

YouTube Shorts Idea & Results Tracker

12 Original Video Ideas for Real Estate Agents

Turn your property visits, market research, and everyday client questions into useful videos. Choose an idea below, add your firsthand perspective, and use footage you have permission to share.

Your goal is to give viewers a reason to recognize your expertise and start a conversation.

Local Authority

1. Compare Homes at the Same Price Point

What to film: Two properties in different neighborhoods with similar current asking prices.

What to explain: How the features differ and what the same budget buys in each location. Keep comparisons factual and objective.

☐ Verify asking prices and property details before publishing.

2. Explain Neighborhood Conveniences

What to film: Transit connections, nearby services, or commute routes.

What to explain: Practical information viewers can use to explore the area themselves.

☐ Verify transportation details and any travel times. Avoid language suggesting who should live in the neighborhood.

3. Show What Listing Photos Miss

What to film: Room proportions, storage, or outdoor spaces that photographs don't fully reveal.

What to explain: A specific feature or layout detail that becomes easier to understand on video.

☐ Confirm permission to film and share the property.

Property and Transaction Education

4. Explain an Inspection Finding

What to film: An authorized, anonymized example of an inspection issue.

What to explain: Questions a buyer could raise with a qualified professional.

- ☐ Remove identifying details and keep your explanation within your expertise.

5. Compare Two Contingency Decisions

What to film: Yourself explaining two different transaction decisions without identifying the clients.

What to explain: How financing, deadlines, and risk tolerance shaped each decision.

- ☐ Protect client information and preserve the relevant context.

6. Show a Staging Transformation

What to film: Before-and-after footage of a property's presentation.

What to explain: The choices behind the changes and what you wanted viewers to notice.

- ☐ Confirm you have permission to use both sets of footage.

Market Interpretation

7. Explain Changes in Days on Market

What to film: Yourself discussing dated MLS figures for a ZIP code.

What to explain: Whether properties are selling faster or slower during the period you reviewed.

- ☐ Identify the geography, reporting period, and data source.

8. Break Down a Listing Price

What to film: Yourself explaining the reasoning behind an asking price, supported by relevant property information.

What to explain: Comparable sales, competing properties, and how they informed the pricing discussion.

- ☐ Verify the figures and confirm what you are authorized to share.

9. Examine Offers Below Asking

What to film: A short explanation of local sale-to-list-price trends.

What to explain: What verified, dated data shows about the relationship between asking prices and sale prices.

- ☐ Ground the explanation in data rather than isolated anecdotes.

Behind-the-Scenes Proof of Work

10. Show What Happens Before a Listing Launches

What to film: Photography, staging, disclosures, and marketing preparation.

What to explain: The work involved in preparing a property for the market.

☐ Keep confidential documents and client information out of view.

11. Film Open House Preparation

What to film: Signage, lighting checks, and final touches before visitors arrive.

What to explain: The preparation behind the event and the purpose of each task.

☐ Confirm permission to film and check any event details shown.

12. Revisit a Challenging Transaction

What to film: Yourself explaining a negotiation or logistical problem you helped resolve.

What to explain: The challenge, how you approached it, and the resolution.

☐ Obtain client permission and remove identifying details.

Plan Your Next Short

Idea number and topic:

The main point I want viewers to understand:

Original footage or firsthand experience I'll use:

Facts, dates, or sources I need to verify:

Permissions I need to confirm:

Planned filming date:

Planned publishing date:

Before You Upload

- ☐ Include your own footage, meaningful commentary, or original storytelling.
- ☐ Confirm property details and market figures.
- ☐ Check brokerage policies and MLS media rights.
- ☐ Confirm property-owner and client permissions where needed.
- ☐ Remove private or identifying information.
- ☐ Review fair housing language.
- ☐ Make the video useful and specific to the topic.

Your 30-Day Results Tracker

Establish a baseline before changing your posting schedule. Compare results over a consistent 30-day period rather than judging a format by one upload.

Review period:

Metric	Baseline period	Next 30-day period
Views		
Engaged views		
Watch time		
Inquiries attributable to Shorts		
Appointments attributable to Shorts		

Which topics prompted useful questions or conversations?

Which formats should I repeat or adjust?

Your Viewer Inquiry & Follow-Up Tracker

Video title or link:

Publishing date:

Contact or YouTube handle:

Their question or request:

How they connected with me:

Information I sent or promised:

Next step:

Follow-up due:

Appointment confirmed, if applicable:

Outcome:

What this tells me about the video:

Track casual engagement separately from inquiries and appointments. Original videos can introduce your business, but the conversations that follow help you understand whether your content is bringing prospective clients closer.