



The Property Pen

COPY AND CONTENT

Pre-Christmas Content Playbook 2025

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Hello & Welcome



Hi, I'm Rowan - The Property Pen!

I am a content writer for Estate and Letting Agents across the UK - which makes me part of your marketing team, but not your full marketing department. However, having been an estate and letting agent myself for 20 years, I do know a thing or two about what works... and what really doesn't (believe me)! I learned the hard way - so the good news is, that means you don't have to...

With Christmas just around the corner, I understand the temptation to switch off, kick back and enjoy the festivities. But don't! Well, not quite yet, at least.

The thing is - in fact, the beauty of it is - there are some simple, straightforward, cost effective things you can do right now, in these last few weeks running up to Christmas, to really make the most of your marketing this season... whilst still allowing you to loosen up and have some fun.

In fact, just knowing you've put a marketing plan in place to see you through the end of the year can be one of the best ways to allow yourself to relax.

So - shall we jump in? I'm ready when you are...

the Pre- Christmas *Countdown*

Why you shouldn't take your foot off the pedal

You've been at it all year long - and this year has felt like a slog and a half, hasn't it? But we all know December gets quiet, so why shouldn't you wind down? Save a bit of money before it all kicks off in January? The thing is, December is not as quiet as you might think...



Three Things to Think About

01.

Properties are still coming on

Data shows that properties list in their tens of thousands in December. Last year, 38,000 new listings went live in the first two weeks of December alone - an 8.5% uplift on 2023. Don't be the agent that switches off!



02.

Sales are still being agreed

Almost 40,000 new sales were agreed in just the first two weeks of December last year - a 23% uplift on the previous year! A vital boost to agents' pipelines, to set them up for a good end to Q1 and get a head start to Q2 in 2026

03.

Potential Vendors are Lurking...

Over 50% of people think about moving home during the Christmas period, according to a survey published in The Negotiator Magazine. So whilst people are actively thinking about it, don't you think you should try to catch them? The question is: **how?**

Think About Your *Content Pillars*



You don't need to reinvent the wheel at this time of year

When it comes to marketing in the run up to Christmas, many Estate and Letting Agents forget about the marketing strategy they set out for themselves previously and change tack. It's good to try new things... but just be sure not to lose your identity - or to lose sight of what your goals are.

Remind yourself of your key 'Content Pillars'

You will know what your content pillars are, even if you don't know you know! Here are some examples...

01. Local Property Market Updates

Delivering news about the property market in your area to your local homeowners, landlords, buyers and sellers, providing a hyper-local view of that is going on and what matters to them.

03. Home and Lifestyle Content

Content that paints a picture for your audience: what is it like to live in the area? What is it like to work in the area? How can people improve their homes and gardens? This might be staging tips etc.

05. Brand Building and Success Content

Personally I don't mind a Rightmove Pie Chart! It shows you are successful; but tell the stories behind them. Likewise for 'New Listing', 'Just Sold', even testimonial posts: what is the story, how did you help?

02. Local Engagement Content

Not property market related, but simply talking about your local area, events and activities that will be of interest to your local audience - content that is about them and the place they live.

04. Authority Building

Informative content that reinforces your position as a market expert: neighbourhood guides (can be lifestyle content, but with more critical information), or explainers (for example: 'What Survey Should I Choose?')

06. The Battle for Hearts and Minds

Community focussed content: why you are a brand the local community can get behind... things you have done to help the community outside of business - any charity work, supporting local schools, etc.

Think About Your *Marketing Methods*

You know what your **content marketing covers...
now remind yourself **how** you put it out there**

In the same way as you have reminded yourself about the key themes and topics your marketing covers, it's good to have a think about your preferred methods of marketing - and the reasons behind them. Different forms serve different purposes. A strategic mix will achieve the best results, but in a pinch: work with what you know...



A Mix of Marketing Methods

There's a lot you can do - and probably that you do do - but here are a few ideas to get you thinking...

01. Blog Writing

Long form content that allows you to go into more detail, 'explain' rather than simply state your thoughts and opinions, and build your authority. Fantastic for your website's SEO, AEO, GEO... and soon, for Agentic Search!

03. Long-Form Video Content

Reels are one thing, good for views, but longer-form video allows you to explore topics further, provide more detail, explain and educate as well as entertain. This includes interviews, podcasts, etc.

05. Canvassing

From 'Sold in Your Road' to the good old '20-20' fliers, tout letters and direct mail campaigns that target households which fit your client profile. Canvassing is still high up on the list of activities undertaken.

02. Short-Form Social Media

Facebook, LinkedIn Posts and Instagram posts, short reels (anything up to 90 seconds, but perhaps better up to 60). This is short and punchy content, great for engagement and reach.

04. Newsletters

Similar to blogs - and can be created from repurposed blog content; however, newsletters are delivered directly to an audience, usually known to you in some way (landlords, past appraisals, etc)

06. Branded Media

In Estate and Lettings Agency, this covers all sorts - from boards outside properties to business cards, letter heads and even branded merchandise. Who doesn't love a company-branded keyring on Completion?

The *Process*

Christmas-Up your Content!

Do What You Do (with a **Festive** Twist)...

You've reminded yourself what type of content you tend to focus on, and you've reminded yourself about the various ways that you put your content out there. 'Content' plus 'Marketing' equals 'Content Marketing'! Now you just need to think of how to help it land during silly season. But remember: it's not about converting 'now' - it's really about nurturing and leading your potential future customers on a journey towards a signature.

The *4 Step Process*

Pick a Pillar

Pick a Content Pillar. Not a 'Topic' - that comes next. First it is about thinking about what Pillar you are focussing on. Pick your favourite, just to get you started. Let's say, a Property Market Update.

Pick a Method

Long-Form or Short-Form, Written or Video (or Audio!) - what works to get the message out there? If you do want to cover off more than one topic, think long-form: a blog, a newsletter or a video. If it's one topic only - i.e. property prices 'up' in November - you could opt for a single infographic, or a classic 'image plus caption' on Facebook or Instagram.



01.

02.

03.

04.

Pick a Topic

There are topics within pillars. Local Property Market Update? You could choose property prices... you could choose transaction volumes. You can choose more than one, and that might determine the best marketing method...

Polish With a Seasonal Edge

Now you put your festive-period slant on it. Is there a seasonal reason prices went up? Does it go against seasonal norms? Think about the angle your marketing piece needs, in order to 'cut through the noise' at this time of year. Give people a reason to take notice of you.

Put the *Theory* into *Practice*

Let's apply the mechanics. Here are a few examples, some simple ways to apply a little bit of Christmas creativity to your marketing methods when it comes to December content.

01. Local Property Market Content

- **Year End Market Round-Up.** Think **long-form**: Blog Articles, Newsletters, longer videos or podcast-style conversations; what 'really' happened during 2025 and how does it affect local homeowners and landlords in your town?
- **December Market Snapshot.** Produce an **info-graphic** titled: "What's the Shape of the [OUR TOWN] Market in December", a column chart detailing number of flats, terraced houses, semi-detached houses and detached houses currently on the market this month.
- **Market Predictions for 2026.** Perfect content for Carousel or Video Reel, or dive deeper as a blog or direct-mail newsletter.



02. Local Engagement Content



- **Christmas Market Mentions.** What local markets can you tell your local market about (as it were)? This is proper 'feel-good' content, ideal for short, punchy blogs or social posts... or visit, camera at the ready, and create a reel - perfect for Insta!
- **Spotlight Local Businesses.** How about a local business Advent Calendar? 24 Businesses in 24 days - celebrate your neighbours and earn some fans out of fans of theirs! Local butchers, local bakers... and especially local candle makers!
- **Who Does The Best Mince Pie?** Another way to spotlight local businesses - in this case, local cafes and delis. Where can people find the best mince pie? Offer advice or run a poll.

03. Home and Lifestyle Content

- **How To Dress Your Home For Viewings.** A '5 Ways' guide. Your professional advice for local sellers battling their wish to enjoy festivities against their wish to have viewings.
- **Winter Maintenance Checklist.** A useful one for Letting Agents - tell landlords what they should be doing to winter-proof their properties. More to the point, tell them what YOU do to protect the landlords and tenants you look after.
- **Christmas Tree Competition.** Perfect content to also tick the community engagement box! Run a competition where local homeowners send in photos of their Christmas Trees - winner (either you judge or public polls) gets a Christmas Hamper.



04. Authority Building Content

- **Christmas in [Insert Neighbourhood Here].** Hyper-localise your content - pick an area, neighbourhood, postcode etc, and show what great things are happening in the very local neighbourhood this Christmas (craft fairs, crib services, etc.)
- **The Boxing Day Bounce.** It doesn't matter whether you love it or hate it - if you have an opinion about it, write or talk about it! If you think it works and you're doing it, then be posting about it, offering to get buyers on the mailing list for Boxing Day mail-out. If you can't bear it and you think it's nonsense, make your case - show the stats that back up what you think.
- **What changed in 2025?** Blog about legislation changes that have come through in 2025 and how these will affect 2026.



05. Brand Building and Success Content

- **Success in November?** Was it a better month than you expected? Pop up a carousel of New Instructions and Sales Agreed in November. 'Getting Quiet For Christmas? Not Here!'
- **Christmas Jumper Day.** It's on Thursday 11th December... so now you know! No excuse not to plan for it. But what can you do to make sure it's not just a hastily taken team photo, two of them hidden at the back because they forgot? Well, how about a public vote to find a favourite? Have some fun, get the local community involved, and you could always offer a small prize to a randomly selected voter for participating.
- **A Christmas Case Study.** Tell the story of a success from last year... a December listing, sale agreed in three weeks, etc.



06. Hearts and Minds

- **Charity of the Year.** Have you had a 'Charity of the Year'? Provide an end of year update about your fund-raising efforts - what is the total you have raised? What things did you get up to this year to raise money? A great blog or video update.
- **Christmas Gift Appeal.** Put a call out for members of the public to drop gifts to your office, for you to wrap and distribute to families in need before Christmas (consider doing in conjunction with a charity like Salvation Army or similar).
- **Christmas Countdown.** An advent calendar-style countdown showcasing an independent local business each day for 24 days... especially cool if anyone can do you an animated advent-door opening!

An Advent Calendar of Content for You

Hopefully you've now got a few ideas to be getting on with, but just in case you're struggling, here is my '**Advent Calendar of Content**' - 25 days' worth of ideas to keep you going from December 1 right through to December 25!



Monday 1 December: "Local Christmas Events Guide" (Blog + Carousel)

Create a blog rounding up festive markets, concerts, charity events, Santa grottos etc. Repurpose as a 6–8 slide carousel.



Tuesday 2 December: "Winter Kerb Appeal Tips" (Reel)

Quick, visual tips clients can follow to brighten up their property for viewings in December: wreaths, appropriate lighting, jet washing patios, festive house-plants.



Wednesday 3 December: "Property Market Update: Year in Review" (Short-form)

Single infographic or carousel summarising the key stats your audience cares about.



Thursday 4 December: "Office Christmas Decorations" (Photo Set or Reel)

Show personality and team culture. Engagement and brand-building content.



Friday 5 December: "5 Things to Do if you are Going Up For Sale in January" (Blog)

A strategic article for weekend reading, aimed at early-2026 movers - part market update, part lifestyle tips about how to stage the property for marketing.



Saturday 6 December: "Local Business Shout-Out" (Instagram and Facebook)

Start a mini-series: feature a different local independent café, bakery, florist, or shop that has a story to tell this December - something to repeat every three days or so.



Sunday 7 December: "Meet the Team: Festive Edition" (Reel or Carousel)

Light-hearted for a weekend post: team member intros, favourite Christmas film, festive food, local event, etc.



Monday 8 December: "Winter Maintenance Checklist for Landlords" (Blog, Email)

Back to business on Monday morning, a handy list for landlords to remind them of key winter jobs: boilers, insulation, gutters, mould prevention, emergency contacts, etc.



Tuesday 9 December: "What's Selling in Your Area This Winter?" (Carousel)

Highlight 3–5 of your most recent sales... but make sure to include a little story-telling or micro-takeaways to avoid this feeling like a straight brag.



**Wednesday 10 December: "The Power of Twilight Photography"** (Reel or Carousel)

Show how you use your own photography skills, professional third-party photography services or AI software to present your clients' properties differently with twilight photos.

**Thursday 11 December: "Christmas Jumper Day"** (Competition, Poll)

You and the team in your Christmas Jumpers, a public vote to decide a winner! Christmas Hamper, Gift Vouchers, Pannetone or similar for one randomly selected voter (from the public, of course!).

**Friday 12 December: "2026 Predictions"** (Long-Form Blog, LinkedIn Article)

Market trends, buyer behaviour, Institute of Fiscal Studies forecast, mortgage outlook. Thoughts about potential interest rate changes and how it will affect the local market. Demonstrate thought leadership and local market expertise.

**Saturday 13 December: Local Business Shoutout #2** (Follow the theme from Dec 6)

Support a new local venture: deli, gift shop, pub, restaurant.

**Sunday 14 December: "Client Testimonial"** (Static Post, Single Slide Graphic)

Wrap a testimonial in a festively-themed graphic. Quick, easy, and so effective.

**Monday 15 December: "Landlord Q&A: Winter Tenancy Problems"** (Carousel)

Expertise-led content. Condensation vs mould, heating queries, emergency issues you need to look out for when the weather changes; how to look after your tenants.

**Tuesday 16 December: "Community Charity Push"** (YouTube Short or Reel)

'Final week' food bank drives, gift donations, charity partnerships - your own initiative, or throw your support behind another local business or organisation.

**Wednesday 17 December: "Neighbourhood Spotlight"** (Blog, podcast)

Highlight a micro-area, street, or development that is making a particularly festive effort this December - be it a Christmas lights display or a local, collective charitable action. Journalistic style report, with real quotes by or interviews with local people.

**Thursday 18 December: "5 Things Buyers Look For During Winter"** (Carousel)

What things make more sense in winter than summer? Lighting, insulation, EPC ratings, low flood risk, community. Make people stop and think: 'I never thought of it like that...'

**Friday 19 December: "Congratulations"** (Static Post or Reel)

Today is the last day that most conveyancing firms will be processing exchange of contracts before they close for Christmas. Try a self aware post congratulating all those who managed to hit their December 19 target to exchange - and a fond 'well done to all you under-pressure conveyancers, and now for a well earned break' - will go down well.



**Saturday 20 December: Local Business Shoutout #3** (Follow Previous Theme)

Another one for the mini-series. Follow whatever theme you chose on the 6th and the 13th for continuity. Today, pick a particularly festively-themed local business - maybe a pop up, maybe a local manufacturer or producer whose entire year hinges on a good Christmas (a Turkey farm or other Christmas food producer, perhaps?), or a local independent shop that goes all out at this time of year.

**Sunday 21 December: "Solstice Sunset" Photo** (Static Image Post or Reel)

High-engagement, super-seasonal, nod to our pagan roots. Very low-effort but sure to pick up likes and comments - particularly if you go a step further and - if you can - get a photo of yourself at recognisable local landmarks watching the sun set... local standing stones, well known local windmill, castle, quayside etc. If you can convince several team members to all take a sunset photo and whack them over to you, knock up a super-quick carousel or reel compilation. Either way, this is a winner on the 21st.

**Monday 22 December: "2026 Goals as an Agency"** (Short-Form Post with Image)

Brief recap of wins in 2025, and a share of your plans and ambitions for 2026. This is a great one for LinkedIn, but can work on Facebook too - however, you may wish to tweak your messaging. LinkedIn can be bold and business oriented; Facebook should be community focussed and all about how many people you aim to help move home.

**Tuesday 23 December: "Opening Hours and Emergency Contacts"** (Image Post)

Essential info for viewers and potential new clients - but be sure to send your current clients (vendors and landlords) a dedicated email to advise them.

**Wednesday 24 December: "Thank You to Our Clients & Community"** (Short Form)

Warm and human. Big engagement driver. A thoughtful 'Thank you to everyone who has supported us this year. Happy Christmas to all those spending your first Christmas in your new home. We look forward to helping even more people find the home of their dreams in 2026.'

**Thursday 25 December: "Merry Christmas from all the Team!"** (Photo or Graphic)

Simple, warm, festive. Scheduled! Scheduled, in fact, for 10:30 in the morning.



Friday 26 - Wednesday 31 December: Well, of course you should post on these days too... but, I had promised a 'pre-Christmas' content playbook here! Nevertheless, think about content like: 'What are YOU doing with your leftovers?' on Boxing Day - offering five simple recipes; and certainly a 'Wishing everyone a fantastic night tonight, whatever you're doing!' on New Year's Eve. And, of course, if you ARE doing Boxing Day launches... do make sure you post your successes! But tell the story behind them when you do.



Need any help with your content in 2026?

If you need any help with your 2026 content strategy, or
if you're looking to outsource your long-form content
writing to grow your market share, get in touch!

Fill out the inquiry form at
[THEPROPERTYPEN.CO.UK](https://thepropertypen.co.uk)

If you're still in the exploration phase or have more questions, no worries at all.

Send any questions you have to:



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