25 Content Ideas *Right Now*

Fall 2026

Market Trends

1. Half of Philadelphia Is on Sale
HOOK: "Philadelphia is having a sale right now. And almost nobody is talking about it."

30-SECOND SCRIPT: "Nearly HALF of all homes listed for sale in Philadelphia have already dropped their asking price.

Let that sink in.

Almost one out of every two sellers has had to rethink what their home is worth.
And the average price reduction? About 6.5%.

But here's what's crazy.
Some buyers are still sitting on the sidelines waiting for the market to become more negotiable.

Meanwhile, it's already happening.
Not on every house. Not in every neighborhood.

But if you're buying in Philly, I'd be paying attention to the homes everybody else is scrolling past."

The word "sale" creates curiosity, the 49% statistic delivers a surprise, and the ending creates a fear of overlooking opportunities without promising every listing is a bargain.

2. The Biggest Lie About Philadelphia Real Estate
HOOK: "The biggest lie people tell you about the Philadelphia housing market? That there's ONE housing market."

30-SECOND SCRIPT: "Let me show you something ridiculous.
In Brewerytown, there's roughly 12 months of housing inventory.
In Torresdale? About one and a half.
Same city. Completely different market.
In one neighborhood, buyers may have the upper hand.
In another, sellers still have very little competition.
So when somebody tells you Philadelphia real estate is crashing, booming, or slowing down, ask them one question.

'Which neighborhood?'
Because the answer changes everything."

A provocative opening, a dramatic contrast, and a simple closing question make the video memorable and shareable.

3. Everybody Wants 2021 Back. Here's What They're Forgetting.
HOOK: "You don't miss the 2021 housing market. You miss the 2021 mortgage rates."

30-SECOND SCRIPT: "Everybody talks about how amazing it was to buy a house when mortgage rates were 3%.
But remember what else was happening?
Twenty buyers fighting over the same house.
People offering way above asking price.
Buyers waiving inspections just to have a chance.
Today, mortgage rates are higher. Absolutely.
But there are also more homes to choose from, more price reductions, and more opportunities to negotiate.

So here's my question.
Would you rather have a lower rate and fight twenty buyers, or a higher rate with room to negotiate?

Because every market has a trade-off."

Nostalgia plus a controversial either-or question encourages viewers to comment.

4. The $500,000 House That Suddenly Got More Expensive
HOOK: "This $500,000 house just got $370 more expensive per month. And the seller didn't change a thing."

30-SECOND SCRIPT: "Let me show you how much mortgage rates actually matter.
Take a $500,000 house with 20% down.
At roughly 6%, your principal and interest payment is about $2,400.
At 7.4%? It's roughly $2,770.
That's almost $370 more every single month.
Same house. Same down payment. Same buyer.
But a completely different payment.
And this is why I keep telling sellers something important.
Your house isn't competing with what your neighbor sold for last year.
It's competing with what buyers can afford today."

Specific dollar amounts make an abstract economic topic feel personal. The final line is a strong, quotable takeaway.

5. Philadelphia Home Sales Are Falling. But That's Not the Whole Story.
HOOK: "Philadelphia home sales dropped 14%. So why am I not telling everyone to panic?"

30-SECOND SCRIPT: "September home sales in Philadelphia fell roughly 14% compared with last year.
And I know exactly what the headlines are going to say.
'The housing market is collapsing.'
But hold on.
Fewer people buying homes doesn't automatically mean home values are crashing.
It means transaction volume is slowing.
Higher rates have pushed some buyers out of the market, while others are becoming more selective.
So here's what I'd watch next.
Are homes actually selling for less? Or are fewer people simply moving?
Those are two very different stories."

Uses a negative headline to attract attention, then offers a distinction that makes the agent sound informed rather than sensational.

Sellers

6. Your Neighbor's House Is Not Your Home's Value
HOOK: "Your neighbor sold for $600,000 in 2022. I have some bad news for you."

30-SECOND SCRIPT: "Just because your neighbor sold their house for $600,000 a few years ago doesn't mean yours is worth $650,000 today.
I know. Nobody wants to hear that.
But here's what matters.
What are buyers paying for comparable homes right now?
How much competition is on the market?
And what does the monthly payment look like for today's buyer?
Your neighbor's sale is useful information.
But it's not a guaranteed price tag for your house.
The market doesn't care what number you need.
It cares what buyers are willing to pay."

A little uncomfortable truth creates tension, and homeowners immediately relate to comparing their house with the neighbor's.

7. Your House Has Been Sitting for 60 Days. Here's Why.
HOOK: "If your house has been sitting on the market for two months, I need you to hear this."

30-SECOND SCRIPT: "Your house might be beautiful.
It might have an amazing kitchen.
It might even be the nicest house on the block.
But none of that guarantees it will sell.
Because buyers aren't comparing your home with what you paid for it.
They're comparing it with every other home they can buy today.
If you're getting showings but no offers, that's feedback.
If you're getting no showings at all, that's feedback too.
Sometimes the answer isn't better marketing.
Sometimes the answer is accepting what the market is telling you."

Directly addresses frustrated sellers and delivers a clear, emotionally resonant lesson.

8. The Most Expensive Two Words in Real Estate
HOOK: "The two most expensive words a home seller can say? 'Let's wait.'"

30-SECOND SCRIPT: "Here's how a lot of overpriced listings play out.
Week one: 'Let's see what happens.'
Week three: 'Maybe the right buyer hasn't seen it.'
Week six: 'Should we reduce the price?'
And by week ten, the seller is wondering why nobody wants the house.
Meanwhile, the buyers who were most excited when it first listed have already moved on.
Waiting isn't always wrong.
But waiting without a strategy can be expensive.
In a market with more competition, your first price matters more than ever."

The timeline creates a story with escalating tension. It feels like a real conversation agents have with sellers.

9. Why Your House Isn't Selling, Even Though It's Beautiful
HOOK: "Your house isn't ugly. Your price might be."

30-SECOND SCRIPT: "I see this all the time.
A beautiful Philadelphia home hits the market.
Renovated kitchen. Gorgeous floors. Amazing photos.
And then... nothing.
No offers.
The seller is confused because the house looks incredible.
But here's the thing.
Buyers don't purchase homes based on beauty alone.
They're comparing the location, condition, space, monthly payment, and everything else available at that price.
You can have the nicest house on the block.
But if the price doesn't match the market, buyers will keep scrolling."

The unexpected hook is funny, provocative, and easy to remember.

10. The Seller Credit Nobody Is Talking About
HOOK: "What if I told you a $10,000 seller credit could be more useful to some buyers than a $10,000 price reduction?"

30-SECOND SCRIPT:
"Let's say a seller is willing to negotiate $10,000.
Most people immediately think, 'Great, reduce the asking price.'
But depending on the buyer's financing, that same money could potentially go toward eligible closing costs or a mortgage rate buydown.
And that might solve the buyer's biggest problem.
Cash needed at closing or the monthly payment.
Now, credits aren't always the better option, and lender limits apply.
But this is why creative negotiations matter.
Sometimes it's not about changing the price.
It's about changing how the deal works."

Gives viewers a strategy they may not know exists and encourages saving the video for a future transaction.

Buyers

11. Stop Waiting for 3% Mortgage Rates
HOOK: "If you're waiting for mortgage rates to go back to 3%, we need to talk."

30-SECOND SCRIPT:
"Here's something a lot of buyers need to hear.
Three-percent mortgage rates were historically unusual.
And nobody can promise we're going to see them again anytime soon.
So if your entire homebuying strategy is waiting for 3%, you might be putting your life on hold for something that never happens.
That doesn't mean you should buy a house you can't afford.
Absolutely not.
But maybe the better question isn't 'When will rates get back to 3%?'
Maybe it's 'What would need to happen for buying a home to make financial sense for me?'"

Challenges a common assumption and replaces an unrealistic prediction with a practical question.

12. The House Nobody Wants Might Be the Best Opportunity
HOOK: "If I were buying a house in Philadelphia right now, I'd be looking at the listings everybody else is ignoring."

30-SECOND SCRIPT:
"Everybody gets excited about a brand-new listing.
But you know what catches my attention?
A house that's been sitting for 75 or 90 days.
Why?
Because sometimes the seller is getting tired of waiting.
Maybe the home was overpriced.
Maybe the pictures weren't great.
Or maybe it needs a few cosmetic updates.
Now, sometimes there's a legitimate reason it hasn't sold, and you need to investigate that.
But don't automatically skip the houses that have been sitting.
Sometimes the opportunity is hiding where nobody else is looking."

Contrarian advice, curiosity, and a practical strategy make it highly saveable.

13. You're Approved for $500K. Don't Spend $500K.
HOOK: "Just because the bank says you can buy a $500,000 house doesn't mean you should."

30-SECOND SCRIPT:
"Here's some advice I wish more first-time buyers heard.
Your mortgage preapproval tells you what a lender may be willing to lend.
It doesn't tell you what monthly payment will make you happy.
Maybe you like traveling.
Maybe you want to keep investing.
Maybe you just don't want to stress every time an unexpected bill comes in.
So before you start looking at houses, figure out the payment you're actually comfortable with.
Because being able to afford a house and being comfortable owning it are two different things."

Consumer-first advice builds trust and is especially relatable to younger buyers.

14. Three Things I'd Never Ignore in a Philly Rowhome
HOOK: "I've seen enough Philadelphia rowhomes to tell you this: the prettiest kitchen can hide the biggest problems."

30-SECOND SCRIPT:
"If you're buying a Philadelphia rowhome, there are three things I want you paying attention to.
First, the roof. Especially flat roofs where drainage matters.
Second, the basement. Water intrusion, moisture, and structural concerns can become expensive.
And third, the major systems. Plumbing, electrical, and heating.
Now, none of these automatically makes a house a bad purchase.
But you need to know what you're buying.
Because those beautiful countertops won't feel so exciting if you're replacing the roof six months later."

Highly specific to Philadelphia housing and useful enough for buyers to save or send to a friend.

15. Your Mortgage Payment Is Not Your Housing Payment
HOOK: "If your lender says your mortgage is $2,000 a month, that doesn't necessarily mean your house costs $2,000 a month."

30-SECOND SCRIPT:
"Here's something every first-time buyer needs to understand.
Your principal and interest payment is only part of the picture.
You also have property taxes, homeowners insurance, possibly mortgage insurance, and maybe HOA fees.
Then there's maintenance.
Because when you own the house, you're also responsible when something breaks.
That's why I always recommend understanding your full monthly housing cost before deciding on a purchase price.
You don't want to fall in love with a house and discover later that the payment doesn't fit your lifestyle."

Simple financial education attracts first-time buyers and encourages saves.



16. The Philadelphia Neighborhood That's Being Overlooked
HOOK: "Everybody wants to live in Fishtown. But here's a Philly neighborhood I'd be looking at instead."

30-SECOND SCRIPT:
"Don't get me wrong. Fishtown is a great neighborhood.
But depending on your budget and lifestyle, you might be overlooking some really interesting alternatives.
Take [NEIGHBORHOOD], for example.
You've got [LOCAL COFFEE SHOP], [PARK OR RESTAURANT], and [TRANSIT OR WALKABILITY FEATURE].
And when you compare what your budget can buy, you might find a completely different set of options.
I'm not saying one neighborhood is better than the other.
I'm saying don't let the most popular ZIP code make your decision for you."

Neighborhood comparisons encourage comments, local pride, and debate. Agents should use real local examples.

17. What $500,000 Gets You in Philly vs. the Suburbs
HOOK: "Would you rather spend $500,000 in Philadelphia or $500,000 in the suburbs?"

30-SECOND SCRIPT:
"Same budget. Two completely different lifestyles.
In Philadelphia, you might prioritize walkability, restaurants, nightlife, and a shorter commute.
In the suburbs, that same budget might get you a different amount of space, parking, or outdoor area.
But here's where it gets interesting.
Property taxes, maintenance, transportation, and the actual homes available can change the math.
So it's not just about which house is bigger.
It's about what kind of life you want your $500,000 to buy.
City or suburbs? I'm curious what you'd choose."

A natural debate between city and suburban lifestyles can drive substantial comments.

18. Five Things Nobody Tells You About Living in Philly
HOOK: "Before you move to Philadelphia, there are five things I think you should know."

30-SECOND SCRIPT:
"Number one: Your neighborhood can completely change your experience of the city.
Two: Parking might become part of your daily routine.
Three: Philly has some incredible food, and I'm not just talking cheesesteaks.
Four: A house that looks small from the street might have three floors, a basement, and a roof deck.
And five: You can live fifteen minutes from somebody and have completely different neighborhood lifestyles.
That's what makes Philadelphia interesting.
It's not one city experience.
It's dozens of little communities."

Broad lifestyle appeal attracts newcomers, residents, and people who enjoy local content even if they aren't moving.

19. The Philly House Feature People Don't Appreciate Until They Own One
HOOK: "Want to know one of the most underrated features of a Philadelphia house? It's not the kitchen."

30-SECOND SCRIPT:
"It's outdoor space.
And I don't necessarily mean a giant backyard.
I'm talking about a private patio, a roof deck, or even a small courtyard.
In a dense city like Philadelphia, having somewhere to sit outside, entertain friends, or let the dog out can completely change how you experience your home.
And the same goes for storage and parking.
Sometimes the features that make everyday life easier matter more than the ones that look best in listing photos.
What's your must-have feature in a Philly home?"

Relatable lifestyle content invites comments from homeowners, renters, and buyers.

20. The Best Philly Neighborhood Depends on Who You Are
HOOK: "Stop asking realtors what the best neighborhood in Philadelphia is. Ask them this instead."

30-SECOND SCRIPT:
"People ask me all the time, 'What's the best neighborhood in Philly?'
And my answer is always another question.
What does your ideal Saturday look like?
Do you want to walk to coffee shops and restaurants?
Do you want parks and outdoor space?
Do you need easy access to public transportation?
Or do you want more room and easier parking?
Because the best neighborhood isn't necessarily the most expensive or the most popular.
It's the one that fits how you actually live."

Turns a common search question into a personality-driven discussion and reinforces the agent's consultative approach.

Life Events

21. The Baby That Changes Your Real Estate Plans
HOOK: "One of the biggest reasons people buy a house has absolutely nothing to do with mortgage rates."

30-SECOND SCRIPT:
"It's a baby.
Think about it.
You love your apartment. The location is perfect. You've got everything you need.
Then suddenly you're expecting a child.
And that extra bedroom starts looking pretty important.
So does storage. Outdoor space. Maybe a different layout.
And here's the interesting part.
Life doesn't wait for mortgage rates to drop.
People get married, have kids, change jobs, and outgrow their homes every single day.
Sometimes the reason to move has nothing to do with the market.
It's that your life has changed."

Emotional storytelling resonates with couples and growing families without sounding like a sales pitch.

22. Your Parents Might Be Sitting on Their Biggest Financial Asset
HOOK: "If your parents have lived in their Philadelphia house for 30 years, you might want to have this conversation with them."

30-SECOND SCRIPT:
"A lot of longtime Philadelphia homeowners have spent decades paying down their mortgages.
And some have built significant equity along the way.
But they might still be living in a house that's bigger than they need.
Maybe the stairs are becoming difficult.
Maybe maintaining the property is getting exhausting.
Or maybe they'd simply enjoy a different lifestyle.
That doesn't mean they should sell.
But understanding their equity and their options could help them make a more informed decision about the next chapter of their lives."

Reaches adult children as well as older homeowners, expanding the potential audience.

23. The $250,000 House That Could Cost You $350,000
HOOK: "You found a house in Philadelphia for $250,000. Congratulations. You might have just found a $350,000 problem."

30-SECOND SCRIPT:
"Here's why cheap real estate isn't always a good deal.
You buy a house for $250,000.
Sounds great.
Then you discover it needs a new roof, updated electrical, plumbing repairs, and a complete renovation.
Suddenly you're putting another $100,000 into it.
And we haven't even talked about financing, taxes, insurance, or carrying costs.
Now, some properties absolutely make sense as investments.
But the purchase price is only the beginning.
The real question is what the property will cost you by the time it's ready."

A dramatic dollar comparison creates curiosity and appeals to both new investors and casual real estate viewers.

24. Why I Wouldn't Automatically Buy the Nicest House on the Block
HOOK: "Here's a real estate opinion that might get me in trouble: I wouldn't automatically buy the nicest house on the block."

30-SECOND SCRIPT:
"Let me explain.
If you're buying the most expensive, most renovated home on a block, you need to understand how its price compares with nearby sales.
Because when you go to sell, future buyers and appraisers may be looking at those same comparable properties.
That doesn't mean buying the nicest house is a mistake.
Maybe you love it and plan to stay for twenty years.
But if resale value is important to you, understand how much you're paying for upgrades and how well the neighborhood supports that price.
Beautiful doesn't automatically mean good value."

A contrarian opinion creates debate while delivering a practical valuation lesson.

25. The Question Every Philadelphia Homeowner Should Ask Themselves
Best conversation starter

HOOK: "I have one question for every Philadelphia homeowner, and your answer might surprise you."

30-SECOND SCRIPT:
"Do you think you're going to live in your current house forever?
Seriously. Think about it.
Maybe you love your house today.
But what happens when you have another child?
When the kids move out?
When you retire?
When you get a new job?
Here's something I've learned working in real estate.
Most people don't move because the market tells them to.
They move because life tells them to.
So instead of trying to predict the perfect time to buy or sell, maybe the better question is:
What's your real estate plan for the next five years?"

It gets viewers reflecting on their own circumstances, creates natural conversations, and can generate long-term leads without a hard sell.

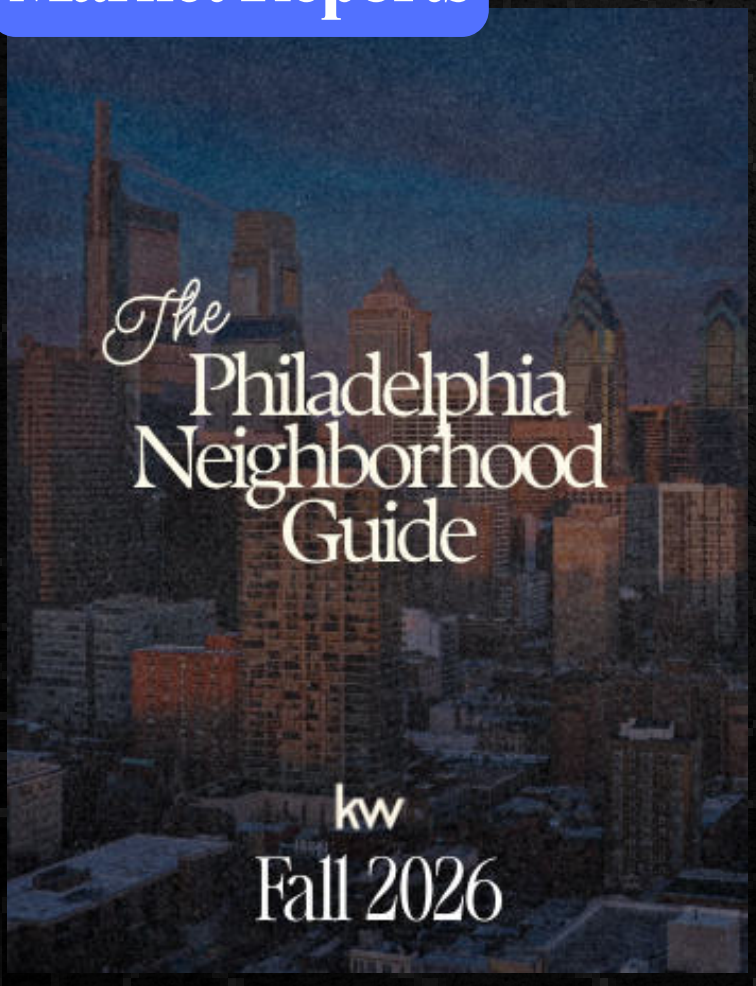
Free Content Hub

The agent who explains the market owns the market. Every number in this report is a story your clients haven't heard yet. If you don't tell it, someone with no license and no local data will.

The **KW Empower Content Hub** gives every one of our agents this content for free, ready to put your name on.Market updates, neighborhood guides, social posts, videos and scripts, built from real Philly MLS data and refreshed every month. You add your brand, your face, your phone number, and post it.

You don't need to be a data person. You don't need a marketing budget. You need to be the agent your sphere sees explaining the Philly market every single week. We'll hand you the content. You just have to put it out there."

Market Reports







Lead Magnets

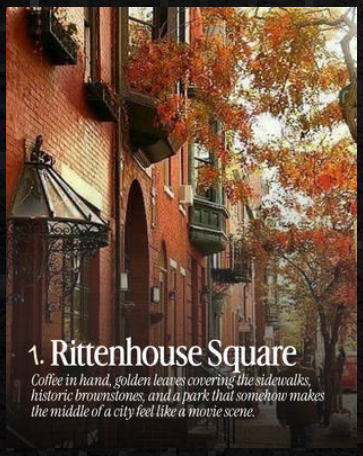






Social Media





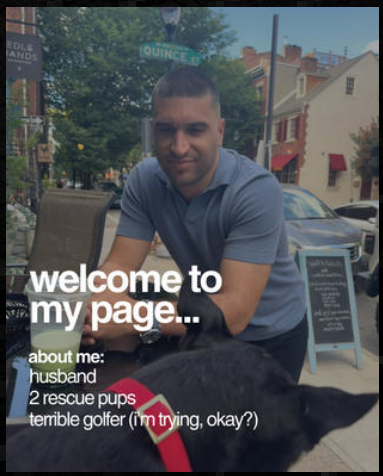






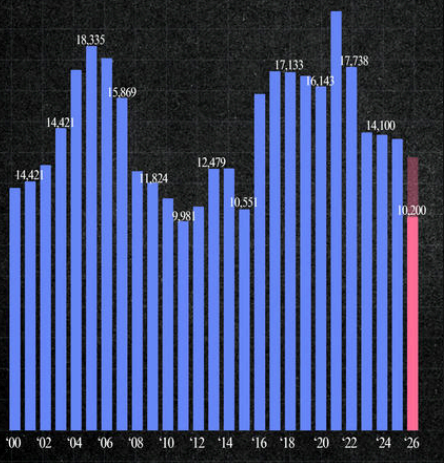




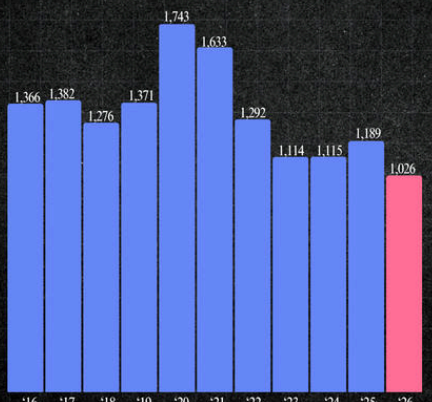


Market Update Slides

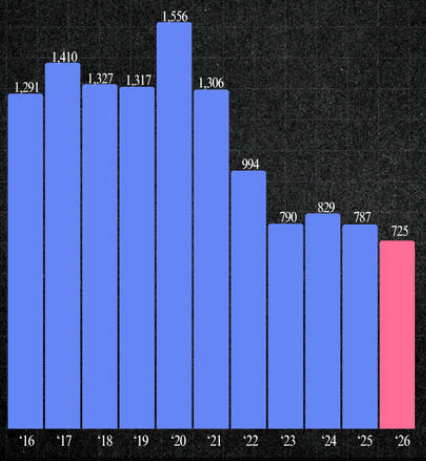
Home Sales
Philadelphia



Home Sales
Every September *in Philadelphia*



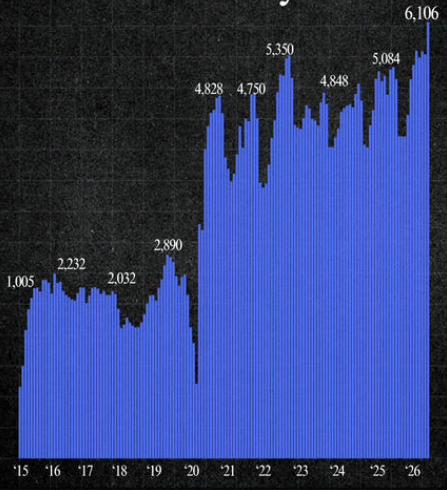
Pendings
Every September *in Philadelphia*



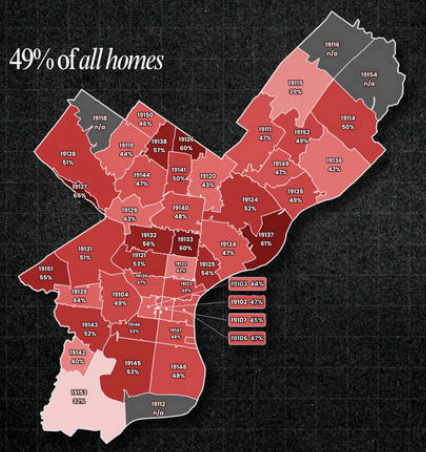
Interest Rates
Jan 1 - Oct 21

Jan 1	6.15%	
Jan 15	6.06%	
Feb 1	6.11%	
Feb 15	6.01%	Middle East End of February
March 1	6.00%	
March 15	6.11%	
April 1	6.46%	
April 15	6.30%	
May 1	6.30%	
May 15	6.36%	Kevin Warsh Swarn in May 22
June 1	6.48%	Highest Inflation - 3 Years May 31
June 15	6.47%	
July 1	6.43%	
July 15	6.55%	Fed Meeting - Higher Rates Coming June 17
August 1	6.66%	
August 15	6.67%	
September 1	6.71%	10 Year Treasury above 5% September 1
September 15	6.95%	Fed Funds Rates Increased September 16
October 1	7.28%	
October 15	7.40%	High Inflation Report October 14

Inventory



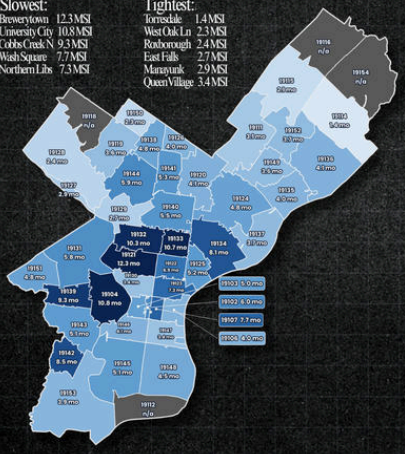
Price Corrections



Neighborhood *Heat Map*

Slowest:
Brewerytown 12.3 MSI
University City 10.8 MSI
Cobbs Creek N 9.3 MSI
Wash Square 7.7 MSI
Northern Libs 7.3 MSI

Tightest:
Torresdale 1.4 MSI
West Oak Ln 2.3 MSI
Roxborough 2.4 MSI
East Falls 2.7 MSI
Manayunk 2.9 MSI
Queen Village 3.4 MSI

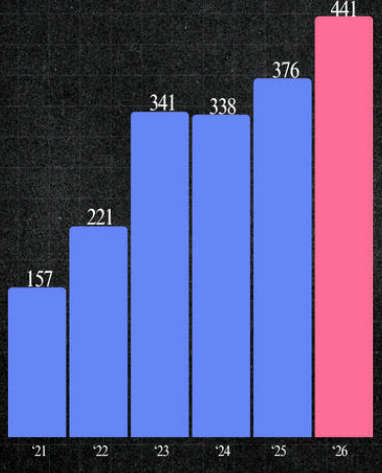


The *Math*

Homes in Philly: 462,888
2026 Sales: 13,000
2.9% every year

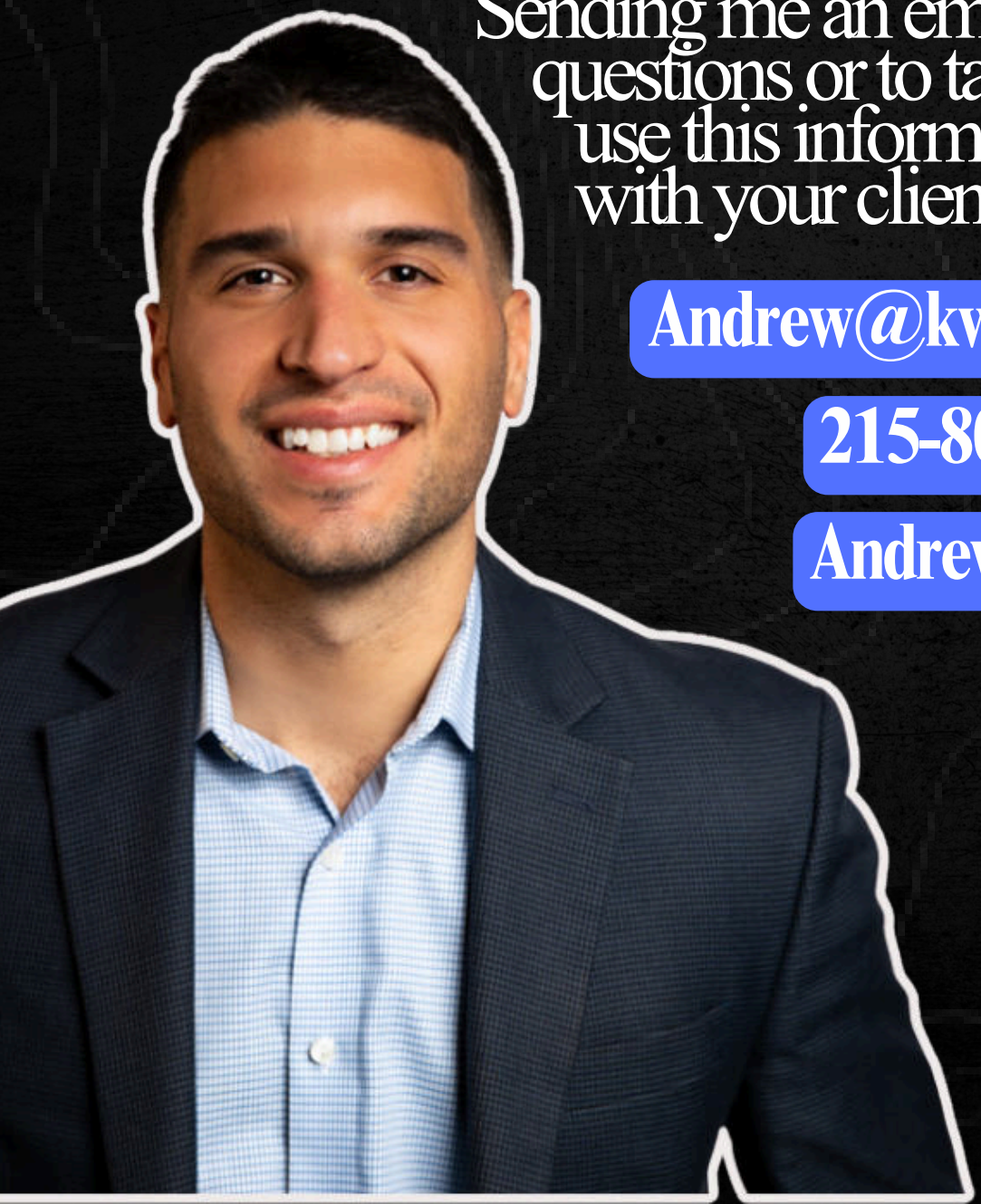


Distressed *Sales*



Thanks for reading!

Sending me an email with any questions or to talk about how to use this information right now with your clients!



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