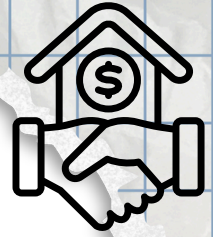




# Creative Projects

## REAL ESTATE



### Project 1: Local Market Snapshot Analysis

In this project, you will analyze the current real estate market by researching local listings and identifying trends in pricing, features, and demand. You will use this information to make recommendations about how a company can stay competitive in the current market.

#### Step 1: Research Local Listings (4–5 hours)

- Find **8–10 local listings** (homes, apartments, or relevant properties depending on your field)
- Record the following for each listing:
  - Price
  - Location (neighborhood/area)
  - Key features (bedrooms, amenities, square footage, etc.)
  - Days on market (if available)

#### Step 2: Organize Your Data

- Create a simple chart or table (use Excel or Google Sheets)
- Clearly display all listings and their details
- Group or sort listings in a meaningful way (by price, location, or features)

#### Step 3: Analyze Market Trends

##### Identify patterns such as:

- Average or typical pricing
- Common features buyers/renters want
- Which listings sell/rent faster (if data is available)

##### Answer:

- What trends do you notice?
- What seems to make a listing more competitive?
- What challenges might companies face in this market?

#### Step 4: Make Recommendations

- Based on your findings, answer:
  - What should a company do to stay ahead of the market?
- Provide 2–3 specific, realistic suggestions and explain them
- Suggestions might include:
  - Pricing homes competitively based on current trends
  - Offering features people are starting to want (e.g., updated kitchens, flexible spaces)
  - Marketing listings more effectively (better photos, online presence)
  - Responding quickly to changes in demand

#### Final Deliverables (2 Completed Projects)

##### 1) Data Collection Table (Required)

A clear chart or table showing your 8–10 listings and their details

##### 2) Summary of Findings (Required)

###### Your overview must include:

###### Choose one format:

- 1–2 page written summary
- OR
- 10–12 slide presentation

- Summary of your findings
- Key market trends
- Explanation of what makes listings competitive
- Your recommendations for staying ahead of the market



# Creative Projects

## REAL ESTATE



### Project 2: Social Media & Marketing Strategy Project

In this project, you will take on the marketing aspect of real estate by analyzing current real estate marketing and creating your own content designed to attract potential buyers. You will evaluate what works, identify ways to improve engagement, and develop sample posts and ideas.

#### Step 1: Review Current Marketing

- Examine **5–8 current listings or marketing examples** (social media posts, websites, flyers, etc.)
- Take notes on:
  - What information is included
  - Tone and style of writing
  - Use of visuals (photos, videos, captions)
  - What makes posts engaging (or not)

#### Step 2: Analyze Effectiveness

- Identify patterns and trends:
  - What types of posts seem most appealing?
  - What details are emphasized (price, features, lifestyle, location)?
- Answer:
  - What works well in current marketing?
  - What could be improved?
  - What would make you more likely to engage as a buyer?

#### Step 3: Create Sample Content

- Choose **2–3 properties or scenarios** (real or fictional)
- Write **3–5 original social media posts or property descriptions**
- Each post should include:
  - A clear, engaging caption
  - Key details (price, features, location)
  - A hook or attention-grabber
  - A call to action (e.g., "Schedule a tour," "Learn more")

#### Step 4: Develop Marketing Ideas

- Create a short list of 3–5 ideas to better engage buyers
- Examples:
  - New types of posts (video tours, before/after, etc.)
  - Creative ways to highlight features
  - Ideas for reaching different audiences

#### Final Deliverables (3 Completed Projects) ★

##### 1) Marketing Analysis Notes (Required)

Bullet-point notes or short paragraph responses from Steps 1–2

##### 2) Sample Content (Required)

- **3–5 original social media posts or property descriptions** (you can create a sample post or describe what the post should have in it)

##### 3) Marketing Idea List (Required)

- A list of **3–5 actionable ideas** to improve engagement