

The Real Estate Content Playbook

The system we use to build organic leads for agents - by AgentScribe

Most agents know content works. The problem is never the idea - it is the time, and knowing what to write. This short playbook is the exact system we use at AgentScribe. Steal it.

1. Why content beats paid leads

Paid leads rent attention. The moment you stop paying, the calls stop. Content owns attention: a single neighborhood guide, well-written and locally researched, can bring qualified buyers for years - long after the afternoon you spent on it. The agents who dominate a market are not the ones with the biggest ad budgets. They are the ones who showed up in search six months ago and never left.

2. The one post that does the most work

If you only write one kind of content, make it the neighborhood guide. Before a buyer picks an agent, they pick a place - and they Google it. "What is it like to live in [neighborhood]," "[neighborhood] schools," "is [neighborhood] a good place to raise a family." Whoever answers those questions best becomes the trusted local voice, and usually the agent they call.

A great guide covers what a real person weighs: the feel of the area, schools with specifics, what homes actually cost right now, the commute, and the honest trade-offs. Two or three first-hand local details - the street everyone wants and why, the catchment that just changed - are what no portal can copy.

3. The 90-day plan (pick 5, batch them)

Do not try to write everything. Pick five topics that fit your market, batch them into a 90-day calendar (roughly two posts a month), and lean hardest on neighborhood guides - they compound. A few ideas to start:

- Living in [your top neighborhood]: the complete guide
- [Neighborhood A] vs [Neighborhood B]: which should you buy in?
- What \$[X] actually buys you in [your city] right now
- Your [city] market update (publish this one every month)

- First-time buyer roadmap for [your city]

4. Turn one guide into a month of content

One anchor guide is a dozen pieces once you slice it. Pull 10-15 facts from it and reshape each: a "3 things people get wrong about [neighborhood]" social post, a 60-second walk-and-talk reel, a market-stat graphic, an email "neighborhood spotlight." Every piece links back to the full guide on your site - which is what drives the rankings while you post.

5. Using AI without sounding generic

AI is a great assistant and a terrible author. Use it for outlines, first drafts, and repurposing - never for the final, public word. The two things it cannot do are the two things that make you win: the verified local truth (real prices, real schools) and a human voice. Use AI to go faster, then add the local detail and fact-check every number.

6. The honest timeline

Local SEO content typically takes 3-6 months to rank and 6-12 months for steady lead flow. That feels slow next to ads - but it compounds and you own it. The single biggest predictor of success is unglamorous: still publishing in month nine, when the early posts finally start to rank. Start now; every month you wait pushes the payoff a month further out.

Want this done for you?

AgentScribe researches, writes, and publishes local content every month.

Book a free 15-min call -> agentscribe.net/contact