

Building Community Pages

Each community and region is different, but here are some tips for how you could approach writing community content. While there is a lot of research involved, focus on selecting the most important elements and putting it all together in a readable and consistent manner. Below is a cheat sheet that you can give to agents to help them get ready for creating community pages.

Create a “Cheat Sheet” or Template

Create a blank Word or Google Doc template which includes all of the sections you want to cover. Ideas include:

- Real estate and architecture
- Lifestyle and attractions
- Bars and Nightlife
- Nearby amenities
- Area schools
- Distance to other major cities or airports

These sections should also be personalized to your region. For example, is the community by the water? If so, water access or nearby beaches may be an important category to include.

Use this template each time you’re writing community content to ensure a consistent format for all of your communities. This can be especially important if you have several writers on your team!

Make sure to establish a schedule so you know how many communities you need to write each week to prepare for when your agent or team website will become available.

Week	Community Name	Live (Y/N)
Week 1		
Week 2		
Week 3		
Week 4		