



75 Modern Canadian Real Estate Video Ideas

For Confident Agents in 2025

Why Short-Form Video Matters in 2025

You don't need to dance on camera or become a content creator — but if you want to stay relevant, build trust, and attract clients who already know they want to work with you, you *do* need to show up.

In 2025, short-form video is the fastest way to earn attention, build authority, and stay top of mind — especially in a crowded real estate market. This list gives you 75 modern, scroll-stopping video ideas built for Canadian agents, rooted in real conversations, not trending gimmicks.

Whether you're just getting started or already posting regularly, use this guide to spark ideas, plan a series, or batch-shoot your next 5–10 clips with purpose.

Pro Tip: Start small. Circle 3 that feel natural. Record 1 this week. Consistency beats perfection.

BUYING BASICS, REIMAGINED (15)

1. Is it still worth buying a home in 2025?
2. Why interest rates *aren't* the full story.
3. How to buy your first home — even in a tough market.
4. Can you buy with 5% down in 2025?
5. The *#1 mindset shift* for first-time buyers.
6. Buying with your parents? Here's what you need to know.
7. Pre-approval vs. pre-qualification — what's the difference *today*?
8. Is renting really throwing money away in 2025?
9. Can you still win a bidding war without going broke?
10. How buyers sabotage their own offers without knowing it.
11. How long does it *really* take to buy a home in 2025?
12. Can you buy a home in Canada without a Realtor?
13. What I'd do differently if I were buying my first home today.
14. What your friends won't tell you about buying in 2025.
15. The 3 hidden costs first-time buyers never budget for.

MARKET TRENDS & CANADIAN CONTEXT (13)

16. What's happening in the [city] market this month?
17. Price drops don't always mean opportunity — here's why.
18. Why DOM (Days on Market) matters less than you think.
19. 2025's hidden real estate trend no one is talking about.
20. What AI is changing about the way homes are priced.
21. How AI-generated listings are changing the real estate game.

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22. Will interest rate cuts even help in [City]?
 23. Why listings are sitting longer in 2025 — it's not just price.
 24. Is the pre-construction market dead?
 25. Why some listings are sitting — and others are selling in 3 days.
 26. Are people actually leaving [Your City]?
 27. Is the GTA in a buyer's or seller's market right now?
 28. Should I wait until spring to list?
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SELLER PSYCHOLOGY & STRATEGY (13)

29. Why your home isn't selling — the *real* reason.
 30. Should you renovate before you sell in 2025?
 31. 3 things NOT to do before listing your home.
 32. How staging impacts perception in under 10 seconds.
 33. Instant Offers sound great... but here's what they don't tell you.
 34. 'Off-market' doesn't mean secret — here's what it really means.
 35. How pricing your home too high can cost you money.
 36. Why buyers scroll past certain listings in 2 seconds.
 37. What sellers think helps... but actually hurts.
 38. The illusion of "testing the market" with a high list price.
 39. Does listing on a long weekend hurt your chances?
 40. Why "we'll just rent it" can backfire.
 41. What if your neighbour lists at the same time?
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🌟 AGENT VALUE, EXPLAINED (11)

- 42. What does a real estate agent *actually* do in 2025?
- 43. Do you even need a real estate agent with ChatGPT + Realtor.ca?
- 44. How I helped a client sell for \$80K more — and why it wasn't luck.
- 45. The offer you don't want is the one without a plan.
- 46. Cash buyers vs. strategic buyers — which is better?
- 47. What your agent does while you sleep (literally).
- 48. Why negotiation isn't just about price.
- 49. The *non-Googable* things I bring to every deal.
- 50. What I do *after* the listing goes live that makes the difference.
- 51. Most agents think marketing = MLS. I don't.
- 52. I'm not here to impress you. I'm here to negotiate for you.

🤔 BEHIND-THE-SCENES & MYTHBUSTERS (10)

- 53. What the inspection report *doesn't* tell you.
- 54. Appraisals vs. Market Value — not the same thing.
- 55. What actually happens between offer and close?
- 56. What happens to your mortgage when you sell?
- 57. What do title companies really do? (or: What your lawyer does instead.)
- 58. What you don't see on MLS photos — and why it matters.
- 59. The story behind a deal that almost fell apart (and how I saved it).
- 60. Can you back out after an accepted offer?
- 61. What happens to your deposit if the deal falls through?
- 62. Do you need a real estate lawyer in Ontario?

OPINIONATED CONTENT THAT BUILDS AUTHORITY (7)

- 63. Open houses are overrated — here's why.
- 64. Why the 'best' time to sell is a myth.
- 65. I'll never list another home without this video strategy.
- 66. Your neighbour's listing is ruining your chances — maybe.
- 67. Here's why I wouldn't buy right now... unless this is true.
- 68. Why I'd never buy this type of condo.
- 69. The most overrated "upgrades" I see in listings.

LOCALIZED & LIFESTYLE CONTENT (10)

- 70. What \$800K gets you in [City] right now.
- 71. Most underrated neighbourhood in [City].
- 72. Best neighbourhood for dog owners in [City].
- 73. Where are families moving in 2025?
- 74. Tour this home with me — here's what I love and hate.
- 75. Why some people regret moving to the suburbs — and what to know first.

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