HOW TO CREATE CONTENT "CONTENT IS KING"

COMMUNITY/BUILDING STATISTICS

1. **Description of the community, building or Development**

   o When was it built

   o Number of Units

   o Amenities

   o Developer

   o Location

2. **Current properties for sale**

   o Ave. Price for active properties

   o Ave. Price/sf for active properties

   o # properties for Sale

   o DOM (Days on the Market)

3. **Recently Sold**

   o Ave. price sold

   o Ave. price/sf sold

   o #of closed properties within the last 6 months

   o DOM (Days on the Market)

4. **Currently for Rent**

   o Ave. price for rent

   o Ave. price rent/sf

   o Number of properties for rent

o DOM (Days on the Market)

5. **Recently Rented**

   o Ave. price rented

   o Ave. price/sf rented

   o # of properties rented within the last 6 months

   o DOM (Days on the Market)

POINTS OF INTEREST IN THE COMMUNITY

6. **Schools**

   o Can you interview the principals to talk about the school?

7. **Churches**

8. **Banks**

   o Can we interview the bank manager?

9. **Grocery Stores**

10. **Restaurants**

11. **General Market Trends**

12. **Local Real Estate News**

   o New Construction

   o Remodeling or expansion in the area

13. **Gossip**

"HOW TO" PROCESS FOR BUYERS

Here is an example: http://goo.gl/tiKoC2

14. **Financing Terms**

15. **10 steps before buying a home**

16. **Financing documents and requirements**

17. **How to choice a real estate agent**

18. **How to look for a property (Explain the MLX process)**

19. **Financing Process**

20. **Financing cost when buying a property**

21. **Appraisal process and cost**

22. **Physical Inspection (What it consist of)**

"HOW TO" PROCESS FOR SELLERS

23. **10 steps to selling your property**

24. **How to prep your home for showing**

25. **Real Estate Agent interview process**

26. **Closing cost when selling**

27. **How to position your home as the #1 choice for potential buyers**

Technical Specifications for articles

- o 400-600 word document

- o At least 1 internal hyperlink

- o At least 1 external hyperlink