

AI Podcast for Realtors - Starter Edition

Wealth Horizons Academy | \$497

BUILD YOUR BRAND WITH YOUR OWN AI-POWERED PODCAST

In 2026, the Realtors who win are the ones who are known. A podcast positions you as the definitive local real estate expert, builds trust before the first conversation, and generates leads automatically.

This Starter Edition gives you everything you need to launch your podcast in 30 days.

WHY EVERY REALTOR NEEDS A PODCAST

Statistics: - Podcast listeners are 45% more likely to have a household income over \$250,000 - 78% of podcast listeners have taken action after hearing a podcast ad or recommendation - The average podcast listener subscribes to 7 podcasts — be one of them

Your podcast listener becomes your client because: - They have invested time in your content (trust built) - They know your personality and expertise (relationship established) - They feel they already know you (psychological familiarity)

MODULE 1: PODCAST CONCEPT AND POSITIONING

Defining Your Podcast

Your podcast should answer: "What unique perspective do I bring to real estate in my market?"

Podcast Concept Options: - "The [City] Home Buyer's Guide" — educational, attracts first-time buyers - "Real Estate Insider [City]" — market

intelligence, attracts all buyers/sellers - "Investment Property [City]" — targets investors specifically - "Your Move [City]" — lifestyle-focused, broader audience

Your Episode Formula: - 15-20 minutes per episode (optimal for audience retention) - One clear topic per episode - Always end with a clear call to action

MODULE 2: TECHNICAL SETUP

Equipment You Need (Under \$300)

- Microphone: Blue Snowball or Audio-Technica AT2020 (\$99-\$149)
- Recording software: Audacity (free) or GarageBand (free on Mac)
- Editing: Descript (AI-powered, \$12/month)
- Hosting: Buzzsprout or Anchor (free plan available)

AI Tools for Podcast Production

- Descript: Record, edit, remove filler words automatically
- ChatGPT or Claude: Generate episode outlines, show notes, social posts
- Riverside.fm: High-quality remote recording with guests

MODULE 3: CONTENT PLANNING

Your First 12 Episodes

1. "Why [City] Real Estate is Thriving Right Now"
2. "The 5 Mistakes First-Time Buyers Make in [City]"
3. "When is the Right Time to Sell Your Home?"
4. "[City] Neighborhood Guide: [Neighborhood 1]"
5. "How to Win in a Competitive Market"
6. "[City] Neighborhood Guide: [Neighborhood 2]"
7. "Everything You Need to Know About Home Inspections"
8. "Investment Properties in [City]: Is Now the Time?"
9. "Mortgage Rates Explained in Plain English"
10. "The Home Selling Process Step by Step"
11. "Local Expert Interview: [Local Business or Community Leader]"
12. "Year in Review: [City] Real Estate Market"

MODULE 4: DISTRIBUTION AND GROWTH

Getting Listed Everywhere

Submit your podcast to: - Apple Podcasts - Spotify - Google Podcasts - Amazon Music - iHeartRadio - Stitcher

Growing Your Audience

- Cross-promote on all your social media
- Mention in every buyer and seller consultation
- Add podcast link to your email signature
- Feature on your website's homepage
- Create a short trailer and pin it to your social profiles

MODULE 5: MONETIZING YOUR PODCAST

Direct Revenue Opportunities

- Promote your own listings and services (primary benefit)
- Sponsorships from local businesses (\$100-500/episode)
- Affiliate marketing for real estate products and services

Indirect Revenue (The Real Money)

Podcast listeners become clients. Track these metrics: - How many clients per month mention your podcast? - What is the average transaction value of podcast-sourced clients? - Calculate your podcast's ROI monthly

Educational purposes only. Not professional advice. Results vary.

© 2026 Wealth Horizons Academy | wealthhorizonsacademy.org