



100 content ideas for your estate content calendar



When it comes to content, one-size-fits-all just doesn't cut it. That's why we've created this list of 100 blog post ideas that take into account who you're speaking to, why you're creating content, and how it's delivered.



How these content ideas are categorised:

Core audiences

We've divided these blog ideas based on the core audiences you serve every day:

- First-home buyers
- Downsizers
- Investors
- Landlords
- Sellers

Content pillars

Each idea sits under one of four key content pillars, ensuring your content isn't just relevant, but strategically aligned:

Educational

Teach, inform, and build trust

Engagement

Spark interaction and community

Branding & authority

Position your agency as the local expert

Promotional

Showcase your services and results

Content types

Not everyone consumes content the same way. So we've mixed up the content types too, to help you repurpose and diversify your content, including but not limited to:

- Infographics
- Checklists
- Templates
- eBooks
- Short videos

This resource is designed to inspire your content marketing strategy, make your messaging more meaningful, and ultimately help your agency stand out in a crowded market.

How to use this list

Pair this blog idea list with your [free content calendar template](#). As you start plugging in topics, you can:

- Tick off each idea as it is written
- Mix up your audience focus and content types
- Stay consistent and visible all year round



Sellers



Educational

- 01 Pre-sale property prep: what to do before you list** ARTICLE EBOOK CHECKLIST
Offer a step-by-step guide to getting a home market-ready. Cover decluttering, repairs, styling. Show sellers how to make a strong first impression.
- 02 The property selling timeline explained** INFOGRAPHICS
Demystify the sales process from appraisal to settlement. Help sellers feel informed and in control, while showcasing your organised, transparent approach.
- 03 Why presentation can make or break your sale** ARTICLE
Highlight the power of styling and photography with before-and-afters or staging tips. Reinforce that great presentation = better offers.
- 04 The savvy seller's handbook: maximise your sale price** EBOOK SHORT VIDEO PODCAST
Share expert strategies to boost sale value: timing, minor upgrades, strategic pricing. Show you know how to deliver top-dollar outcomes.
- 05 What's your home really worth in today's market?** ARTICLE
Educate sellers on how pricing is determined and what impacts it. Use this to offer appraisals and position yourself as a trusted pricing expert.

Engagement

- 06 Real seller stories: Why they chose to sell now** SHORT VIDEO PODCAST
Feature recent clients and their reasons for selling. Adds a human touch and inspires others who might be considering the same move.
- 07 What's the #1 reason you'd sell your home today?** POLL
Use this as a poll on socials or in emails to start conversation and get market insights. Easy engagement booster.
- 08 What would you renovate before selling?** POLL
Invite followers to vote or comment: kitchen, bathroom, garden? Use responses to create a future content piece or styling guide.
- 09 What's the most important thing when choosing an agent?** POST / AD
Ask for opinions and use the conversation to subtly reinforce your strengths: communication, results, local knowledge.
- 10 Your favourite local features that help sell a home** POLL
Start a discussion about parks, cafés, schools, or street appeal. Great for community engagement and highlighting lifestyle benefits in your area.

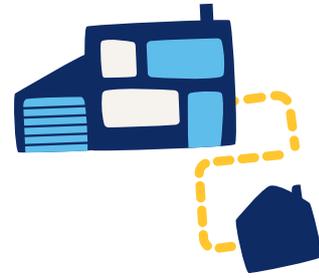
Branding & authority

- 11** **How our property marketing can get you top dollar** POST / AD SHORT VIDEO
Show off your strategy (photos, video, copywriting, social ads) and how it attracts serious buyers and strong offers.
- 12** **Why sellers in [Your area] choose us** CASE STUDY CLIENT TESTIMONIAL
Use testimonials and data to show trust, results, and local knowledge. Make it clear you're the go-to agent in the neighbourhood.
- 13** **Sold in 6 days: How we did it for this local family** CASE STUDY SHORT VIDEO
Turn a recent success into a mini case study. Show how your approach (pricing, marketing, negotiation) made it happen.
- 14** **Our local sales track record: Numbers speak** INFOGRAPHICS
Highlight your sales volume, average days on market, clearance rate. Use numbers to prove your consistency and results.
- 15** **Buyer demand is booming: Is now the right time to sell?** ARTICLE
Use current market activity to spark urgency. Share stats on buyer enquiries, property viewing traffic, or recent quick sales to encourage hesitant sellers to act now.

Promotional

- 16** **Behind the signboard: What you really get with our service** POST / AD SHORT VIDEO
Lift the lid on the full scope of your work (strategy, support, communication) beyond what sellers usually expect.
- 17** **Selling soon? Here's why you should call us first** POST / AD SHORT VIDEO
Create a compelling list of reasons to choose you: local results, expert support, marketing edge. Ideal for ads or landing pages.
- 18** **Just sold: Property spotlight series** POST / AD
Feature recently sold homes with standout results. Use these posts regularly to build social proof and stay top of mind.
- 19** **Request your free property valuation today** POST / AD
Encourage sellers to take the first step. Include a clear CTA, link to your form, and highlight what they'll get (and how quickly).
- 20** **Our selling process at a glance** INFOGRAPHICS
Simplify your end-to-end service into a visual or bullet list. Great for first-time sellers or those comparing agents.

Downsizers



Educational

- 21** **Must-haves in a downsized home** ARTICLE CHECKLIST
List the key features downsizers look for, like single-level living, low maintenance, storage, and comfort.
- 22** **Downsizing? Here's how much space you actually need** ARTICLE INFOGRAPHICS
Help readers figure out what size home suits their lifestyle by thinking about what they use now and what they can let go of.
- 23** **When is the right time to downsize?** SHORT VIDEO PODCAST
Share signs it might be time, like unused rooms, high upkeep, or wanting to be closer to family or amenities.
- 24** **Simplifying life: A downsizer's guide to selling and moving** EBOOK
Give tips on getting ready to sell: decluttering, choosing the right agent, and making the move as smooth as possible.
- 25** **5 suburbs that are perfect for downsizers** POST / AD
Highlight five areas with downsizer-friendly features, like quiet streets, good amenities, medical centres, and low-maintenance homes.

Engagement

- 26** **What would you miss most about your current home?** POST / AD
Start a conversation. Ask readers to share what they'd miss, like the garden, space, or memories.
- 27** **The challenges of letting go of a family home** SHORT VIDEO
Write about the emotional side of downsizing and invite readers to share their own experiences in the comments.
- 28** **Apartment, villa or retirement village: what's your downsizing preference?** ARTICLE POLL
Run a fun poll asking readers which option suits them best. Share the results in a follow-up post.
- 29** **Top favourite downsizing tips from our customers** ARTICLE SHORT VIDEO PODCAST
Collect simple, real-life tips from past clients who've downsized, and share them as quick, helpful advice.
- 30** **Take the quiz: Are you ready to downsize?** QUIZ
Create a light, interactive quiz to help people figure out if now's the right time to make the move.

Branding & authority

- 31** **Why downsizers love working with our agents** SHORT VIDEO
Share what makes your team a great fit, like understanding their needs, offering clear guidance, and making the process stress-free.
- 32** **Helping families transition to a simpler life** CASE STUDY
Interview past clients who've downsized. Focus on how it improved their lifestyle, reduced stress, or freed up finances.
- 33** **Tailored marketing plans for downsizer sellers** POST / AD SHORT VIDEO
Show how you market differently for large family homes, e.g. attracting families, showcasing space and school zones. Downsizers want to know you can help them sell as well as buy smart.
- 34** **What's your home worth in today's market?** ARTICLE
Timely market commentary aimed at encouraging action, with an invitation to book a free appraisal.
- 35** **See what our downsizer clients are saying** SHORT VIDEO
Turn testimonials into promotional content that speaks directly to the value you bring to this life stage.

Promotional

- 36** **Downsize and upgrade** POST / AD
Our top properties for downsizers: Showcase homes that are smaller but better: modern, low-maintenance, and in great locations.
- 37** **Tour our best low-maintenance homes** SHORT VIDEO
Share photos or videos of easy-care properties perfect for downsizers, and highlight what makes them stand out.
- 38** **Free downsizing consultation offer** POST / AD
Promote a no-obligation consultation specifically for downsizers. Include a mini plan or strategy they can take away.
- 39** **Just sold: Downsizers cashed in and found their dream villa** POST / AD CASE STUDY
Share a recent sale with a focus on the downsizers' successful transition (with permission, of course).
- 40** **Selling your family home? Ask about our downsizer sales package** POST / AD
Create a named service tailored to downsizers. Include things like a longer lead-in, flexible settlement terms, or hand-picked stylists.

Investors



Educational

- 41** **Capital growth vs rental yield: which should you prioritise?** ARTICLE SHORT VIDEO PODCAST
Explain the difference clearly and relate it to real investor goals (cash flow vs long-term gains). Use suburb examples and offer guidance on how to choose the right strategy.
- 42** **Due diligence list for buying an investment property** CHECKLIST
Turn this into a practical checklist. Include zoning, rental demand, council rules, and hidden costs.
- 43** **Investment property budgeting template** TEMPLATE
Offer a clear budget template covering upfront and ongoing costs. Help investors understand what to expect financially, and how to stay profitable long-term.
- 44** **What makes a great investment suburb?** ARTICLE SHORT VIDEO
Highlight signs of a strong suburb, like infrastructure, growth, rental demand. Use local data and position yourself as the agent who spots opportunities early.
- 45** **Beginner's guide to building a property portfolio** EBOOK CHECKLIST
Map out the journey from one property to many. Talk equity, cash flow, and diversification. Show you can support them beyond the first deal.

Engagement

- 46** **Are you for capital growth or rental yield?** POLL
Frame this as a conversation starter. Use a quiz, poll, or pros-and-cons format to get investors thinking, and talking, about their preferences and goals.
- 47** **Investment myths busted by local experts** SHORT VIDEO PODCAST
Team up with local brokers, accountants, or property managers to bust common myths (e.g. "negative gearing is always bad"). Use this to build credibility and network strength.
- 48** **What's your investment strategy? We break down the options** INFOGRAPHICS
Explain the main strategies: buy and hold, reno and flip, positive cash flow, etc. Keep it simple, visual, and position yourself as the guide who can help tailor a plan.
- 49** **Property portfolio snapshot template** TEMPLATE
Offer a free downloadable tool for investors to track their properties, equity, rental income, and more. It's a value-add and a lead magnet.
- 50** **What's been your best investment move?** POST / AD POLL
Ask your audience to share their stories. Highlight a few in follow-up content to boost engagement and show you value their experience.

Branding & authority

- 51** **Why smart investors trust our local market knowledge** ARTICLE POST / AD
Showcase your local expertise with real examples: off-market deals, growth predictions that came true, or insider suburb tips.
- 52** **Our data-driven approach to finding high-performing properties** INFOGRAPHICS
Explain how you use data (rental yield, vacancy rates, growth trends) to guide investor decisions.
- 53** **How we helped build a 4-property portfolio in 3 years** CASE STUDY CLIENT TESTIMONIAL
Turn this into a mini case study. Share the steps, the challenges, and the wins.
- 54** **How to spot a high-performing investment suburb** ARTICLE SHORT VIDEO
Use this to show your value as a suburb-sleuth. Share what signs to look for: growth, infrastructure, low vacancy.
- 55** **The investor's advantage: Why working with a local specialist matters** SHORT VIDEO POST / AD
Educate investors on the value of local insight: knowing rental trends, off-market deals, council changes, and growth hotspots.

Promotional

- 56** **Featured investment properties with high yields** POST / AD
Promote a handpicked selection of properties with strong returns. Include rental appraisals, yield estimates, and suburb insights to appeal to serious investors.
- 57** **Unlock exclusive pre-market investment opportunities with us** SHORT VIDEO POST / AD
Promote your access to off-market or pre-launch opportunities. Emphasise the benefits: less competition, better deals, and early access to high-yield properties.
- 58** **Top investment opportunities in [Your area] right now** POST / AD
Create a round-up of the best local properties for investors. Add context: why now, what's changing in the area, and what kind of returns to expect.
- 59** **Our track record with investment returns** POST / AD CASE STUDY
Share average rental yields, capital growth results, or past investor success stories.
- 60** **Get more from your investment with [Your agency]** POST / AD
Promote your full-service offering: rental insights, strategy advice, ongoing support. Position your agency as a long-term partner, not just a transaction.

Landlords



Educational

- 61** **Routine inspection checklist for landlords** CHECKLIST
Share a simple checklist and explain what gets flagged during inspections.
- 62** **What can you claim as expenses on your rental property?** ARTICLE
Summarise allowable expenses, including mortgage interest, repairs, letting fees, etc. Ideal for tax season.
- 63** **How to handle late rent payments** ARTICLE SHORT VIDEO
Offer a step-by-step guide for dealing with arrears, legally and calmly. Reinforce the value of having an expert handle it.
- 64** **Landlord's monthly cash flow worksheet** TEMPLATE
Provide a downloadable or interactive worksheet. A handy tool that builds trust and shows you care about landlord profitability.
- 65** **Common mistakes landlords make when self-managing** ARTICLE
Gently highlight the pitfalls (missed maintenance, legal issues, poor tenant screening). Position your service as the smarter alternative.

Engagement

- 66** **Behind the scenes of a routine inspection** SHORT VIDEO
Use video or photos to show the process. Demonstrate professionalism and reassure landlords their property is in good hands.
- 67** **Would you allow pets in your rental property?** POLL
Run this on socials or in an email. Great conversation starter, plus insights into landlord preferences.
- 68** **Top 5 questions every landlord should ask their property manager** ARTICLE SHORT VIDEO
Frame this as advice to help landlords evaluate their current manager (and subtly highlight how you tick every box).
- 69** **Landlord scenario quiz: What would you do?** QUIZ
Create a fun, choose-your-own-adventure-style quiz with common landlord dilemmas. End with how your team would handle it better.
- 70** **Share your landlord lessons: The good, the bad & the ugly** POST / AD
Encourage story-sharing on socials or blog comments. Build future content from real experiences.

Branding & authority

- 71 Why landlords love our proactive management style** CASE STUDY CLIENT TESTIMONIAL
Use testimonials and examples to highlight your communication, issue prevention, and landlord-first mindset.
- 72 A day in the life of our property managers** POST / AD SHORT VIDEO
Humanise your team. Share a photo diary or reel showing how much care and work goes into managing each property.
- 73 The true cost of a bad tenant (and how we prevent it)** INFOGRAPHICS
Share a compelling comparison: DIY vs managed. Talk tenant screening, references, red flags, and damage prevention.
- 74 Is your current property manager doing enough?** ARTICLE POST / AD
Position this as a reality check for landlords. Subtly call out the red flags and explain how your agency goes further.
- 75 Our 6-step tenant vetting process** INFOGRAPHICS POST / AD
Show your screening process in detail. Build confidence by explaining how you minimise risk and find reliable tenants.

Promotional

- 76 How we maximise rental returns for landlords** POST / AD SHORT VIDEO
Explain your rent review process, maintenance strategies, and tenant retention tactics. Show you're actively growing their income.
- 77 What makes a great property manager? Here's our promise** POST / AD SHORT VIDEO
Lay out your service values (communication, diligence, tenant care, legal compliance) and what landlords can expect from day one.
- 78 Landlord peace of mind: Our 24-hour issue response promise** POST / AD
Showcase your commitment to responsive, reliable service. Share how quickly you address tenant issues, emergency repairs, or landlord concerns.
- 79 Why more landlords are switching to our agency** CASE STUDY
Share real switch stories or stats. Make it clear that change is easy and worth it, and you're the better choice.
- 80 Stress-free property management: How we take care of it all** POST / AD
Highlight your end-to-end service, from marketing to maintenance. Paint a picture of hassle-free ownership with your team at the wheel.

First-home buyers



Educational

- 81** **First-home buyer's ultimate guide** INFOGRAPHICS EBOOK CHECKLIST
Walk buyers through the whole process: saving a deposit, getting a loan, finding a place, and settling the deal. Make it easy to follow.
- 82** **What to look for at your first property viewing** ARTICLE CHECKLIST
Give tips on what to check (water damage, natural light, storage, and noise), what to look for and what to ask.
- 86** **Hidden costs first-time buyers forget** ARTICLE
Cover things like solicitor fees, surveys, removals, furniture, and insurance. Give rough cost ranges and budgeting advice.
- 84** **What help is available for first-time buyers?** SHORT VIDEO PODCAST
Summarise schemes like Shared Ownership, Help to Buy (if still applicable), First Homes scheme, and Lifetime ISAs, and when they make sense.
- 85** **How much deposit do you need to buy a house in [Your area]?** ARTICLE
Use local house price averages and show examples of how much buyers might need with different LTV ratios (e.g. 5%, 10%, 15%).

Engagement

- 86** **What's your biggest fear about buying your first home?** ARTICLE POLL
Create a poll asking readers to vote on their biggest worry, like money, loans, or making the wrong choice. Share the results in a follow-up post.
- 87** **Ask a first-home buyer: What I wish I knew** SHORT VIDEO PODCAST
Interview someone who's recently bought their first home. Share their advice, lessons, and what they'd do differently.
- 88** **Top 10 must-haves according to first-home buyers** ARTICLE
List the most-wanted property features (a big kitchen, home office, or outdoor space) based on what first-home buyers are saying.
- 89** **What type of first-home buyer are you?** QUIZ
Make a fun quiz to help readers figure out their homebuyer style, like budget-focused, lifestyle-led, or future planner.
- 90** **Your dream home wishlist** CHECKLIST
Share a simple printable or fill-in-the-blank list buyers can use to write down their "must-haves" and "nice-to-haves" before house hunting.

Branding & authority

- 91** **Why first-home buyers trust us to guide their biggest purchase** SHORT VIDEO
Share why buyers feel safe with you: your support, honest advice, and local know-how.
- 92** **First-home buyer FAQ: Your questions answered with no jargon** ARTICLE
Answer common questions in plain language, like how much deposit is needed, what's pre-approval, and how long it all takes.
- 93** **How to win in a competitive market as first-home buyers** ARTICLE SHORT VIDEO PODCAST
Give buyers tips on making strong offers, staying ready to act fast, and working with the right agent or broker.
- 94** **Upcoming first-home buyer info nights** EVENT WEBINAR
Promote any events where buyers can learn more (what's covered, who it's for, and how to book a spot).
- 95** **Why this is the year to buy your first home** ARTICLE SHORT VIDEO PODCAST
Share reasons why now's a good time, like government help, market trends, or low competition.

Promotional

- 96** **Tour a first-home buyer-friendly property** SHORT VIDEO
Show off a home that's ideal for first-home buyers with a walk-through (photos, video, or even a short reel). Explain why it's a great pick.
- 97** **Book a free 15-minute first-home buyer strategy chat** POST / AD
Promotional call-to-action post or ad. Position it as a no-obligation, friendly session to get their questions answered.
- 98** **What it's like working with us as a first-home buyer** CASE STUDY CLIENT TESTIMONIAL
Share client testimonials, Google reviews, or a case study story. Include before/after or emotional transformation (e.g. from overwhelmed to settled).
- 99** **What £600,000 can buy you in [Suburb] right now** POST / AD INFOGRAPHICS
Show a few real examples of homes around £600k in your area, with photos and key features.
- 100** **Our favourite properties for first-home buyers (and why)** POST / AD
Highlight a few great picks for first-home buyers, and explain why they're a smart choice, e.g. location, value, or potential.