

2023

QUARTER 4

CONTENT PROMPTS FOR REALTORS



Market Education

Interest Rates: What economists predicted in Jan vs. what actually happened, and what does this potentially mean for next year?

How to combat high interest rates

- Rate buy down
- ARM or 2-1 Buy Down
- Talk to your lender for other creative lending options

Buy now vs. Buy Later:

If & when interest rates go down, there will be another buying frenzy. Buy now and refinance later!

How to take advantage of peak selling season in Phoenix Metro:

Use Quarter 4 to start getting ready (Call to action: schedule listing strategy consultation)

What factors will impact the Phx Real estate market in 2024:

Talk about new businesses coming to town, 2024 election, rate of new build construction, short term rental laws, etc. and provide your thoughts on it. Use articles and stats!

Area Expertise

Being the area expert creates more opportunity for inbound messages and post interaction!

Best local Halloween/Fall Activities

- Haunted Houses
- Pumpkin Patches
- Corn Maze & Hay Ride
- Day trip to Jerome
- Etc.

Best local Christmas/Holiday Activities:

- Light Displays
- Shows & Concerts
- Local gift shops
- Arizona Ski Resorts
- Etc.

New & Trendy restaurants in your area

Promote local tradespeople: Spotlight Business of the month

3 New Build communities near you

Favorite Hikes to enjoy in the AZ fall weather

Holiday Content

Halloween

- 5 Scariest inspection stories
- Home Design Trends: Scary Good or Scary Bad (you react)
- Skeleton giving a home tour
- Boo Basket Giveaway - Make a gift basket and have followers tag a friend and share the post to enter

Thanksgiving

- Favorite family recipe or tradition
- 3 Things to be grateful for in the real estate market right now
- Gratitude post to your clients that have closed this year
- Best local deals for your home on Black Friday
- Charity Spotlight

Christmas & Holidays

- Buy yourself a gift: Investment Property that pays you!
- 12 Days of *Historic Homes* (Insert whatever you specialize in, i.e. homes for first time home buyers, luxury homes, new build communities, etc)
- Holiday Decor Hacks
- Famous homes in Christmas Movies - Rate on a scale of 1 to 10

New Year

- Year in Review: Real Estate Edition
- 5 Steps to prepare to buy your (first home, first investment property) in 2024
- New Years Resolutions/Intentions/Goals

Clients & Listings

Deal of the week

Find listings that have been on market a little while or are unique

Client spotlight of the month

Highlight a client who has their own business or charity

Funny or Interesting take on a listing video

Have a pet or make it holiday themed

Buyer need

Feature an active buyer and what they are looking for

Behind the scenes:

The home hunt in *Insert city*

Share funny or interesting behind the scenes video

What does \$500k look like in *Insert Neighborhood or City*

Home tour & Commentary

OCTOBER

SUN	MON	TUE	WED	THU	FRI	SAT
1 International Coffee Day	2	3	4	5	6	7
8	9	10 World Mental Health Day	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31 Halloween				

NOVEMBER

SUN	MON	TUE	WED	THU	FRI	SAT
			1	2	3	4
5	6	7	8	9	10	11
12 Diwali	13	14	15	16	17 National Hiking Day	18
19	20	21	22	23 Thanksgiving	24 Black Friday	25 Small Business Saturday
26	27 Cyber Monday	28 Giving Tuesday	29	30		

DECEMBER

SUN

MON

TUE

WED

THU

FRI

SAT

					1	2
3	4 National Cookie Day	5	6	7 Hannukah Starts	8	9
10	11	12	13	14	15 Hannukah Ends	16
17	18	19	20	21	22	23
24 Christmas Eve	25 Christmas Day	26 Kwanzaa Starts	27	28	29	30
31 Kwanzaa Ends						
New Years Eve						

Types of Content

With each piece of content you create, aim to be Educational, Funny, Heartwarming or any combination of the 3!

Educational

- Lists: 5 things to avoid when -----
- React to a news article or other's content
- How To - Step 1, 2, 3 etc
- Interpreting market data - "What does this mean for you"
- Share a Resource
- Local Expertise
 - Weekend guide to Scottsdale (good for Out of State Buyers)
 - 5 Favorite Coffee Shops
 - Best Local Owned -----
 - Neighborhood guide

Funny

- Pop Culture meme/reference
- Fail video/story
- Expectation vs. Reality
- Trending Sound Videos
- Skit

Heartwarming

- Good News
- Success Stories
- Pets & Animals
- Popping Champagne or confetti celebration