



# 50+ REAL ESTATE NICHE IDEAS

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# INTRODUCTION

Have you ever heard the expression:  
**'RICHES ARE IN THE NICHE'S'?**

This has become a popular saying because this is a proven simple strategy to focus your efforts, time and resources to serve that niche and the riches will follow.

If ever there was an easy button for agents to consider this is it.

## What's a Niche Market?

A niche market is your secret weapon – it's a targeted segment of the real estate market where you can dominate and thrive. Think of it as your specialized playground where you're the go-to expert.

## Why Focus on a Niche?

Focusing on a niche isn't just smart—it's essential. It's your fast track to standing out in a crowded market. By zeroing in on a specific group, you cut through the noise and position yourself as the authority.

## What Benefits Does a Niche Provide?

1. Lead Gen on Easy Mode
2. Pipeline Growth
3. Streamlined Communication
4. Monetization Made Simple



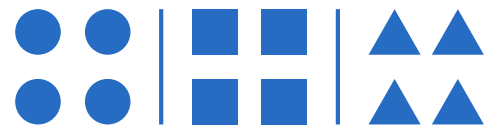
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# INSTRUCTIONS

We hope you will use this guide to think about which niches suit your personality, which are strong in your community or farming area and which you are most passionate about. Also use this guide as a companion to our workshops and courses on different niches to help you establish your own personal niche or two.

Let's begin with 3 types of niches to consider:

## 1 Property Categories



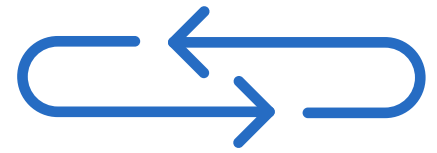
Becoming the most knowledgeable and able agent in your area on any one property type can act as a magnet for people needing your expertise. If you are the best at ADUs, tiny homes, or short-term rentals for example then you have a much better chance of filling your pipeline with people needing your services and expertise. Plus think how easy it gets to know what to talk about on social, in marketing, at community events, or even to help you know which events you need to be at and which people you need to network with.

## 2 Interests/Audience



This list includes some of the types of interests or people you are truly passionate about. If you select one of these niches, it's probably one of the easiest ways to craft your messaging and services to suit that audience. Imagine you want to focus on high-net-worth individuals. The path is clearly places they live, play, work, and messaging and services that attract and serve them. If golfers and golf communities are your jam, then it's easy to imagine where you might find them and what they need.

# 3 Change



For good or bad, life changes bring possible and often likely changes in property needs. For example, in distress situations, or forced change, your client might be dealing with a divorce or probate and need to sell an existing property or downsize. Happy changes can be marriage, children, or a booming business so upsizing is in order. If your niche is divorce, then you can forge a compassionate approach, messaging, and services specifically tailored to help those clients and become the go-to agent for those scenarios. Or maybe your interests lie in helping your clients who need to relocate. Life change brings opportunities for their community real estate agent to be the de facto one they call.

**Use this guide to help your planning but we're sure you can think of a bunch more especially inside many of these – sport alone could mean everything from yoga to extreme sports.**

## PROPERTY

1. ADUs
2. Affordable Housing
3. College Towns / Student Housing
4. Commercial
5. Condo / Co-op Housing
6. Eco-Friendly / Sustainable  
Green Building / LEED Certified
7. Farms
8. Historic
9. Investment
10. Land
11. Luxury
12. Mobile / Manufactured
13. Mountains
14. Multi-Family Homes
15. New Construction / Home  
Builders
16. Rentals: Short-term / Mid-term
17. Rentals: Vacation
18. Rentals: Commercial
19. Resort
20. Rural
21. Seniors / Retirement Living
22. Short Sales and Foreclosures
23. Suburban
24. Tiny Homes
25. Urban
26. Waterfront / Beach

## INTERESTS/AUDIENCE

- 27. Animals / Pets
- 28. Business
- 29. Church / Religious
- 30. Community Leadership
- 31. Families
- 32. First-Time Homebuyers
- 33. Sport
- 34. High-Net-Worth Individuals
- 35. Hobbies (e.g., car enthusiasts)
- 36. International
- 37. Retirees / Seniors
- 38. Travel
- 39. Veteran / Military
- 40. Volunteerism

## CHANGE

- 41. Career
- 42. Children
- 43. Deficit Equity
- 44. Disasters
- 45. Disputes
- 46. Divorce
- 47. Downsizing
- 48. Illness
- 49. Legacy Planning
- 50. Loss of Job or Business
- 51. Marriage
- 52. Probate
- 53. Relocation
- 54. Retirement
- 55. Tax Liens
- 56. Upsizing



# OPPORTUNITIES FOR NETWORKING AND CONTACTS TO FIND OR ATTRACT BOTH BUYERS AND SELLERS

## 1. ADUs (Accessory Dwelling Units)

**Networking Locations:** Local zoning and planning meetings, neighborhood associations, and community development organizations.

**Key Contacts:** City planners, architects, contractors, and homeowners interested in adding rental income.

## 2. Affordable Housing

**Networking Locations:** Non-profit housing organizations, community housing fairs, and local government housing agencies.

**Key Contacts:** Affordable housing developers, housing counselors, and social service agencies.

## 3. College Towns / Student Housing

**Networking Locations:** University housing offices, student rental fairs, and local real estate investor meetups.

**Key Contacts:** University administrators, property management companies, and student organizations.

## 4. Commercial

**Networking Locations:** Chamber of Commerce events, business expos, and commercial real estate associations.

**Key Contacts:** Business owners, commercial property managers, and corporate relocation specialists.

## 5. Condo / Co-op Housing

**Networking Locations:** Condo and co-op board meetings, property management associations, and urban living expos.

**Key Contacts:** Condo association managers, co-op board members, and urban real estate developers.

## 6. Eco-Friendly / Sustainable / Green Building / LEED Certified

**Networking Locations:** Green building conferences, environmental organizations, universities and colleges, and sustainability expos.

**Key Contacts:** Green architects, sustainable builders, and environmental consultants.



## 7. Farms

**Networking Locations:** Agricultural fairs, farm bureaus, and rural development associations.

**Key Contacts:** Farm owners, agricultural lenders, and rural appraisers.

## 8. Historic

**Networking Locations:** Historic preservation societies, local heritage tourism boards, and historical property expos.

**Key Contacts:** Preservationists, local historians, and historic property investors.

## 9. Investment

**Networking Locations:** Real estate investment clubs, property management seminars, and investor summits.

**Key Contacts:** Real estate investors, financial planners, attorneys, and property managers.

## 10. Land

**Networking Locations:** Land development conferences, agricultural shows, and land use planning meetings.

**Key Contacts:** Land developers, surveyors, and land use planners.

## 11. Luxury

**Networking Locations:** High-end real estate expos, luxury lifestyle events, and exclusive social clubs.

**Key Contacts:** Wealth managers, luxury property developers, and high-net-worth individuals.

## 12. Mobile / Manufactured Homes

**Networking Locations:** Manufactured housing shows, mobile home parks, and community development agencies.

**Key Contacts:** Mobile home park owners, manufactured home builders, and housing affordability advocates.

## 13. Mountains

**Networking Locations:** Mountain property expos, outdoor recreation clubs, and tourism boards.

**Key Contacts:** Resort developers, local tourism officials, and mountain property owners.



## 14. Multi-Family Homes

**Networking Locations:** Multi-family housing conferences, real estate investment groups, and property management associations.

**Key Contacts:** Multi-family developers, property managers, and real estate investors.

## 15. New Construction / Home Builders

**Networking Locations:** Home builder associations, construction expos, and new home tours.

**Key Contacts:** Home builders, construction contractors, and architects.

## 16. Rentals: Short-term / Mid-term

**Networking Locations:** Rental property expos, property management workshops, and local housing authorities.

**Key Contacts:** Property managers, rental platforms (e.g., Airbnb), and relocation specialists.

## 17. Rentals: Vacation

**Networking Locations:** Vacation rental expos, travel and tourism conferences, and local tourism boards.

**Key Contacts:** Vacation rental property managers, travel agents, and tourism marketers.

## 18. Resort

**Networking Locations:** Resort and hotel investment conferences, luxury travel expos, and tourism boards.

**Key Contacts:** Resort developers, hospitality professionals, and travel agents.

## 19. Rural

**Networking Locations:** Rural development councils, agricultural expos, and community gatherings.

**Key Contacts:** Rural property owners, local government officials, and rural development experts.

## 20. Seniors / Retirement Living

**Networking Locations:** Senior living expos, retirement communities, and healthcare conferences.

**Key Contacts:** Senior living developers, healthcare providers, and retirement planners.



## 21. Short Sales and Foreclosures

**Networking Locations:** Real estate investor clubs, foreclosure auctions, and financial counseling agencies.

**Key Contacts:** Public records (typically the county clerk) Foreclosure specialists, real estate attorneys, and distressed property investors.

## 22. Suburban

**Networking Locations:** Suburban community events, local business networks, and neighborhood associations.

**Key Contacts:** Suburban developers, local business owners, and community leaders.

## 23. Tiny Homes

**Networking Locations:** Tiny home expos, sustainable living fairs, and alternative housing conferences.

**Key Contacts:** Tiny home builders, sustainability advocates, and minimalism influencers.



## 24. Urban

**Networking Locations:** Urban living expos, city planning meetings, and real estate development forums.

**Key Contacts:** Urban developers, city planners, and local business owners.

## 25. Waterfront / Beach

**Networking Locations:** Waterfront property expos, coastal development forums, and boating clubs.

**Key Contacts:** Waterfront developers, marina owners, and vacation property investors.

## 26. Animals / Pets

**Networking Locations:** Pet expos, animal rescue events, and veterinary clinics, pet meetups and clubs.

**Key Contacts:** Veterinarians, pet store owners, and animal rescue organizations.



## 27. Business

**Networking Locations:** Chamber of Commerce events, business networking groups, and entrepreneur meetups.

**Key Contacts:** Local business owners, business coaches, and economic development organizations.

## 28. Church / Religious

**Networking Locations:** Church events, religious study groups, and faith-based community services.

**Key Contacts:** Religious leaders, church community coordinators, and faith-based charities.

## 29. Community Leadership

**Networking Locations:** Local government meetings, community boards, civic groups and leadership training programs.

**Key Contacts:** Local officials, community organizers, and civic leaders.

## 30. Families

**Networking Locations:** Family-oriented events, school PTA meetings, and community centers.

**Key Contacts:** Family counselors, childcare providers, and family activity coordinators.

## 31. First-Time Homebuyers

**Networking Locations:** Home buying seminars, first-time buyer workshops, and financial literacy classes.

**Key Contacts:** Mortgage brokers, financial advisors, and housing counselors.

## 32. Sport

**Networking Locations:** Golf clubs, sports leagues, sport meetups, and sporting goods stores.

**Key Contacts:** Club managers, coaches, and sporting event organizers.

## 33. High-Net-Worth Individuals

**Networking Locations:** Luxury real estate expos, private clubs, and charity galas.

**Key Contacts:** Wealth managers, luxury lifestyle consultants, and private bankers.

## 34. Hobby (e.g., car enthusiasts)

**Networking Locations:** Hobby expos, specialized clubs (e.g., car clubs), and hobbyist meetups.

**Key Contacts:** Club leaders, event organizers, and specialty retailers.

## 35. International

**Networking Locations:** Cultural festivals, international business events, and expatriate groups.

**Key Contacts:** International business consultants, cultural community leaders, and language schools.

## 36. Retirees

**Networking Locations:** Retirement communities, senior centers, and retiree expos.

**Key Contacts:** Retirement planners, senior living consultants, and healthcare providers.

## 37. Seniors / Retirement Living

**Networking Locations:** Senior living fairs, healthcare expos, and community centers.

**Key Contacts:** Senior living advisors, healthcare professionals, and estate planners.

## 38. Travel

**Networking Locations:** Travel expos, tourism boards, and adventure clubs.

**Key Contacts:** Travel agents, tourism marketers, and travel bloggers.

## 39. Veteran / Military

**Networking Locations:** Veteran organizations, military bases, and veteran support events.

**Key Contacts:** Veteran service officers, military family support centers, and veteran-owned businesses.

## 40. Volunteerism

**Networking Locations:** Volunteer fairs, non-profit organization events, and community service projects.

**Key Contacts:** Non-profit leaders, volunteer coordinators, and community service organizers.

## 41. Career

**Networking Locations:** Professional networking events, career fairs, and industry-specific conferences.

**Key Contacts:** Career coaches, recruiters, and HR professionals.

## 42. Children

**Networking Locations:** Parenting groups, schools, and family-focused community events.

**Key Contacts:** Pediatricians, childcare providers, and local family service organizations.

## 43. Deficit Equity

**Networking Locations:** Financial counseling sessions, credit repair workshops, and real estate investor groups.

**Key Contacts:** Financial advisors, credit counselors, and mortgage brokers.

## 44. Disasters

**Networking Locations:** Disaster recovery centers, community emergency response team (CERT) meetings, relief support nonprofits, and local government disaster planning sessions.

**Key Contacts:** Insurance agents, disaster recovery specialists, and local emergency services.

## 45. Disputes

**Networking Locations:** Mediation centers, legal aid clinics, and community dispute resolution programs.

**Key Contacts:** Mediators, real estate attorneys, and conflict resolution specialists.



## 46. Divorce

**Networking Locations:** Divorce support groups, family law seminars, and legal aid centers.

**Key Contacts:** Divorce attorneys, mediators, and financial planners specializing in divorce.

## 47. Downsizing

**Networking Locations:** Senior living expos, retirement planning workshops, and minimalism seminars.

**Key Contacts:** Senior relocation specialists, estate sale organizers, and retirement planners.

## 48. Illness

**Networking Locations:** Health and wellness expos, hospital social work departments, and support groups.

**Key Contacts:** Healthcare providers, medical social workers, and hospice care organizations.



## 49. Legacy Planning

**Networking Locations:** Estate planning seminars, financial planning workshops, and wealth management conferences.

**Key Contacts:** Estate planners, financial advisors, and attorneys specializing in wills and trusts

## 50. Loss of Job or Business

**Networking Locations:** Job search support groups, unemployment offices, and business networking events.

**Key Contacts:** Career coaches, financial advisors, and business consultants.

## 51. Marriage

**Networking Locations:** Bridal expos, wedding fairs, and premarital counseling workshops.

**Key Contacts:** Wedding planners, marriage counselors, churches, and financial planners.



## 52. Probate

**Networking Locations:** Probate court, legal seminars, and estate planning workshops.

**Key Contacts:** Probate attorneys, estate executors, and financial advisors.

## 53. Relocation

**Networking Locations:** Corporate relocation events, expat community groups, and relocation fairs.

**Key Contacts:** Relocation specialists, HR departments, and moving companies.

## 54. Retirement

**Networking Locations:** Retirement planning workshops, senior centers, and 55+ community expos.

**Key Contacts:** Retirement planners, senior living consultants, and healthcare providers.



## 55. Tax Liens

**Networking Locations:** Tax lien auctions, financial counseling sessions, and investment seminars.

**Key Contacts:** Tax lien investors, financial advisors, and real estate attorneys

## 56. Upsizing

**Networking Locations:** Home buying seminars, family planning events, and community development forums.

**Key Contacts:** Mortgage brokers, real estate developers, and financial planners.

These networking locations and key contacts can help you connect with potential clients and offer targeted services and support tailored to their specific situations.



# FIND YOUR NICHE

## 5 MINUTE MINI-EXERCISE

This exercise is designed to help you get a feel for picking your niche. Do it quickly, you have been assigned one minute for each step.



Start with picking one niche from above. Go with your first thought. What struck you first?



Identify and list your existing skills, passions, interests that match your choice:



Identify Gaps. What do you need to learn to serve this market?  
Do you need a license? Etc:

Empty yellow rectangular box for notes.



List time, costs, feasibility to make it happen:

Empty yellow rectangular box for notes.





What's your next step or redo this exercise until you make your niche decision:

A large, empty rectangular box with a light yellow background, intended for writing the answer to the question above.

## BONUS QUESTION



Identify what you need to do to find out if there is an audience for this niche in your local market:

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Focusing on a niche as a real estate agent, such as sustainable green eco homes, streamlines communication to prospects in several ways:

## **CLEAR VALUE PROPOSITION**

A niche focus allows you to clearly define and communicate the unique benefits of sustainable green eco homes, such as energy efficiency, reduced environmental impact, and long-term cost savings. This clarity helps prospects quickly understand the value proposition.

## **TARGETED MESSAGING**

When you specialize in sustainable green eco homes, you can craft messages that directly address the interests and concerns of eco-conscious buyers. This focused messaging resonates more deeply with the target audience.

## **EFFICIENT CONTENT CREATION**

With a defined niche, you can create content like blog posts, videos, and social media updates that are specifically tailored to the interests of your target audience. This efficiency reduces the time spent on creating general content and improves engagement rates.

## **FOCUSED MARKETING STRATEGIES**

Niche marketing enables agents to use targeted advertising channels and platforms that cater to eco-conscious consumers. This focused approach leads to more efficient use of marketing budgets and higher conversion rates.

## **CONSISTENT BRAND MESSAGING**

Focusing on a niche helps maintain consistent messaging across all communication channels, reinforcing your brand identity as a specialist in sustainable homes.

Other Benefits:

## **EXPERT AUTHORITY**

Specializing in a niche establishes you as an expert in that area. This authority builds trust with prospects, who are more likely to seek advice and services from someone knowledgeable about eco-friendly features, certifications, and market trends.

## **ENHANCED AUDIENCE CONNECTION**

A niche focus allows for deeper connections with the audience, as you can address specific concerns such as green building materials, sustainable living practices, and eco-friendly financing options. This relevance increases the likelihood of building lasting relationships.

## **CUSTOMIZED SOLUTIONS**

You can offer tailored solutions that align with the unique needs of eco-conscious buyers, such as guiding them through the process of obtaining green certifications or connecting them with sustainable home improvement resources.

## **PREDICTABLE CUSTOMER JOURNEY**

By understanding the specific needs and preferences of this niche audience, you can anticipate common questions and concerns, allowing you to streamline the communication process and provide timely, relevant information at each stage of the client's journey.

## **INCREASED REFERRALS**

Satisfied clients within a niche are more likely to refer others who share their interests and values, creating a network of like-minded prospects who are already pre-qualified and interested in the niche focus.



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Resident Hiveologist

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