

25 Influencer-Style Video Ideas for Real Estate Agents

No listings. Just value, personality, and presence.

Educational / Authority-Building

1. “One Thing I Wish Every Buyer Knew”
 - Share a surprising tip or insight to build credibility.
2. “Here’s What No One Tells You About Buying a Home”
 - Hook your audience with industry truths.
3. “A Day in the Life of a Realtor”
 - Light, relatable peek behind the curtain (with a twist of humor or hustle).
4. “3 Things You Should Know Before You Get Pre-Approved”
 - Simple, high-value, and shareable.
5. “What I’d Do Differently If I Bought My First House Again”
 - Personal experience = trust-building.

Engaging / Interactive

1. “This or That: Dream Home Edition”
 - Use overlays or hand gestures to prompt choices (e.g., big kitchen vs. big yard).
2. “Tell Me You’re a Realtor Without Telling Me...”
 - Trendy format with a humorous or real take.
3. “Hot Take: Why [Common Opinion] Is Wrong”
 - Example: “Open houses don’t actually sell homes.”
4. “Ask Me Anything – Real Estate Edition”
 - Answer a real or imagined FAQ in a casual tone.
5. “Finish the Sentence With Me...”
 - Use trending audio or a text-prompt style reel.

Personal Brand / Lifestyle Blend

1. “Why I Got Into Real Estate”
 - Short story that shows your heart.
2. “What Real Estate Has Taught Me About People”
 - Insightful and humanizing.
3. “My Morning Routine as an Agent”
 - Productivity + lifestyle = great engagement.
4. “3 Things I Always Keep in My Car for Work”
 - Personal, useful, fun.
5. “How I Stay Organized as an Agent”
 - Share a tool, planner, or workflow tip.

Trend-Driven Formats

1. Voiceover Storytelling
 - Narrate a funny or emotional client moment over b-roll or selfies.

2. **Duet/React to Bad Real Estate Advice**
 - Entertaining and establishes your authority.
3. **Use Trending Audio With Text Overlays**
 - Example: “When a buyer ghosted me after showing 12 homes...”
4. **Lip-Sync to Relatable Sounds**
 - Pick ones about tough clients, busy schedules, or work-life balance.
5. **“Things I Hear as a Realtor” (Text Pop-Ups)**
 - Showcase real quotes from clients/friends in a humorous or empathetic tone.

Value-Add / Trust-Builder

1. **“3 Free Things That Boost Your Home’s Value”**
 - Practical, bite-sized tips (great for homeowners).
2. **“The Most Underrated Neighborhood in [Your City]”**
 - Hyper-local and makes you look in-the-know.
3. **“How to Know You’re Ready to Buy”**
 - Speaks directly to hesitant buyers.
4. **“How I Help My Clients Beyond Just Buying or Selling”**
 - Show your full-service value.
5. **“Here’s Why I Follow Up With Every Client for Years”**
 - Reinforces that you care and builds long-term trust.

Happy creating!

-Square One Crew