

Dylon North

PHOTOGRAPHY | VIDEOGRAPHY

135

CONTENT IDEAS FOR REAL ESTATE

AGENTS

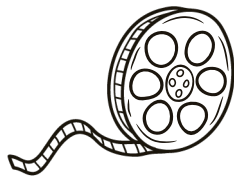


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Behind The Scenes...

- ✓ ...OF YOU PULLING COMPS
- ✓ ...EXPLANATION OF HOW YOU PULL COMPS AND THEIR USE
- ✓ ...OF YOU SETTING UP AN OPEN HOUSE
- ✓ ...TOUR OF YOUR OPEN HOUSE
- ✓ ...OF LISTING PHOTOS
- ✓ ...OF STAGING A PROPERTY
- ✓ ...OF SHOWING HOUSES
- ✓ ...EXPLAINING THE BENEFITS OF STAGING A HOME
- ✓ ...OF YOUR OFFICE
- ✓ ...OF YOU ON A CLIENT CALL
- ✓ ...OF YOU AT TRAININGS





REAL ESTATE TIPS & TRICKS



- ✓ HOME SAFETY TIPS
- ✓ HOUSE CLEANING TIPS
- ✓ EXTERIOR DECORATING TIPS
- ✓ INTERIOR DECORATING TIPS
- ✓ HOME STAGING TIPS
- ✓ LANDSCAPING TIPS
- ✓ TIPS TO BOOST YOUR CREDIT
- ✓ TIPS TO BUY A HOME
- ✓ TIPS ON CHOOSING THE RIGHT LOAN/LENDER
- ✓ TIPS ON HOW TO GET PREAPPROVED
- ✓ TIPS ON CREDIT MAINTENANCE
- ✓ TIPS ON MULTIPLE LOAN OPTIONS
- ✓ CLOSING COST TIPS
- ✓ CHOOSING YOUR NONNEGOTIABLE TIPS
- ✓ TIPS ON PICKING THE RIGHT AGENT/AGENCY
- ✓ TIPS ON WHAT TO LOOK FOR AT INSPECTION
- ✓ TIPS ON SETTING UP A BUDGET
- ✓ TIPS ON KNOWING WHEN ITS THE RIGHT TIME TO SELL YOUR HOME
- ✓ TIPS ON WHAT MOST AGENTS WON'T TELL YOU
- ✓ WHY CONSIDER BUYING OVER RENTING
- ✓ HOW TO NOT MAX OUT YOUR BUDGET TIPS
- ✓ HOW TO CHOOSE THE BEST HOME IN THE AREA YOU'RE LOOKING AT
- ✓ TIPS ON FINDING OUT YOUR HOME APPRECIATION
- ✓ TIPS ON HIRING A HOME INSPECTOR
- ✓ TIPS ON DOWN PAYMENTS
- ✓ TIPS ON FINDING THE RIGHT HOME



...MORE TIPS & TRICKS

- ✓ EASY FIXES AROUND THE HOUSE
- ✓ HOW TO INCREASE DOLLAR VALUE OF HOME TIPS
- ✓ CURB APPEAL TIPS
- ✓ CHOOSING WHAT YOU CAN AND CAN'T LIVE WITHOUT
- ✓ TIPS ON MAINTAINING A COOL HEAD THROUGH THE TRANSACTION
- ✓ DECORATING SEASONALLY TIPS
- ✓ DETERMINING GOOD INVESTMENT
- ✓ SETTING UP MULTIPLE VIEWINGS
- ✓ TIPS YOUR AGENT SHOULD BE GIVING YOU
- ✓ THINGS YOUR AGENT SHOULD DISCLOSE UP FRONT
- ✓ TIPS ON PRE-QUALIFICATION
- ✓ TIPS ON PRE-APPROVAL
- ✓ HOME IMPROVEMENTS YOU SHOULD MAKE
- ✓ WHEN IT'S THE RIGHT TIME FOR A NEW PAINT JOB
- ✓ FINAL WALKTHROUGH TIPS
- ✓ TIPS ON MEETING YOUR NEIGHBORS
- ✓ TIPS ON FINDING THE RIGHT COMMUNITY FOR YOUR KIDS
- ✓ APPRAISAL FEE TIPS
- ✓ KNOW ALL YOUR FEES
- ✓ ESCROW FEE'S - WHAT TO KNOW
- ✓ WHAT DOES YOUR CREDIT SCORE NEED TO BE TO PURCHASE A HOME
- ✓ LENDER INSIGHTS
- ✓ DIFFERENT LOAN PROGRAMS
- ✓ HOW TO NEGOTIATE A DEAL
- ✓ EXPLAIN WHAT A CMA IS
- ✓ EXPLAIN THE PROS AND CONS OF HOMEOWNERSHIP
- ✓ PROS AND CONS OF YOUR CITY
- ✓ TIPS ON WHAT MOST AGENTS WONT TELL YOU
- ✓ COST OF LIVING IN YOUR CITY
- ✓ WEEKEND ACTIVITIES
- ✓ SAMPLE NET SHEET FOR SELLERS
- ✓ GIVE A SAMPLE OF WHAT YOUR DAILY SCHEDULE LOOKS LIKE
- ✓ DAY IN THE LIFE OF AN AGENT



Personal Stories Continued

- ✓ I cried when my buyers/sellers told me...
- ✓ I market your home by...
- ✓ I help you find the best home for you by...
- ✓ I grew up in...
- ✓ My personal background before real estate begins...
- ✓ My biggest asset as an agent in this area is...
- ✓ I want to connect you with...
- ✓ A personal introduction to me, why I got into real estate



BEST...

- ✓ BARS IN YOUR CITY
- ✓ TIME OF THE YEAR TO SELL YOUR HOME
- ✓ TIME OF THE YEAR TO BUY YOUR HOME
- ✓ APPS TO USE WHEN SELLING YOUR HOME
- ✓ APPS TO USE WHEN BUYING YOUR HOME
- ✓ PLACES TO GO ON DATES
- ✓ THINGS TO DO IN WINTER
- ✓ THINGS TO DO IN FALL
- ✓ THINGS TO DO IN SPRING
- ✓ THINGS TO DO IN SUMMER
- ✓ PLACES TO GO FOR YOUR BIRTHDAY
- ✓ ROMANTIC DATE IDEAS
- ✓ UPCOMING CONCERTS
- ✓ HOME IMPROVEMENTS YOU SHOULD MAKE
- ✓ RENOVATION IDEAS FOR INCREASING VALUE
- ✓ COMMUNITY EVENTS
- ✓ FUNDRAISING EVENTS
- ✓ NEIGHBORHOODS IN YOUR CITY
- ✓ DOWN PAYMENT ASSISTANCE PROGRAMS
- ✓ RESTAURANTS EVERYONE SHOULD KNOW
- ✓ BEST PARKS TO GO TO
- ✓ WEEKEND ACTIVITIES





ADDITIONAL IDEAS



- ✓ Renting vs buying pros
- ✓ Renting vs buying cons
- ✓ A list of your local gyms
- ✓ A list of your local yoga studios
- ✓ A list of fitness activities in the town
- ✓ Explain the role of a title company
- ✓ Explain the need for homeowners insurance
- ✓ How to move safely with children
- ✓ Best ways to prep your home for sale
- ✓ Top 3 things you need to consider buying a home
- ✓ Top 3 things you need to consider selling a home
- ✓ Buyer testimonials
- ✓ Seller testimonials
- ✓ Top 3 questions to ask your agent before you hire them
- ✓ Top 3 reasons I'm the best agent for you
- ✓ The hidden costs of buying a home
- ✓ The hidden costs of selling a home
- ✓ What you need to know before you renovate your home
- ✓ The most common pitfalls when buying a home
- ✓ The most common pitfalls when selling a home
- ✓ The hidden reasons why your house is not selling
- ✓ How to avoid losing out on your dream home
- ✓ A list of open houses this weekend

