NOTE: *I covered this content on LMM July 1st 2026 this is what I reviewed live on the session.*

The Local Expert Question Strategy

Most real estate agents say, "I'm the local expert."

Very few can prove it.

The proof is not just market stats, sold photos, or "I know the neighborhood." The proof is whether they can clearly answer the fundamental questions buyers, sellers, movers, homeowners, and investors are already asking about that local market.

This becomes a content strategy, SEO strategy, YouTube strategy, AI/AEO strategy, listing appointment strategy, buyer consultation strategy, and trust-building strategy all at once.

Google's own search guidance says content should be helpful, reliable, people-first, and demonstrate real experience or expertise—not just be made to rank. That lines up perfectly with this idea. The agent who answers real local questions with specificity has a much better foundation than the agent posting generic "market update" content.

And the consumer behavior supports it. Zillow's 2025 agent report said 36% of sellers found agents through online channels, more than double the share from 2018, while 33% of buyers said online research played a key role in choosing an agent. NAR's 2025 Profile also shows buyers and sellers are operating in a more difficult, higher-stakes environment, with first-time buyers at a historic low share and repeat buyers becoming more dominant.

So the strategy is not: "Post more content."

The strategy is:

Become the most useful public answer source for the fundamental real estate questions in your marketplace.

The Core Idea

Every local real estate professional should build a Local Real Estate Question Library.

This library answers:

1. What do people need to understand before they buy here?
2. What do people need to understand before they sell here?
3. What mistakes create stress, delay, lost money, or regret?
4. What local conditions make this market different?
5. What decisions does the consumer need help making?
6. What questions would a great agent answer before the client even asks?

This becomes the agent's local authority spine.

✓ Not random content.
✓ Not just "Just Listed" and "Just Sold."
✓ Not generic national real estate advice.
✓ A mapped body of local expertise.

The Big Categories

Here is how I would organize the framework.

1. The Local Market Reality Questions

These are the "how is the market?" questions, but better.
Most agents answer this poorly because they give stats without interpretation.
The stronger content answers:

Fundamental Question	Better Local Content Angle
✓ **How is the market right now?**	What is actually happening for buyers and sellers in this specific city/neighborhood?
✓ **Is it a buyer's market or seller's market?**	Which price ranges are strong, soft, or shifting?
✓ **Are homes still selling over asking?**	Where is that happening, and where is it not?
✓ **How long does it take to sell a home here?**	What causes some homes to sell fast and others to sit?
✓ **Are prices going up or down?**	What does the data show by property type, price band, and neighborhood?
✓ **Is now a good time to buy?**	Good for whom? First-time buyer, move-up buyer, downsizer, investor, cash buyer?
✓ **Is now a good time to sell?**	Depends on equity, next move, condition, competition, and urgency.
✓ **What are the biggest misconceptions about this market?**	"The market is dead" versus "properly positioned homes are still moving."

This should be a recurring content pillar.
But the key is this: the agent should not just report the market. They should interpret the market.

2. The Local Seller Questions

This is the seller education library.

Fundamental Question	Content Angle
✓ **How do I sell a house in this market?**	Step-by-step local seller roadmap.
✓ **What is my home worth?**	How local valuation actually works beyond automated estimates.
✓ **How should I price my home?**	Pricing strategy by current inventory, buyer demand, condition, and competition.
✓ **What should I do before listing?**	Repairs, prep, cleaning, staging, photos, inspections, disclosures.
✓ **What should I not fix before selling?**	Avoid wasting money on improvements that do not create return.
✓ **How long will it take to sell?**	Local days-on-market reality by price range and condition.
✓ **What are the costs to sell?**	Commissions, repairs, credits, escrow/title, taxes, moving, prep.
✓ **What can go wrong when selling?**	Inspection issues, appraisal gaps, buyer financing, lowball offers, overpricing.
✓ **Should I sell as-is?**	When it makes sense and when it costs you money.
✓ **Should I sell before buying?**	Risk tradeoffs, timing, bridge strategies, contingencies.

This is where the agent starts to become the seller's strategic advisor, not just a listing salesperson.

3. The Local Buyer Questions

This is especially important because buyers are overwhelmed, affordability is strained, and the buying process is more complex than most people realize.

NAR's 2025 report noted that successful first-time buyers said finding the right property was the most difficult step, and first-time buyers dropped to 21% of buyers, the lowest share since NAR began tracking it.

That means buyer content needs to be sharper, more practical, and more decision-based.

- ✓ **How do I buy a home in this market?** Local buyer roadmap from pre-approval to closing.
- ✓ **What can I afford here?** Price point examples by neighborhood and property type.
- ✓ **What can I buy for $500K, $750K, $1M, etc.?** Real examples, tradeoffs, location differences.
- ✓ **What should I know before making an offer?** Competition, contingencies, inspections, seller expectations.
- ✓ **How do I avoid buying a lemon?** Inspection red flags, local property issues, disclosure risks.
- ✓ **What neighborhoods fit my lifestyle?** Commute, schools, walkability, beach access, lot size, age of homes.
- ✓ **What are the hidden costs of buying here?** Taxes, insurance, HOA, Mello-Roos, repairs, utilities, maintenance.
- ✓ **Should I wait for rates to come down?** Payment, competition, inventory, refinance strategy.
- ✓ **How do I compete without overpaying?** Offer terms, negotiation strategy, timing, agent relationships.
- ✓ **What mistakes do buyers make locally?** Emotional buying, skipping inspections, misunderstanding neighborhoods.

This content should not be generic. It should sound like:
"Here's what buyers moving into Solana Beach misunderstand about west of the 5 versus east of the 5."
That is local expertise.

4. The Buy-and-Sell-at-the-Same-Time Questions

This is one of the most valuable categories because it usually represents two transactions.

- ✓ **How do I buy and sell at the same time?** The local move-up/move-down roadmap.
- ✓ **Should I sell first or buy first?** Risk matrix by equity, cash, market speed, and inventory.
- ✓ **What if I sell and cannot find the next house?** Rent-backs, contingencies, temporary housing, bridge options.
- ✓ **What if I find the next house before I sell?** Bridge loan, HELOC, cash reserves, contingent offer, pre-list prep.
- ✓ **Can I make an offer contingent on selling my home?** When sellers accept it and when they reject it.
- ✓ **How do I time both closings?** Escrow coordination, possession, moving logistics.
- ✓ **How do I avoid moving twice?** Strategy, negotiation, rent-back, flexible possession.
- ✓ **What are the biggest mistakes move-up buyers make?** Waiting too long, under-preparing the current home, unrealistic timing.

This category is a goldmine for content because it speaks to homeowners who are stuck.
They have equity.
They want to move.
But they are afraid of the sequence.

5. The Home Preparation and Repair Questions

This is where agents can demonstrate real-world experience.

- ✓ **What should I repair before selling?** Repairs that protect value and reduce buyer objections.
- ✓ **What improvements actually increase sale price?** Local ROI by buyer expectations and price point.
- ✓ **Should I paint before selling?** Color, condition, buyer psychology, listing photos.
- ✓ **Should I stage my home?** When staging matters and when it does not.
- ✓ **Should I replace flooring?** Cost versus buyer perception.
- ✓ **Should I remodel the kitchen before selling?** Usually no, but explain the exceptions.
- ✓ **How much do repairs cost locally?** Vendor-informed cost ranges by project.
- ✓ **Should I do a pre-listing inspection?** When it reduces risk and when it creates disclosure complexity.
- ✓ **What scares buyers during inspections?** Roof, plumbing, electrical, foundation, drainage, mold, termites.
- ✓ **What are the most common repair requests here?** Local inspection patterns.

This could become a killer series:
"Before You List: What Actually Matters in [City/Neighborhood]"
This also connects naturally to vendor partners.

6. The Neighborhood and Lifestyle Questions

This is one of the biggest opportunities for local authority.
Most agents do neighborhood content at the surface level:
“Here are the 5 best neighborhoods in San Diego.”
Better agents answer fit-based questions.

Fundamental Question — Content Angle

✓ **What are the best neighborhoods for families?** Define by schools, lot size, parks, street feel, commute.

✓ **What are the best neighborhoods for walkability?** Restaurants, coffee, trails, beach, downtown access.

✓ **What are the best neighborhoods for downsizers?** Single-level homes, condos, low maintenance, medical access.

✓ **What are the best neighborhoods for luxury buyers?** Privacy, views, architecture, exclusivity, lifestyle.

✓ **What are the best neighborhoods for first-time buyers?** Entry price points and realistic tradeoffs.

✓ **What are the best neighborhoods near the beach?** Coastal access, price bands, parking, vacation-rental rules.

✓ **What neighborhood gives the most value?** Price per square foot, condition, future upside.

✓ **What neighborhoods should I consider if I cannot afford X?** “If not Del Mar, consider…”

✓ **What are the hidden drawbacks of this neighborhood?** Noise, traffic, parking, HOA, older homes, insurance.

✓ **What is it really like to live here?** Local experience, not brochure copy.

This is where YouTube, Google, and AI search can really reward specificity.

7. The Relocation Questions

This is a huge category for many agents.

Fundamental Question — Content Angle

✓ **What should I know before moving here?** Climate, neighborhoods, taxes, commute, schools, lifestyle.

✓ **What are the biggest mistakes relocation buyers make?** Buying too fast, wrong commute assumptions, misunderstanding micro-markets.

✓ **What should I know if moving from California/Texas/New York/etc.?** Compare taxes, home styles, prices, weather, culture.

✓ **How do I buy remotely?** Virtual showings, inspections, local representation, closing logistics.

✓ **Should I rent first or buy immediately?** When each strategy makes sense.

✓ **What areas should I consider based on my lifestyle?** Retiree, family, executive, remote worker, investor.

✓ **How do I relocate out of state?** Selling, timing, referral network, destination-agent coordination.

✓ **Can my agent help me find an agent elsewhere?** Referral process and standards.

This can become a “Moving to [Market]” content engine.

8. The Risk, Stress, and Mistake Questions

This may be the most emotionally powerful category.
People do not just want information.
They want to avoid regret.
This is great content because it creates trust fast.
The agent is not just selling optimism.
They are saying:
“Here is what can go wrong, and here is how I help you avoid it.”
That is advisor positioning.

Fundamental Question — Content Angle

✓ **What can go wrong when selling a home here?** Inspection, appraisal, financing, low buyer demand, bad pricing.

✓ **What can go wrong when buying here?** Overpaying, inspection surprises, insurance, neighborhood mismatch.

✓ **What are the most stressful parts of selling?** Showings, pricing, repairs, negotiation, uncertainty, timing.

✓ **What are the most stressful parts of buying?** Competition, loan approval, inspections, appraisal, moving.

✓ **How do I avoid losing money when selling?** Pricing, prep, negotiation, timing, buyer qualification.

✓ **How do I avoid buying the wrong home?** Lifestyle fit, inspection, resale, hidden costs.

✓ **What are the red flags in older homes here?** Electrical, plumbing, roof, drainage, foundation, pests.

✓ **What are the red flags in condos/HOAs?** Reserves, litigation, assessments, insurance, rental rules.

✓ **What are the red flags in luxury properties?** Maintenance, custom systems, deferred repairs, market depth.

✓ **What are the red flags in new construction?** Builder contracts, upgrade costs, lot premiums, timelines.

9. The Money, Taxes, and Local Cost Questions

Agents need to be careful here because they are not CPAs, attorneys, or financial advisors.

But they absolutely can educate, explain the questions to ask, and direct people to the right professional.

Fundamental Question — Content Angle

✓ **What are the taxes when I sell my home?** Capital gains basics, exclusions, local transfer taxes, CPA referral.
✓ **What are property taxes here?** Local tax rates, reassessments, special assessments.
✓ **What is Mello-Roos?** Where it applies and how it affects payments.
✓ **What are HOA fees and what do they cover?** Condos, townhomes, master-planned communities.
✓ **How much does insurance cost here?** Fire, flood, coastal, wind, condo master policies.
✓ **What are closing costs for buyers?** Lender fees, escrow, title, taxes, prepaid items.
✓ **What are closing costs for sellers?** Commissions, title, escrow, transfer tax, credits, repairs.
✓ **How much cash do I need to buy?** Down payment, closing costs, reserves, inspections.
✓ **How do rate changes affect affordability?** Payment examples and tradeoffs.
✓ **Should I pay points?** Explain concept, refer to lender.

This category is valuable because consumers are confused and worried about the full cost of ownership.

The Bigger Strategic Name

I would not call this just a content strategy.

I would package it as something like:

✓ The Local Authority Question Map
✓ Or:
The 100 Questions Every Local Real Estate Expert Should Own
✓ Or:
The Local Real Estate Expertise Library
✓ Or:
The Market Expert Answer Engine

My favorite framing for your coaching/training:

The agent who owns the questions owns the conversation.
The agent who owns the conversation earns the appointment.
That is the big idea.

10. The Professional Services Questions

This is a sleeper category.
Most agents have a vendor list.
Few agents turn that vendor knowledge into content authority.

Fundamental Question — Content Angle

✓ **Who are the best contractors here?** How to choose, what to ask, who fits which type of project.
✓ **Who should I call before selling?** Handyman, painter, landscaper, stager, roofer, inspector.
✓ **Who should I call after buying?** Locksmith, cleaner, HVAC, plumber, electrician, insurance, pest.
✓ **How much do local repairs cost?** Cost range library by project type.
✓ **Who handles estate sales?** Downsizer and inherited-home content.
✓ **Who helps with moving and storage?** Local moving guide.
✓ **Who helps with property management?** Rental/investor guide.
✓ **Who helps with ADUs?** Local ADU consultant, architect, contractor, city process.
✓ **Who helps with insurance?** Local insurance broker guidance.
✓ **Who helps with tax/legal questions?** CPA, attorney, trust/estate specialist.

This turns the agent into the local “homeowner hub.”
Not just a transaction person.
A resource.

The Framework I Would Teach Agents

Here is the simple version:

Step 1: Identify the Fundamental Questions

Create the master question bank for the local market.

Categories:

1. Market reality
2. Selling
3. Buying
4. Buy/sell timing
5. Home preparation
6. Neighborhood fit
7. Relocation
8. Risk and stress
9. Money, taxes, and ownership costs
10. Local professional services

Step 2: Localize Every Answer

Generic answer:
“Should I stage my home before selling?”
Local authority answer:
“Should you stage your home before selling in Solana Beach? It depends on whether you are selling a coastal condo, an older single-family home east of the 5, or a luxury property west of the 101.”
That is the difference.

Step 3: Turn Each Question Into a Content Asset

Each question can become:

1. Website page or blog post
2. YouTube video
3. Short-form video
4. Carousel post
5. Email newsletter
6. Buyer/seller consultation slide
7. FAQ block
8. AI-search/AEO answer
9. Listing presentation proof point
10. Lead magnet section

One question becomes ten assets.

Step 4: Add Proof

Every answer should include at least one of the following:

- Local example
- Recent listing story
- Buyer story
- Seller mistake
- Market data
- Neighborhood comparison
- Vendor insight
- Cost range
- Photo/video example
- Case study

Without proof, it is advice.
With proof, it becomes expertise.

Step 5: Add the Appointment Bridge

Every piece of content should naturally create the next step.

Example:

"If you are thinking about selling in the next 3–12 months, the smartest first step is not listing your home. It is identifying the 5–7 things that could either increase your value or create friction with buyers. I can walk through the home with you and help you prioritize what matters and what does not."

That is much stronger than:

"Call me for all your real estate needs."

The Agent-Level Version

For an individual agent, I would tell them:

You do not need to become famous.

You need to become findable, useful, and trusted for the questions your future clients are already asking.

- Start with 25 questions.
- Then build to 50.
- Then build to 100.

The goal is that when someone in your market asks:

- Should I sell?
- Where should I buy?
- What is my home worth?
- What should I fix?
- How do I move without making a mistake?
- What neighborhood is right for me?
- Who should I call for this home problem?

Your name, your content, your page, your video, your AI-search footprint, or your referral network shows up.

That is the game.

The Coaching Business Version for You

For your coaching business, this could become a full training/playbook:

"The 100 Local Questions Strategy"

Subtitle:

How real estate agents become the obvious local expert by answering the questions buyers and sellers actually ask before they ever book an appointment.

Possible sections:

1. Why "local expert" is no longer enough
2. The 10 question categories every agent must own
3. How to build your local question library
4. How to turn one question into 10 content assets
5. How to use AI to research and draft the answers
6. How to add local proof, stories, vendors, and examples
7. How to publish across YouTube, website, Google Business Profile, email, and social
8. How to connect every answer to an appointment offer
9. 30-day implementation plan
10. The master question bank template

The Strategic Punchline

This is not about content volume.
This is about content ownership.

Most agents are posting moments:

- Just listed • Just sold • Open house
- Market update • Closing photo
- Generic tip

Better agents build an answer library:

- Here is how to buy here.
- Here is how to sell here.
- Here is what can go wrong.
- Here is what this neighborhood really means.
- Here is what this price point actually buys.
- Here is who to call.
- Here is how to avoid the expensive mistake.
- Here is how to make the next move intelligently.

Your future clients do not need more real estate content.
They need a local expert who has already answered the questions keeping them stuck.