

R.E.A.L. A.G.E.N.C.Y

365 CONTENT IDEAS FOR 2026

R – Real Stories

- Share a client's moving story.
- Biggest win of last month.
- A time a deal nearly fell apart.
- First home you ever sold.
- Hardest lesson from a client.
- Seller success story.
- Story of a buyer finding their dream home.
- Share a testimonial.
- A time you went above & beyond.
- Funniest viewing story.
- How you handled a tough negotiation.
- Share how you got into agency.
- A property that changed your career.
- A day where everything went wrong.
- A proudest client moment.
- Share your first board photo.
- Win from using video marketing.
- "Worst photo I ever saw in an ad."
- Share a seller horror story.
- Share the first house you viewed as an agent.
- Share a seller who got above asking.
- A time you saved a client's move.
- First board you ever saw with your name.
- A memorable viewing with a celebrity.
- A proudest moment in agency.
- A time a buyer cried with happiness.
- Story of helping someone downsizing.
- Story of helping a family relocate.
- Throwback to your very first client.
- A "failure" that taught you everything.
- Hardest instruction you ever won.
- Helping an elderly client move.
- Proudest completion.
- First offer you ever negotiated.
- Proudest agent moment.
- Proudest sale.
- When persistence paid off.

E – Education

- Why staging matters.
- 5 tips for first-time buyers.
- Biggest seller mistakes.
- How to price your home right.
- Benefits of video tours.
- Open day strategy explained.
- Why professional photos matter.
- What's a CMA?
- How to handle multiple offers.
- Should you sell now or wait?
- Tips for prepping before viewings.
- Explaining chain progression.
- Why kerb appeal counts.
- Top 3 things buyers look for.
- How to negotiate like a pro.
- Why local knowledge matters.
- Explaining “off-market” sales.
- Why not all homes need portals.
- Best small improvements before selling.
- Should you take the first offer?
- Why first impressions count.
- Should sellers do viewings themselves?
- Why market updates matter.
- The hidden costs of selling.
- Explaining mortgage in principle.
- What's exchange vs completion?
- Why decluttering works.
- Should you redecorate before selling?
- Explaining EPCs.
- Should you do an open day?
- How to find hidden buyers.
- 3 things that speed up sales.
- Why staging sells.
- Why speed matters in selling.
- How to get more offers.
- Top 3 mistakes buyers make.

A — Authority

- Market update reel.
- What buyers are asking this month.
- Why consistency wins in agency.
- Your take on portal reliance.
- Advice: how to raise your fee.
- What makes a 2% agent.
- Where you see the market in 5 years.
- Why self-employed agents are the future.
- Your thoughts on upfront marketing.
- Breaking down a Rightmove stat.
- Why sellers should choose experience.
- Your take on current mortgage news.
- What you learned from a mentor.
- Share Real Agency vision.
- How AI is changing agency.
- Future of buyer representation.
- Why fewer high-street offices are coming.
- Share your values (Driven, Connected, Proud).
- Why training matters for agents.
- Why community > competition.
- Share your fee philosophy.
- Your prediction for the next quarter.
- Why agents must train.
- What makes a great negotiator.
- Why communication is everything.
- Your thoughts on social media in agency.
- What sets your brand apart.
- Your take on interest rates.
- Why video is non-negotiable.
- The future of agency fees.
- Why self-employed model works.
- Your take on 2026 market.
- Why agents should charge more.
- Why collaboration matters.
- Your thoughts on portals.
- Why agents should niche down.
- Your take on future of agency.

L – Local Life

- Spotlight: best coffee shop.
- Favourite local pub.
- Local dog walk.
- Tour of a high street.
- Local gym/yoga studio.
- Farmers' market day.
- Seasonal community event.
- Local hidden gem.
- Walkthrough of best park.
- Favourite restaurant dish.
- Summer fair snapshot.
- Autumn walk video.
- Christmas lights in town.
- Charity event highlight.
- Spotlight on new development.
- Local landmark story.
- Review: local brunch café.
- “Why I love this area.”
- Community hero shout-out.

- Top 5 reasons to live here.
- Spotlight: local independent shop.
- Walkthrough of your favourite street.
- Local art or culture event.
- Highlight a seasonal market.
- Local coffee with a colleague.
- Best takeaway in town.
- Local hidden garden/park.
- New business opening.
- Local podcast shout-out.
- Favourite independent clothes shop.
- Spotlight on a local charity.
- Showcase a new restaurant.
- Spotlight on community event.
- Favourite park bench spot.
- Spotlight a market stall.
- Showcase a landmark at sunset.
- Spotlight local hidden gem.

A — Agent Life (Behind the Scenes)

- Car selfie before a viewing.
- On the phone negotiating.
- Loading furniture for staging.
- Brochures laid out on a table.
- Delivering sold stickers.
- Morning coffee “fuel.”
- Reviewing comparables.
- CRM update time.
- Late-night email grind.
- Keys being handed over.
- Shooting video with tripod.
- Reviewing floorplans.
- Open day prep.
- Drone shoot behind-scenes.
- Office desk photo.
- Booking a valuation on the phone.
- Walking into a listing.
- Pile of paperwork moment.
- Filming bloopers.
- End-of-day sign-off.
- Your car boot full of signs.
- Quick selfie on the go.
- On a property shoot.
- Printing off contracts.
- Reviewing photos.
- Delivering leaflets.
- Sitting in traffic between viewings.
- Open day in action.
- Early morning email reply.
- Lunch break in the car.
- Delivering keys on completion day.
- Stuck in traffic reel.
- Working late reel.
- Selfie with a board.
- Organising paperwork.
- “Fuelled by coffee” reel.

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G — Growth

- Share your morning routine.
- Book that inspired you.
- Course or training you took.
- How golf helps your mindset.
- Sunday reflection post.
- Quote that drives you.
- A time you bounced back.
- Sharing a system you use.
- Podcast recommendation.
- Why personal growth matters.
- How you track goals.
- Best advice from a mentor.
- A daily habit that works.
- Habit you're building
- Share your vision board.
- Gratitude list snapshot.
- Lesson from sports/fitness.
- Why resilience matters.
- Favourite motivational speaker.

- Hardest challenge you overcame.
- What keeps you going.
- Favourite business podcast.
- Share a new app you use.
- How you reflect on your week.
- Why journaling works.
- A skill you're learning.
- How you manage stress.
- Why you believe in coaching.
- Your routine for staying sharp.
- Share a training tip.
- How you set monthly goals.
- How golf/mindset helps.
- Daily non-negotiables.
- Book you're reading.
- Morning walk ritual.
- Daily mindset mantra.

E — Engagement

- Poll: dream home feature.
- Poll: city vs countryside.
- Poll: best local pub.
- Ask: “What’s your dream location?”
- Ask: “What would you change about your home?”
- Ask: “Favourite room in your house?”
- Quiz: guess the listing price.
- Trend reel with property spin.
- Meme: “what buyers think vs reality.”
- Caption contest: funny photo.
- Ask: “What’s more important, garden or kitchen?”
- Poll: old house vs new build.
- Ask: “Where would you retire?”
- Quickfire Q&A in stories.
- Favourite takeaway vote.
- Ask: “How long have you lived in your home?”
- Poll: sea view or countryside view.
- Ask: “What’s your non-negotiable feature?”
- Fun fact quiz: oldest house in your town.
- Post: “Finish this sentence... My dream home has ____.”
- Poll: modern vs period property.
- Ask: “What would you renovate first?”
- Poll: biggest home must-have.
- Fun reel trend with estate spin.
- Ask: “How many homes have you lived in?”
- Caption this (funny house photo).
- Poll: terrace vs detached.
- Quiz: guess this room price.
- Poll: best local brunch spot.
- Fun: “What’s the weirdest thing you’ve seen in a home?”
- Poll on dream kitchen styles.
- Caption this funny photo.
- Poll on dream location.
- What’s your moving fear?
- Poll on favourite local café.
- Quiz on home values.

N — Next Level Homes

- Showcase: luxury kitchen.
- Stunning bathroom reel.
- Dream garden post.
- Twilight exterior shot.
- Modern open-plan living.
- Character cottage tour.
- Barn conversion.
- Penthouse tour.
- Loft conversion feature.
- Home cinema room.
- Quirky property feature.
- Period property detail.
- Show home styling.
- Pool or outdoor space.
- Family home with playroom.
- Minimalist modern design.
- Fireplace focus.
- Terrace garden.
- New build highlight.

- Staging before/after.
- Showcase: balcony view.
- Walkthrough of a home office.
- Beautiful entranceway.
- Highlight: dream staircase.
- Home library snapshot.
- Modern extension feature.
- Showcasing heritage windows.
- Kitchen island focus.
- Outdoor BBQ setup.
- Staging accessories highlight.
- Home with a view.
- Amazing bathroom tile.
- Staging with plants.
- Stunning garden.
- Dream dining room.
- Staging before/after.

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C – Challenges

- Struggles of long chains.
- How you deal with cancellations.
- A time a deal collapsed.
- When a buyer ghosted you.
- The stress of lowball offers.
- Missing keys on completion.
- Unresponsive solicitors.
- Losing a listing.
- Sharing a burnout story.
- When a client didn't follow advice.
- Showing honesty about rejection.
- Struggling with time balance.
- Talking about fee objections.
- A seller overpricing their home.
- How you turned a setback into a win.
- When a photo shoot went wrong.
- The challenge of quiet months.
- A tough conversation with a seller.
- Fear you had starting out.
- How you manage doubt.
- Sharing fee objections story.
- A client who ignored advice.
- When timing killed a deal.
- When a chain broke.
- A stressful survey result.
- Honest post: working weekends.
- Long completion struggles.
- Overcoming imposter syndrome.
- What rejection feels like.
- Struggle: balancing admin vs clients.
- Missing completion date story.
- Hardest client feedback.
- Quietest month honesty post.
- Fee negotiation story.
- Client ghosting story.
- Rejection from a seller.

Y — You

- Why you became an agent.
- Your “why.”
- A fun hobby (golf, gym, music).
- Share your favourite food/coffee.
- A day-off activity.
- Your favourite holiday spot.
- Your morning coffee routine.
- Music you work to.
- A sport you follow.
- Something people don’t know about you.
- First job you ever had.
- Your proudest life moment.
- A value you live by.
- A personal milestone.
- What drives you.
- What success means to you.
- What keeps you motivated.
- Share your weekend ritual.
- Your favourite quote.
- A funny personal story.
- Favourite holiday destination.
- Your go-to coffee order.
- Share your weekend relaxation.
- Favourite quote in your office.
- Why you love golf/fitness.
- Share your playlist for work.
- What inspires you outside of work.
- A funny habit you have.
- Favourite TV show.
- Share your dream home vision.
- Why you keep going.
- A random fact about you.
- Proudest life non-work win.
- Best piece of advice you got.
- What motivates you every day.
- Looking back at your first ever deal.
- Gratitude for your journey.
- Thanking your followers/community.