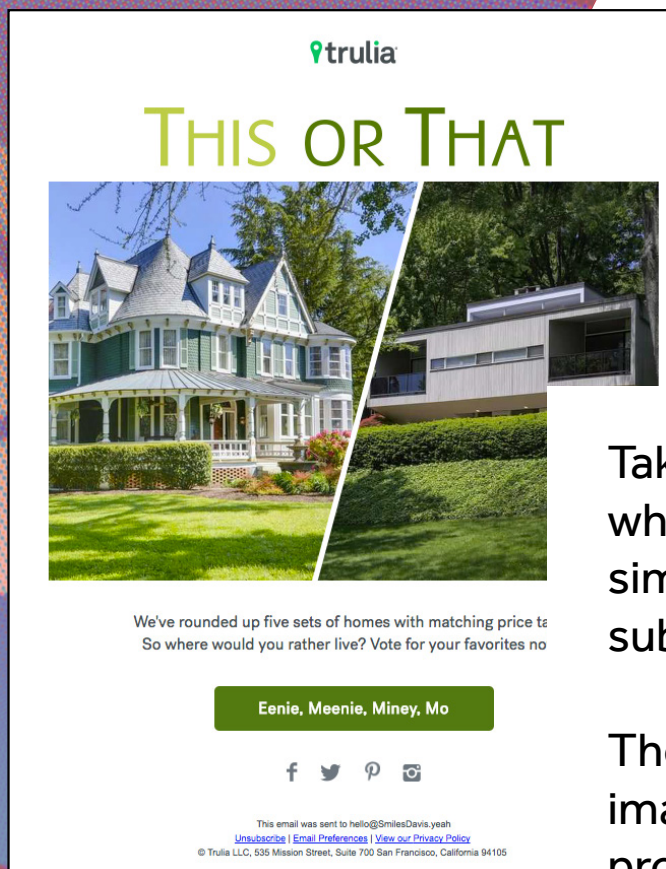
We like the polished look of this email newsletter from Summit Sotheby's International Realty in Park City, Utah.

what is
HOME?

It is safe to say that the last several weeks have impacted all of us. We miss loved ones and friends and the world has felt very uncertain. Inspired by the thought of "What is Home?", our in-house videography team stopped by the homes of our sales associates, management and staff to say hello, from afar, with the help of some drones. The message of home is powerful. Home is a sense of inclusion – a sense of place. It is where you can be yourself. We hope you enjoy getting a glimpse into our lives at home, but most importantly, we wanted to pause and say thank you to all of the families who have trusted us with their homes. #inthistgether



The content is lifestyle oriented: videos from clients at home and giving a preview of the agency's latest cookbook.

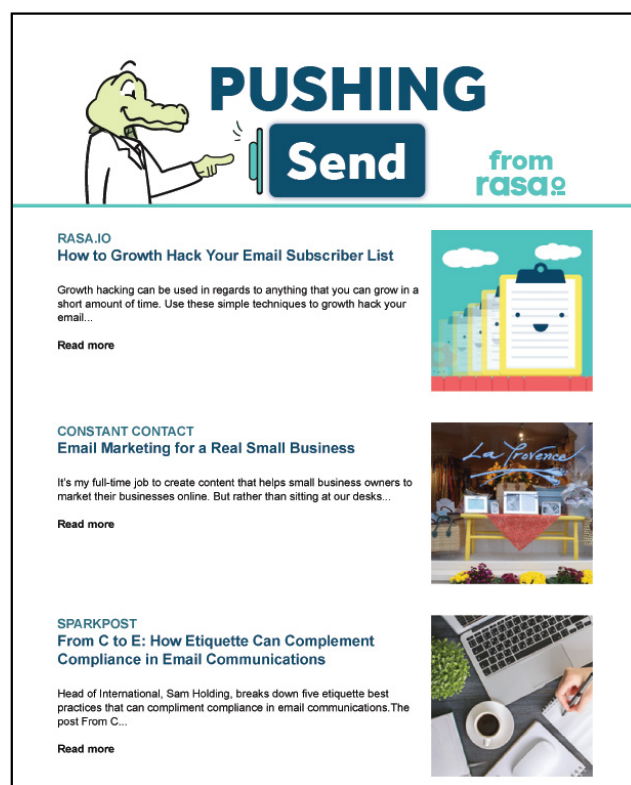


An email newsletter is also a great place to experiment with interactive content.

Take this Trulia email newsletter, which shares images of two similarly priced homes and asks subscribers to pick their favorite.

The design includes engaging images, a catchy headline and a prominent call-to-action button. The poll is engaging, and gets the audience to interact with the brand in a fun way.

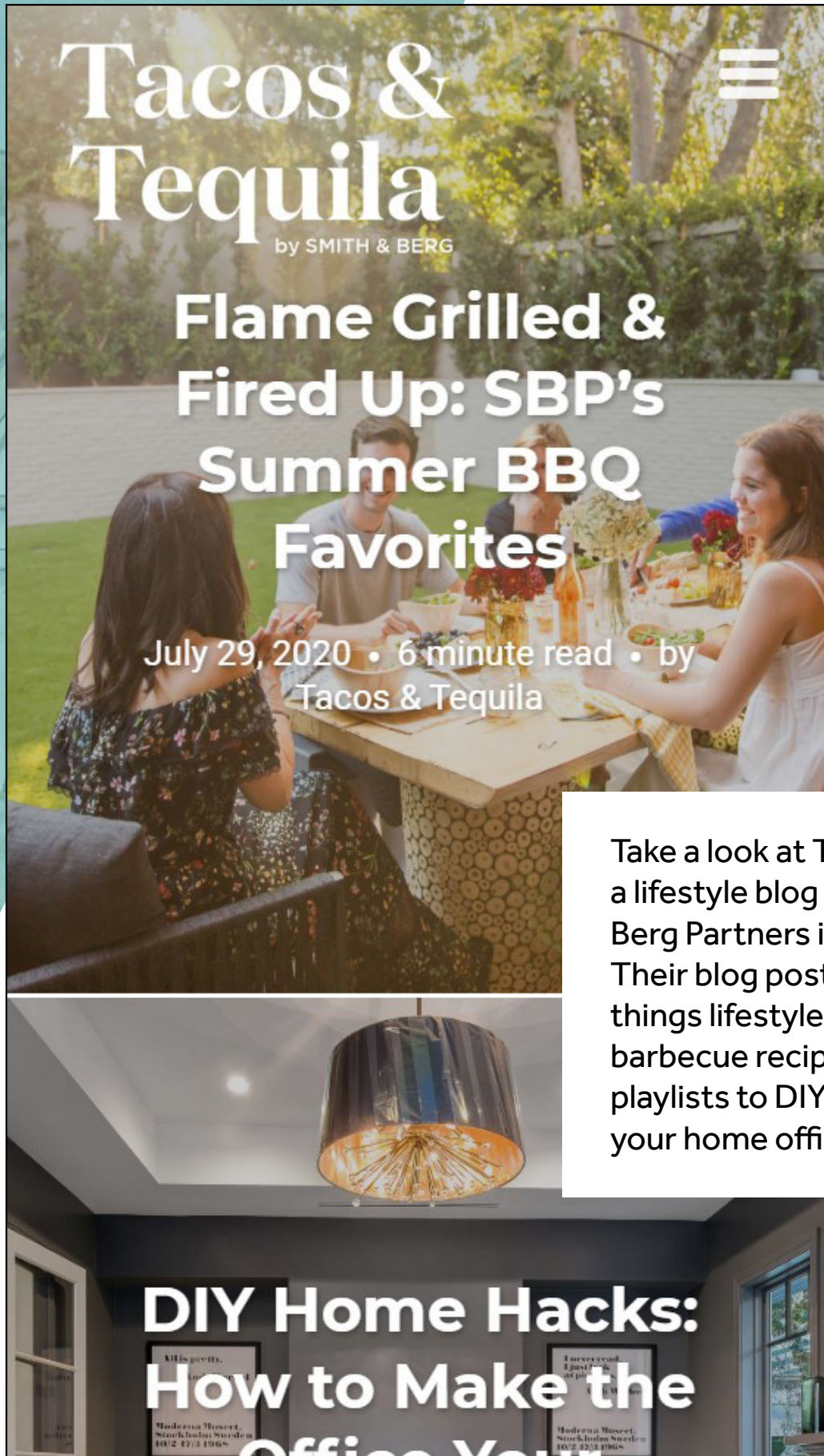
Here's how rasa.io can help... Few marketing channels give you direct access to clients on a continual basis. Email does just that. The rasa.io platform leverages automation and AI to help you create and send a personalized email newsletter to each person in your audience within minutes. [Visit us at rasa.io to get started.](https://rasa.io)



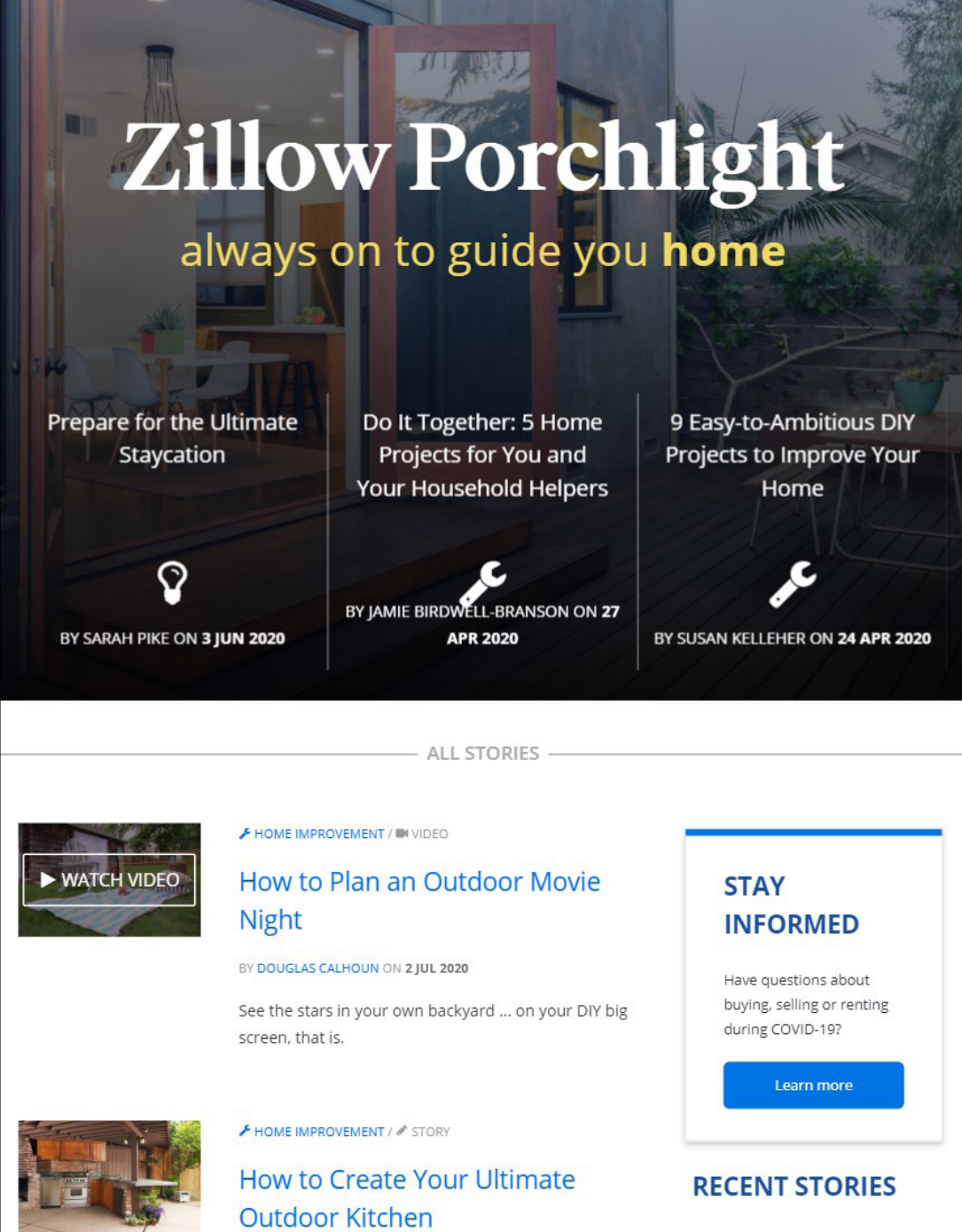
Blogs



A website blog is another common way for real estate agents to dip their toe into content marketing. The best real estate blogs are fun and approachable, covering real estate-related topics that appeal to everyone, not just other real estate professionals.



Take a look at Tacos & Tequila, a lifestyle blog by Smith & Berg Partners in Los Angeles. Their blog posts cover all things lifestyle, from summer barbecue recipes and music playlists to DIY hacks for making your home office more lively.



Zillow Porchlight
always on to guide you **home**

Prepare for the Ultimate Staycation

BY SARAH PIKE ON 3 JUN 2020


Do It Together: 5 Home Projects for You and Your Household Helpers

BY JAMIE BIRDWELL-BRANSON ON 27 APR 2020

9 Easy-to-Ambitious DIY Projects to Improve Your Home

BY SUSAN KELLEHER ON 24 APR 2020

ALL STORIES




▶ WATCH VIDEO

HOME IMPROVEMENT / VIDEO

How to Plan an Outdoor Movie Night

BY DOUGLAS CALHOUN ON 2 JUL 2020

See the stars in your own backyard ... on your DIY big screen, that is.



HOME IMPROVEMENT / STORY

How to Create Your Ultimate Outdoor Kitchen

STAY INFORMED

Have questions about buying, selling or renting during COVID-19?

Learn more

RECENT STORIES

We also like Zillow's Porchlight blog. It's user-friendly design that allows for easy scrolling through posts, including featured content. The blog menus also provide insight on the real estate topics their audience cares about: Market Trends, Home Improvement, First Person Stories, Unique Homes and Tips & Advice.

Redfin's Life & Style blog is a good example of the range of content topics available to real estate agents.

6 Tips on How to Determine Your Home's Value

Published on August 31, 2020 by Alison Bentley

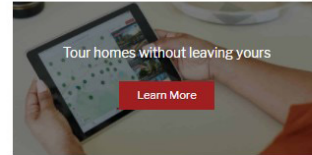
After lots of thought and consideration, you've started to look for a new place to call home. As you spend time searching the housing market, you'll need to know what your current home is worth. Knowing how to determine your home's value will not only help you decide whether you should sell your home, but it will give you a guideline for the price your home may sell for once listed. Luckily, there are six different ways to help you determine your home's value.



1. Review recently sold or listed homes in your area

A great first step in determining your home's value is to look at recently listed or sold homes in your area. This will give you an idea of what the going price is for similar homes nearby. It is important to look for homes that are similar in square footage and have comparable amenities to the home your home currently has, looking at homes that are significantly the value of your home. When looking at homes on sites like Redfin, the bottom of the page that you can use for comparison.

Once you've narrowed down homes in your area to those with similar features, look at are sold price, listed price, and days on the market. This will give you an idea of what the going price is for similar homes nearby. You should also look at the condition of these homes to see if these homes have upgrades that your home doesn't. Depending on the market, you may want to consider making updates before listing your home to see if home improvements prior to listing your home.



You Might Also Like



What Fixes are Mandatory After a Home Inspection?



Sell Your House Fast: 7 People You Need on Your Team



How Much Does a Home Inspection Cost?



How to Choose Your Ideal Real Estate Agent



How to Take Advantage of a Seller's Market



House Hunting? 10 Potential Red Flags to Be Aware Of

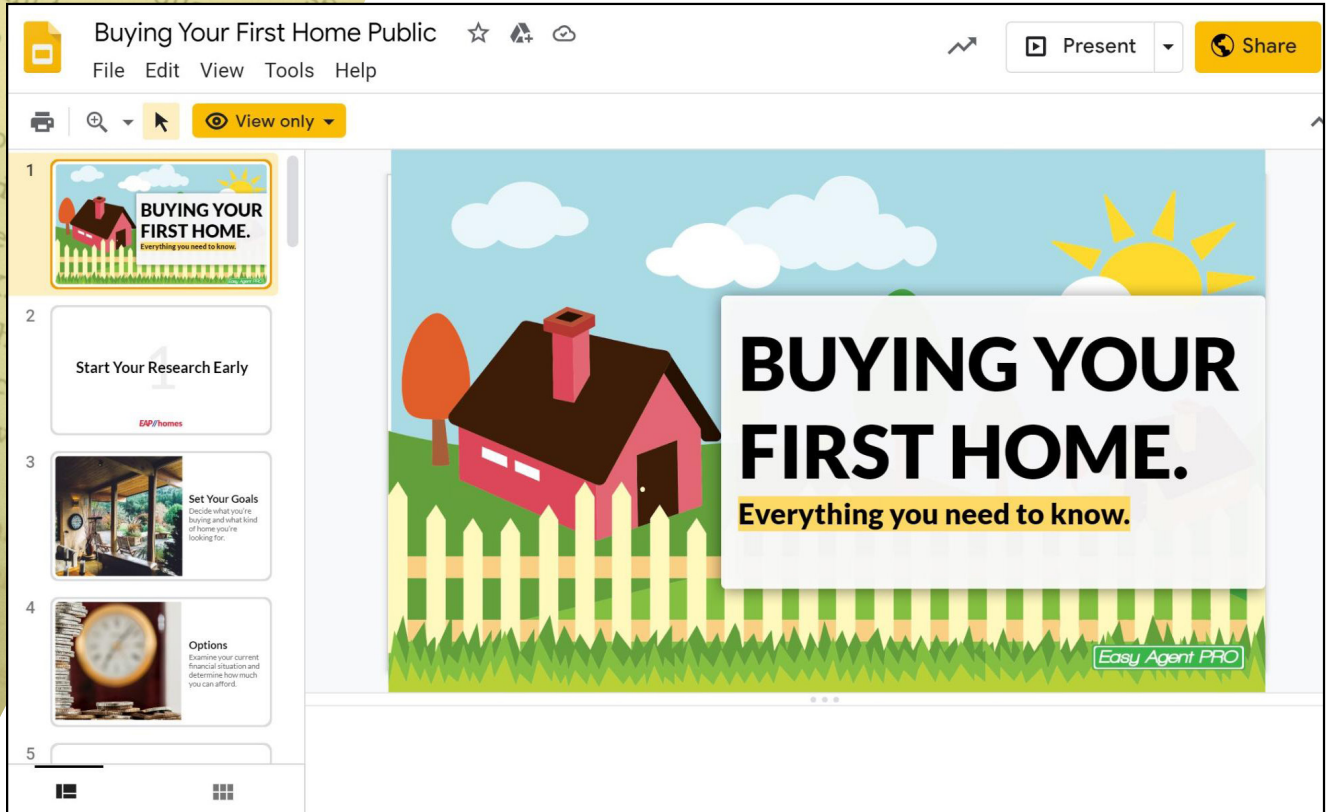
Here's a sample of a few of their posts to get your own ideas flowing:

- 8 Backyard Privacy Ideas to Create the Perfect Outdoor Escape
- Bringing Home A Rescue Dog? Turn Your Home Into A Dog-friendly Space
- 16 Staycation Ideas: How to Create the Ultimate Summer Vacation at Home
- Self-Care Tips to Practice at Home While Social Distancing

eBooks

A hand is holding a tablet computer. The screen of the tablet displays a page of text from an eBook. The text is in a serif font and is slightly blurred, suggesting it is being read. The word 'eBooks' is overlaid in large, white, sans-serif letters at the top left of the image. The background is a warm, golden-yellow color, possibly a sunset or a close-up of a textured surface.

Downloadable eBooks are a great way to share useful information with clients in an easy-to-digest format that can be referenced over time. They usually go a bit more in depth than a blog post would and can include interactive elements, for example, a checklist.



This Easy Agent Pro eBook is a good example of what real estate agents can do with free tools like Google Slides. The book is technically a slide deck, which makes it very easy to flip through. The eBook has visual appeal in addition to useful information.



The Home Buying Process: e-Book

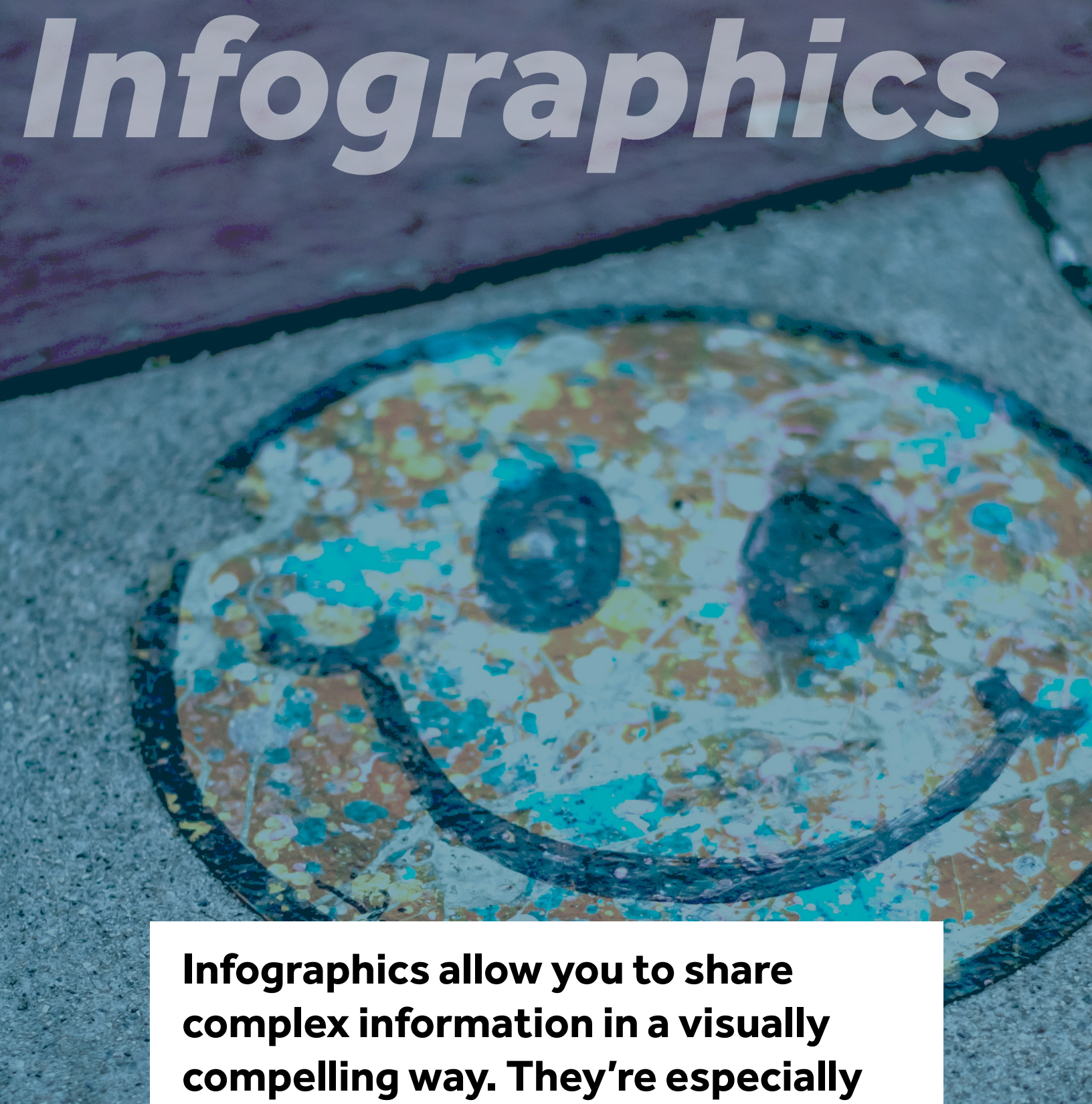
In this comprehensive e book, we will walk you through everything you need to know to make your journey to becoming a home owner a pleasant one.



The design is simple and broken into sections that follow the steps consumers take when considering a home purchase. It also includes simple imagery to break up the more information-dense sections of the guide.

This eBook from Davis Homes is a bit heftier and walks readers through key questions and topics to consider when buying a home.





Infographics allow you to share complex information in a visually compelling way. They're especially useful for real estate agents, who are often guiding clients through rules and paperwork around home buying.

BANG FOR YOUR BUCK?

5 WORST HOME IMPROVEMENTS FOR SELLERS

When you're deciding on a major home improvement project, don't forget to consider the potential impact on the value of your home when the time comes to sell. Some projects yield a high return on investment; others not so much. Here's a rundown of home improvements that tend NOT to be good investments.

1 POOLS



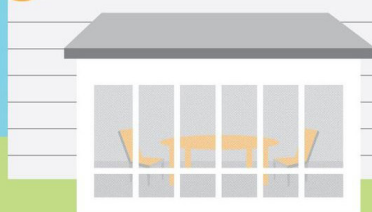
In-ground pools can cost \$20,000 to \$60,000 but don't do much for a home's value. In fact, some prospective buyers are turned off by pools because of the high maintenance and insurance costs.

2 HOME OFFICES



Building a home office can cost as much as \$20,000, but you'll only get about half of that back at resale.

3 SUNROOMS



Beautiful? Yes. Smart? No! With an average return on investment of less than 60 percent, you're better off investing in a deck that is less expensive and can give you a higher return.

4 MASTER SUITES



Unless you plan on living in your home for many years to come, investing in a master suit upgrade is an easy way to lose money. Instead, focus on remodeling the kitchen or bathroom, which both bring a high return on investment.

5 GARAGES



Adding more garage space is expensive, and it can turn off potential buyers who don't need the extra room. The average garage addition brings a 60 percent return on investment.

This infographic from Angie's List combines a compelling topic with colorful graphics to provide useful information on home upgrades to avoid.

STRETCH YOUR HOME IMPROVEMENT DOLLAR WITH BETTER RETURNS

Install a Steel Front Door	129%
Kitchen Remodel*	85%
Turn Attic into a Bedroom	83%
Deck	80%
New Siding	80%
Window Replacement	77%

*Limit project to 20% of your home's value

HOW ANGIE'S LIST CAN HELP

- ✓ Hire a contractor to remodel your kitchen.
- ✓ Hire a home stager to help sell your home quickly.
- ✓ Hire a window restoration specialist to improve the efficiency of original windows.

Angie's list

<http://press.angieslist.com/news/deck-remodel-ways-to-spend-home-improvement-dollars.aspx>
<http://money.usnews.com/money/personal-finance/slideshows/five-best-and-worst-home-remodeling-projects>




Infographics don't have to be complicated. Take a look at this example from real estate agent forum ActiveRain.com. The website polled its users on common mistakes they see from sellers and turned the results into an easy-to-read infographic.

Social Media



Social media is a key tool for real estate agents to distribute content. You don't have to reinvent the wheel. Use social media to share your existing blog content, but also make sure you're tailoring that content for each platform. For example, focus on gathering compelling images and graphics for Instagram, which puts greater emphasis on visuals.



kellerwilliamsrealty

Follow

...

806 posts 100k followers 411 following

Keller Williams
 Keller Williams Realty, Inc. is the #1 real estate franchise in the US, with over 1,000 offices & 180,000 associates worldwide.
www.linkinprofile.com/kellerwilliamsrealty

Followed by caskeyboardproducer, rogerpowens_s.179116, franchising411 +2 more

Survival G...

KW RED D...

KWFR20



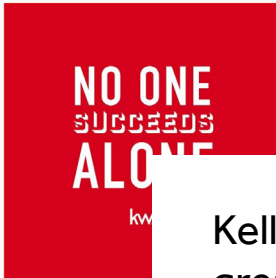
WELCOME 2019


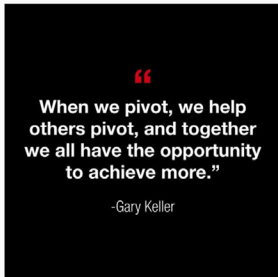
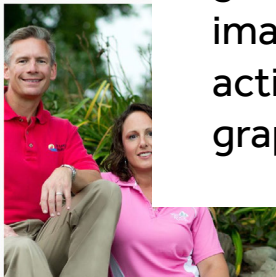
RED DAY 2019



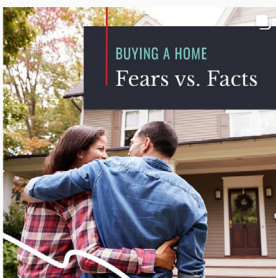
KWFR19


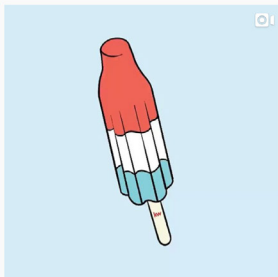

Survival G...

POSTS IGTV TAGGED

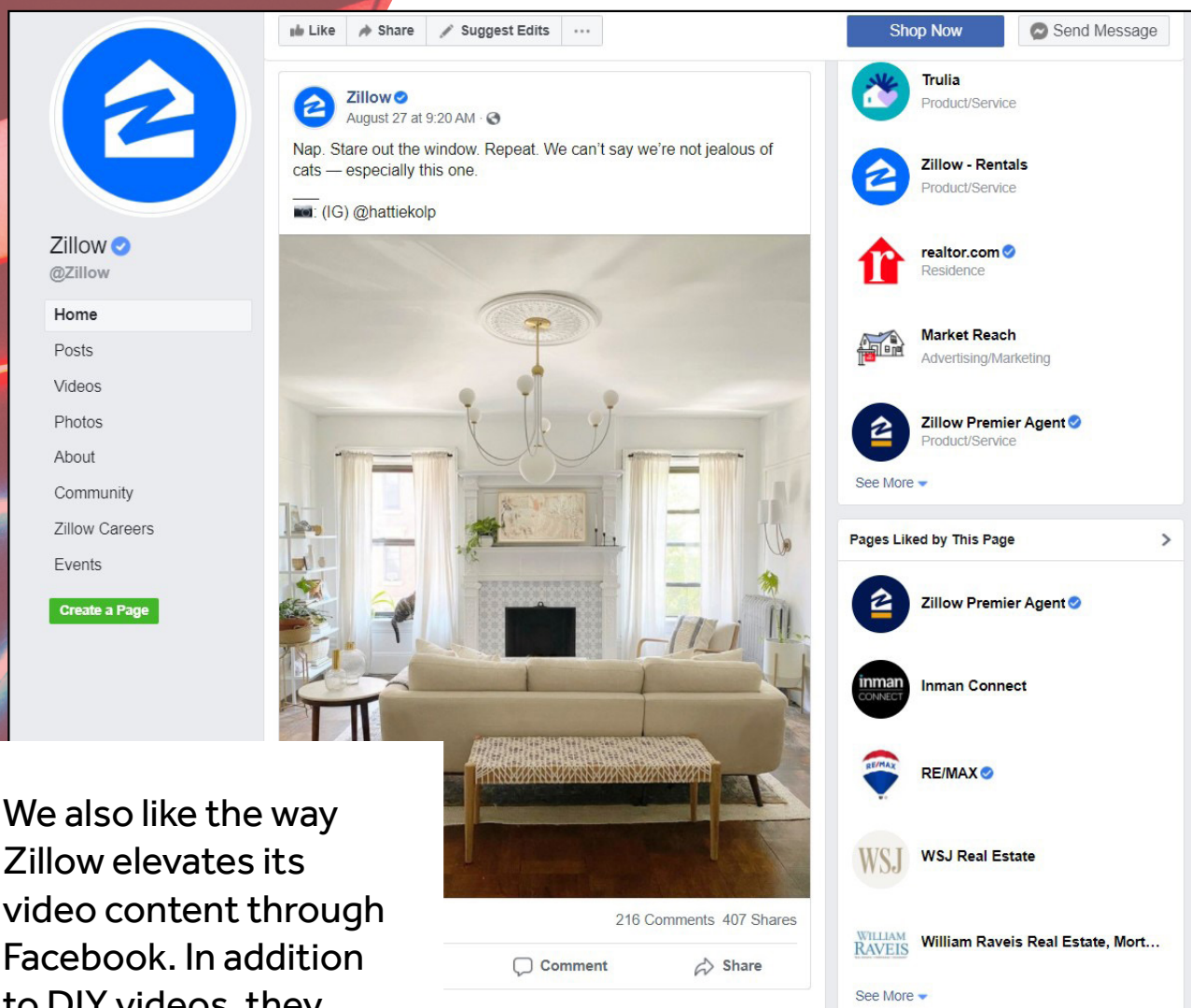




Keller Williams does a great job of balancing images of its agents in action with inspirational graphics and guides.

rasa.

21



We also like the way Zillow elevates its video content through Facebook. In addition to DIY videos, they share quality photos and video of unique properties and solicit feedback from followers.

The takeaway



There are so many options for creative real estate content available to real estate agents. The key is finding the **best format for the message you're trying to share**. Be sure to experiment with different types of content. And don't be afraid to look around you for inspiration.

Ready to start creating content?

Here's how [rasa.io](#) can help.

Getting a family into their dream home starts with a conversation. Here at [rasa.io](#) we specialize in creating space for those conversations to grow. We get up each morning dead set on helping you stay in touch with clients in a relevant and non-salesy way. The result? You nurture more leads and sell more homes.

What does [rasa.io](#) do?

We send email newsletters. Our platform leverages AI to create a customized email newsletter for each person on your email list. It also automates sending so that you can send a quality newsletter to clients on a regular basis without spending hours putting it together. Other features include:

- **Content curation:** Fill your newsletter with articles from your blog and a range of third-party sources with our automated curation tool.
- **Design:** Multiple templates with a range of color choices to help you quickly launch a newsletter customized to your brand.
- **Metrics and reporting:** Track opens and click-throughs, and get data on the topics most important to your audience.



Start your free trial today.

with

rasa.