

# YouTube Strategy Playbook for Real Estate Agents

Find the questions people ask before they move, copy the ranked-suburbs title pattern, plan 30 days. Fill the bracketed prompts.

## 1. Your market on one page

Fill this before anything else. Every other section refers back to it.

### Your city and the suburbs you cover

*[e.g. Houston: Katy, Cypress, The Woodlands, Sugar Land]*

### Who your buyers are

*[e.g. families relocating from out of state]*

### The five questions buyers and sellers ask you most

*[e.g. which suburb has the best schools, what does it cost to close]*

### Your weekly format

*[area guide, cost breakdown, or advice list]*

### Current channel average views (last 20 videos)

*[number; the baseline every result is measured against]*

### The one contact link in every description

*[relocation guide, call booking page or phone number]*

## 2. Why real estate agents stop growing

- Posting listing tours only: a tour goes out of date when the house sells.
- Titles with no place name: buyers search with the city or suburb in the query.
- Covering national housing news: large channels already cover it, and an update on one town has far less competition.

## 3. The five steps

### 1. Find the questions people ask before they move

List the questions buyers and sellers ask you most. Search each in OutlierKit Outliers with a city attached, and search other cities too. Keep videos above 5x their channel average and write down the words in every winning title.

### 2. Pick the format you can film between showings

Area guide, cost breakdown or advice list. Filter the outliers to channels near your size; the format that repeats three times is your weekly video.

### 3. Copy the hook: the place, an honest verdict, a list

Name the place, promise an honest opinion and make it a list: ranked from best to worst, pros and cons, top 10. Read the comments on the top three videos and note the questions viewers ask about the area.

### 4. Fill 30 days

One area guide and one advice video a week, one local market update in the month, one slot held open for the question you heard most that week.

## 5. Measure views against your average and log enquiries

After seven days, compare each video to your channel average and repeat any format above 2x. Ask every enquiry which video they watched and log it next to the views.

## 4. Title patterns to copy

Verified pattern, pulled from OutlierKit on 7 October 2026: [city or suburbs] plus an honest verdict in list form. Three agent channels got more than 15x their normal views from it.

- I ranked the [city] suburbs from best to worst
- Pros and cons of living in [city] (honest review)
- Top 10 towns in the [city] suburbs
- The true cost of buying a \$[price] home in [city]
- Never agree to these things when selling your house
- [Town] housing market update: is now the right time to sell?

[illegible]

## 5. 30-Day Calendar for Real Estate Agents

One area guide and one advice video a week, one market update, one open slot. Fill the Views and Enquiries columns; they decide next month's topics.

[illegible]

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Appendix: prompt pack for Claude with the OutlierKit connector

Paste each prompt into Claude with the OutlierKit connector switched on (Pro or Max plan). Replace everything in square brackets.

Question scan

I am a real estate agent in [city]. Use OutlierKit to find videos by local agents in any city that beat their channel average by 5x or more on channels under 50,000 subscribers. List the top 10 with channel size and multiplier, and tell me which words repeat in the titles.

Tools Claude calls: outliers\_search. Cost: about 2 credits.

Viewer questions from comments

Pull the comments on these 3 videos: [URLs]. List the 10 questions viewers ask about the area, in their own words, and turn each into a title for [city].

Tools Claude calls: videos\_comments. Cost: about 6 credits.

Format check at my size

Find 10 real estate agent channels similar to [channel URL] with between [half my size] and [three times my size] subscribers. For each, list the top 3 outliers from the last 6 months and say whether each is an area guide, a cost breakdown or an advice list. Which format repeats most at my size?

Tools Claude calls: channels\_similar, channels\_videos. Cost: about 55 credits.

Thirty-day plan

Using the outlier list above, write 4 area guide titles, 2 advice list titles and 1 market update title for [city], each with the one-line hook for the first 15 seconds.

Tools Claude calls: outliers\_search. Cost: about 2 credits.

Confirm the search demand

For each of these 7 titles: [titles], give me the main search phrase and check it has YouTube search demand. Flag any title where the phrase has none and suggest a closer one.

Tools Claude calls: keywords\_research. Cost: about 2 credits.