



Video Idea Cheat Sheet

Finding the right video topic can be hard, unless you know how to hone in on the videos that Buyers and Sellers are looking for in your area. This cheat sheet includes some of the most searched for and viewed video topics that you can use to create an engaging YouTube Channel.

Pick from the ideas below to start creating engaging videos today!

Local	Neighborhood
<ul style="list-style-type: none"> • The Best TYPE of Food in AREA • The Best Companies to Work For in AREA • The Top 10 FREE Things To Do in AREA • How to Prepare for a (Tornado/Earthquake/Flood) • An Architectural Tour of AREA 	<ul style="list-style-type: none"> • Local School Info & Updates per Neighborhood • Tour of ATTRACTION (Paths, Lakes, Dog Parks) • 7 Hidden Gems in NEIGHBORHOOD • Understanding HOA Dues • What I Love/Hate About NEIGHBORHOOD
Seller	Buyer
<ul style="list-style-type: none"> • When is the best time to sell my home? • How to Setup Your Home to Sell • How to Price Your Home to Sell • What Home Improvements Help Sell Your Home • Preparing for an Open House • Listing Tour Videos 	<ul style="list-style-type: none"> • How To Save Money for a Home • What to Look for When Buying a Home • How to Handle the Current Market • Don't Buy These Items When Buying a Home • Do I need an agent for new construction? • What Price Home Can I Afford
General	Real Estate Agent
<ul style="list-style-type: none"> • Who pays the closing cost? • What is escrow? • What you need to know about Home Warranties and Repairs • Tricks for Selling Your Home and Buying at the Same Time 	<ul style="list-style-type: none"> • Client Interviews (Testimonials) • The 5 Best Ways to Market a Listing • The 7 Questions to Ask Your Real Estate Agent • My Experience Volunteering For CHARITY • A Day In the Life of a Real Estate Agent
Pro Tip	
<p><i>Remember, you can use the tools we outlined in the Master Class to continue to research keywords to come up with variations or new video topics altogether.</i></p>	<ul style="list-style-type: none"> • YouTube Autocomplete • https://keywordtool.io • https://seoreviewtools.com