



THE BAY AREA REAL ESTATE PODCAST

By BRG Realty Corp



PROBLEM

Most people don't know how to plan and distribute content.

- 'I don't know if it will work.'
- 'I don't like how I sound or look.'
- 'I don't know what to talk about.'



SOLUTION

Introducing - The BRG Podcast

Topics, Branding, Design and Distribution are done!

All you have to do is record and share!





TOPICS BY MONTH

► January

The San Francisco Bay Area Real Estate Market Overview

► February

Best Practices for Real Estate Agents

► March

Interview with a Successful Real Estate Agent

► April

Marketing Tips for Real Estate Agents

► May

How to Buy a Home in the Bay Area

► June

Tips for Selling a Home in the Bay Area

► July

Interview with a Buyer and Seller

► August

Understanding Market Conditions

► September

Understanding Mortgages in the Bay Area

► October

Investing in the San Francisco Bay Area

► November

Staging Your Home for Sale

► December

Year in Review and Looking Ahead to 2024



DISTRIBUTION

 **YouTube**



 **TikTok**





OVERVIEW

The Bay Area Real Estate Podcast by BRG is a monthly podcast devoted to the San Francisco Bay Area real estate market. Our mission is to provide real estate agents, buyers, and sellers with insider knowledge and tips to help them make informed decisions. Each month, we will feature a different theme and will include best practices, success stories from the field, marketing tips and market conditions. We will also feature interviews with local experts and success stories from real estate agents in the Bay Area.





TARGET AUDIENCE



- ▶ Real estate agents,
- ▶ Buyers
- ▶ Sellers
- ▶ Anyone interested in the San Francisco Bay Area real estate market



IDEAL GUESTS



- ▶ Local real estate agents
- ▶ Buyers
- ▶ Sellers
- ▶ Experts in the field who can offer insights on the Bay Area real estate market and provide tips and advice to listeners.