



# 30 YouTube Topics for Realtors

## 30 Realtor YouTube Video Topics

One of the common misconceptions around video marketing, specifically on YouTube, is that it has to be professionally done or edited and expensive. It absolutely doesn't. The #1 most important thing is to be authentic. Inform and educate your audience, but be your authentic self. Try not to use a teleprompter app. Speak from your well-earned knowledge and experience. Remember – working with you is important to your clients because you're the only one who is going to serve them your way, the way you feel is best. If you don't spread the word about your service, they're going to go somewhere else and have a worse experience. Just do it!

People are watching YouTube usually for education and/or entertainment. You'll want to create more content that's going to grow your audience. Check out the list below for some content ideas –

### Market & Trends

1. “2025 Housing Market Predictions for [Your Town]”
2. “Is Now a Good Time to Buy or Sell?”
3. “Why Interest Rates Are Changing & What It Means for Buyers”
4. “Will Home Prices Drop in 2026?”
5. “How Much House You Can *Actually* Afford”

### Buyer-Focused Videos

6. “First-Time Homebuyer Mistakes to Avoid in 2025”
7. “Step-by-Step Home Buying Process Explained (No Fluff)”

8. “What \$500K Buys You in [Your Town]”
9. “New Construction vs. Resale Homes – What’s Better?”
10. “Top 5 Neighborhoods for First-Time Buyers in [Town]”

#### **Seller-Focused Videos**

11. “How to Sell Your Home Now/Today (Proven Strategy)”
12. “How Much Is My House Worth? (Free Tools Explained)”
13. “Renovations That Add the MOST Value Before Selling”
14. “Why Your Home Isn’t Selling (And How to Fix It)”
15. “Stop Overpricing Your House – Here’s the Data”

#### **Local Content (Massive Search Volume)**

16. “Best Places to Live in [City] – 2025 Rankings”
17. “Cost of Living in [City] – What People Don’t Tell You”
18. “Hidden Gem Neighborhoods in [City]”
19. “Pros & Cons of Living in [City]”
20. “A Day in the Life in [City] – Local Tour”

#### **Financial & Mortgage Topics**

21. “Buy Now or Wait for Rates to Drop? (2025 Calculator)”
22. “How to Get Your Mortgage Approved in 2025”
23. “FHA vs Conventional vs VA Loans – Clear Comparison”
24. “How to Buy a Home With Little to No Money Down”

#### **Educational & Strategy Videos**

25. “The Truth About Real Estate Commissions in 2025”
26. “How to Buy and Sell at the Same Time”

27. “Title Insurance Explained in 3 Minutes (Simple Guide)”
28. “What Realtors Do That You *Don’t* See Behind the Scenes”
29. “Is a Fixer Upper Worth It? (Real Numbers Breakdown)”
30. “What to Expect at Closing Day – Complete Walkthrough”