

Easy Reels Topics:

1. Someone cooked here trend

[Ritzecracker - Someone cooked here | TikTok](#)

In this trend, you want to bring up a scenario where something feels off or wrong. Almost like you're skeptical like they've done this before. This will be more humor based and something your audience should relate to.

2. Trendy Reel - How {CULTURAL FIGURE} Would Show a Home

https://www.instagram.com/daniellabelle1/?utm_source=ig_embed&ig_rid=640a7186-7cd8-463f-9756-5085474d2d33

- Showing a home like Jack Sparrow (doing the funny walk with the arms out the whole time)
- Using quotes from The Office to show each room
- Pretending to be a character from the office while showing a home
- What Monica Geller from Friends would think of this home
- Which Taylor Swift Era each room of this home is giving (use lyrics to describe parts of the house)

Those are just a few that are recently or consistently trending in culture.

3. Showing the day to day grind

[\\$30 for the gallon 🥲 #beattheheat #mompreneur #smallbusiness #deliver... | matcha horchata | TikTok](#)

This does a great job of showing the work behind the work. It shows her focus, passion, and unique experience you'll get while working with her versus a corporation where you're just a number. This is small business vs big corps.

4. Capcut Tend + Text Overlay

<https://www.instagram.com/p/CsBwae5Nn6a/>

This does a great job at combining a culturally relevant CapCut Trend with a product/service. This is an example of understanding culture on the platform and taking full advantage with what you have to offer in a way that builds community around a talking point.

5. Two Actor Reels: Engaging way to answer common real estate questions

<https://www.instagram.com/reel/CpVo71QN9zm/?igshid=MzRIODBiNWFIZA==>

This could be used to answer any common question people have in real estate. This is more complicated because it requires scripting and 2 videos playing 2 parts

6. Home Tour Voice Over: This is what [\$PRICE] can get you in [LOCATION]

<https://www.instagram.com/reel/CtyxMv4NDbS/>

- For \$[LUXURYPRICE] this [CITY] home comes with [SHOCKING FEATURE]
- This is what you can get for just \$[PRICE] in [LOCATION]. Let's check it out!
- Starting in the \$[PRICE] range, this is what you can get in [LOCATION] with [BUILDER]
- Come for a tour of this \$[PRICE] [CITY] home that comes with [UNIQUE FEATURE]. Let's go check it out

Main highlights only.

You can also execute this without a voice over if you only do an intro- if you want.

<https://www.instagram.com/p/Cwp3vLeMRWp/?hl=en>

<https://www.instagram.com/p/CwQFbAjlXN/?hl=en>

<https://www.instagram.com/p/CwYA0iQM0Oh/?hl=en>

7. Sold Story Reels:

<https://www.instagram.com/reel/CI2dsIblwFM/>

Unique way of telling a sold story rather than a digital billboard of Just Sold.

Another level:

<https://www.instagram.com/reel/CmXZ9ejDp7T/?igshid=MzRIODBiNWFIZA==>

8. Extra Topics - Green Screen Articles:

1. Home buying myths
<https://nowbam.com/5-home-buying-misconceptions-americans-believe/>
2. 80% believe its a bad time to buy
<https://nowbam.com/stuck-in-renting-purgatory-over-80-believe-its-a-bad-time-to-buy-a-home/>
3. Things your home needs this fall
<https://www.forbes.com/sites/amandalauren/2023/08/31/7-things-your-home-needs-this-fall/>
4. Home price premium neighborhoods
<https://www.redfin.com/news/home-price-premium-high-opportunity-neighborhoods/>
5. 8 luxury real estate trends for 2023
<https://www.pacaso.com/blog/luxury-real-estate-market>
6. 60 real estate facts for 2023 <https://www.pacaso.com/blog/real-estate-facts>
7. Vacation home mistakes <https://www.pacaso.com/blog/buying-vacation-home-mistakes>
8. Pros and cons of multiple homes <https://www.pacaso.com/blog/owning-multiple-homes>