



SUMMER
BLOG
TOPICS
EVERY
AGENT
SHOULD
WRITE
ABOUT



Feeling a little like Waldo when you think about how potential clients will find you online? Hey, you aren't alone.

While blogging, consistently, is one of the ways to help you stand out, it's also one of the most successful ways of reaching the front pages of search engine results.

To reach that lofty goal requires being local and being interesting. No, we're not calling you a bore, just your content.

Yeah, it could use a bit of tweaking. And we're here to help you out by tossing you some hyper-local topic ideas.

Blogs that deal with what people are experiencing right now get more shares and that's a good thing.

Summer 2018 arrives on June 21 and it ends September 22, so look over these timely summer blog post topic ideas and feel free to use the ones you like.



1. SUMMER CONTENT TO ATTRACT BUYERS

“What you Need to Know About Buying a Home in [Your Town] This Summer”

As we mentioned in our spring topic ebook, this one can (and should) be used at the beginning of each season.

So, what do they need to know about buying a home (in your town) during the summer?

- Your vision of what the LOCAL summer market will bring— fierce competition, higher prices, low inventory etc. We found a brilliant example of a post like this from the [Martino Law Group](#) in Haverhill, MA.
- Then, write a post filled with tips on how buyers can prepare for these market conditions. Sure, there are a million and one “see a lender” posts, but they aren’t localized like yours will be.
- Whether it was a stay in an Airbnb or a summer rental, many vacationers return home wondering if they should buy their own vacation home. Give them the tips they need to make the decision. You’ll find an example of a pros/cons type of post [here](#).

For extra impact, check the various lists online of “best places to buy a vacation home” and, if you’re lucky enough to work in one of the markets mentioned, you’ve got the material for an amazing, hyper-local blog post. Check out this one at [USA Today](#) or this [brilliant post](#) that breaks down the best places to buy a vacation home in each state.

- How about a blog post about FHA loans so you can work in links to FHA-approved lenders and/or FHA approved condo communities in your town?

Although this post isn’t localized (and it can very easily be), you’ll find inspiration for writing yours at [yourkeytomemphis.com](#).

By the way, the Fed meets once more this summer, July 31 and August 1. A good time to discuss rising or dropping interest rates, doncha think? An interview (or maybe a guest post?) with your mortgage guy or gal would be quite appropriate now.





2. SUMMER CONTENT TO ATTRACT SELLERS

“What you Need to Know about Selling your Home in [your town] this Summer”

After price, most sellers want to know what the market will be like when they decide to list their homes. No, you don't look like a mind reader, but you can make an intelligent estimation of future market conditions.

You're already up to speed on current market conditions, so take a look at the local economy, anything happening with lawmakers that may impact the market and the local job scene.

We like this [ultra-hyper-local post](#) from Greenville, SC's Eddie Kicker and Associates.

Other items of summer interest to local sellers include:

- If you have use a pro photographer for your listings, write a post about “green photography,” suggesting that fall and winter sellers contact you now (while homes have the most curb appeal) to get “green” photos. In fall or winter, when every other listing's photos will look dark and drab, yours will stand out.

- Urging them to be proactive before listing their homes—a rundown of ways home sellers should prepare for the upcoming summer market before listing their homes (gathering paperwork, perhaps ordering a prelim and getting the home pre-inspected to avoid surprises, etc.).
- What to plant to amp up curb appeal, according to your area’s particular summer climate.
- Summer home showing tips. Here you can discuss regulating the temperature in the home before they head off to work, staging outdoor areas to present a summer lifestyle, taking down the heavy, winter drapes and replacing them with something lighter and breezier.

Again, [this post](#) could be localized more than it is, but “In North County real estate, outdoor living is imperative to home value,” is perfect, and the subheadings with the city name included shows he took the extra time to cater to his local audience.





3. COMMUNITY CONTENT

Many communities across the country do a bang-up job of helping residents stay connected through community events and summer seems to be the season of choice. From outdoor concerts and movies in the park, to Founder's Day celebrations, fireworks displays and more.

If your local parks and rec department publishes a seasonal guide, you'll find lots of ideas for hyper-local community content there.

Get inspiration from your colleagues in other markets, like Nancy Tallman in [Park City, Utah](#), [Bainbridge Island's](#) Jen Pells and [Minnesota Property Group](#).

Then, there's Father's Day and this year it falls on the first day of summer. Where to shop for Dad? What to buy? How about ideas to treat Dad to something different? We like Jolenta Averill's [Madison, Wisconsin blog post](#).

Or, choose a summer month and show how it's celebrated locally. You'll find a brilliant example of this on Anchorage, Alaska's [Unity Home Group](#) blog.

By the way, posts about preparing, paying for and planning summer vacations are popular this time of year. Unity Home Group also offers a [vacation-oriented blog post](#) that many agents would treat generically, but by including “where to buy” information it is spectacularly hyper-local.

Summer is ice cream season. In fact, July is National Ice Cream Month and you can build an entire blog post around this fact. Review three or more local ice cream and frozen yogurt shops (Yelp.com is a big help with these types of posts).

In fact, you can write these posts about many summer activities in your town, such as the best places to:

- Find summertime fun for the kids (for example, “Summer Activities for Kids in Anytown”)
- Swim for free
- Camp out
- Launch your canoe/kayak
- Have a picnic or barbecue
- Play golf
- Dine out with your dog, beach for dogs, hike with your dog
- Take out-of-town guests

- To stay cool (local ice arena, movie theatre, mall, etc.)
- Pick strawberries, cherries, blackberries
- Buy a swimsuit

Write about local holiday-related events. To help you out, here’s a list of holidays in summer, 2018:

- Father’s Day – June 21
- Independence Day – July 4
- Labor Day – September 3
- U.S. Air Force Birthday – September 14 (ideal day for a VA loan info post) Notice how [this agent](#) took the time to get local veteran statistics.

Aside from July being designated National Ice Cream Month, it’s also National Grilling Month, National Hot Dog Month and National Picnic Month:

- Posts about grilling – how and where, locally, to shop for one
- Posts about hot dogs – where’s the best hot dog in your town?
- Posts about picnics – rank your town’s parks’ picnic facilities and write about other, less traditional places in town to picnic. Best places to picnic with kids, most romantic picnic site.





4. HOMEOWNER TOPICS

Summer gardens bring lots of chores and, thus, lots of blog topics. Even if you lack a green thumb, there are plenty of online resources to help you with topic ideas. To keep the posts local, check your county's cooperative extension website. You'll find a directory for each state online at gardenologist.org.

Additional summer blog topic ideas for homeowners include:

- Anything having to do with pools -- How to hire a pool company, how to clean a pool, the area's best pool companies (get rankings from yelp.com), landscaping ideas for around the pool, pool safety, how to throw a killer pool party.
- How to cut down on cooling costs or water usage during the hottest days of summer.
- Hurricane season – it starts on June 1 so if you work in a region that is threatened by hurricanes, compose posts on what NOAA foresees this season, how to prepare for the season, how to deal with damage (wet basements, etc.), dealing with your insurance company, how to apply for disaster assistance. You'll find a lot of useful information at firscoastnews.com.

- Summer safety tips for kids.
- Summer safety tips for pets.
- Summer home décor ideas.
- Summer home maintenance chores.
- Staycation ideas for those who won't be leaving town for a vacation.

Remember how important it is to localize each post you write. Your readers should have no doubt about where you practice real estate.





5. [YOUR TOWN] SUMMER BUCKET LIST

Get some ideas from the pros who have written on this topic for their town or city. Although [this one from the Denver Post](#) covers the entire state of Colorado, scroll down to the section titled “What Have you Done on your Summer Bucket List” for ideas for your post.

For a more hyper-local example, check out Jessica Young’s post about Toronto at [narcity.com](#) and we love this one about NYC at [timeout.com](#).

Another approach to becoming your city’s one-person booster club is a “Why we Love [Our City] in Summer.” In our spring blog topic ebook we pointed you to a post at [realtybillings.com](#) (it’s about fall, but it will give you an idea of how local you can get), but check out the photos with [this post](#) about Providence, RI in the summer.

Finally, while we love [this one](#) from Chicago agent Leila Zammatta, we feel she could’ve gone further in localizing it. For instance, she loves “hitting the beach” in Chicago but stops short of mentioning where the best or most popular beaches are located.

It doesn't matter if you prefer relaxing under and [sic] umbrella or getting competitive with volleyball, you owe it to yourself to hit the beach at least a few times every summer.

As a real estate agent, you must assume that some folks are new to your area, so take the extra effort to go into greater detail. Not only will it make you look more like the area expert, but all those lovely local keywords you can insert will do you no harm.

Here, Leila, we FIFY:

Chicago offers residents 26 miles of shoreline and about 24 beaches. The most popular

includes Oak Street Beach (1000 N Lake Shore Dr.), offering both professional and amateur volleyball tournaments in the summer.

The city's busiest beach, however, is North Avenue Beach. Chicago residents love this spot for its beach yoga classes and kayak, jet ski and other water sports rentals.

As you can see, there is no shortage of stuff to write about in summer. So, what are you waiting for? Flex those fingers and hit the keyboard!





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We hope you've enjoyed this ebook and we wish you every success on your blogging this summer!

Easy Agent PRO

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