

Forums, Reddit and Video Guide

People ask forums which agents to trust, and AI reads those threads. Listen first, help as yourself when a community's rules allow it, and never fake praise: it breaks platform rules and risks breaking UK consumer law.

From lesson 7.5 · The full course and the GEO audit: reyse.co.uk/geocourse · October 2026 edition · General education, not legal advice

Places to start listening

- ☐ r/HousingUK: the largest general UK housing community on Reddit.
- ☐ r/UKPersonalFinance: buying, selling and renting money questions come up daily.
- ☐ r/AskUK: broader, but property questions appear often.
- ☐ Your town or city subreddit: search Reddit for your town's name.
- ☐ Property Tribes (propertytribes.com): a long-running UK landlord and letting forum.
- ☐ MoneySavingExpert Forum: the House Buying, Renting & Selling board.
- ☐ Local Facebook groups: search your town name with "community" or "residents", and read the rules on business posts.
- ☐ YouTube: search "[town] estate agent" and "[town] letting agent" to see who has videos.

LESSON 7.5 · [REYSE.CO.UK/GEOCOURSE/REDDIT-FORUMS-YOUTUBE](https://reyse.co.uk/geocourse/reddit-forums-youtube)

Reddit, Forums, YouTube and Podcasts

DO THIS FIRST Search "[town] letting agent reddit" and "[town] estate agent recommendation", and read what's being said.

CHECK

Listen first

- ☐ Search "[town] estate agent reddit" and "[town] letting agent recommendation" on Google.
- ☐ List your area's community groups (Facebook groups, residents' groups) and read their rules on business posts.
- ☐ Search Reddit for your agency name. Note anything said, good or bad.

Check your source map

- ☐ Did Reddit, forums or YouTube appear in your lesson 7.1 log?
- ☐ If they never appear, this lesson is a low priority for you.

Video

- ☐ Search YouTube for "[town] estate agent" and "[town] letting agent". Who has videos?
- ☐ On your own video pages: is there a title, a description and a transcript in text?

Ask AI for the questions people ask

AI PROMPT Summarise the main questions people ask in these public forum threads about renting or selling in [town]. Group them by audience. [paste public text only]

FIX

Read, then help, as yourself

- ☐ Spend 20 minutes a week reading, not posting. Feed repeated questions into your content (lesson 6.2).
- ☐ Where the community's rules allow, answer one real question a week as a named professional who says where they work.
- ☐ Answer fully before mentioning yourself, and link to official guidance rather than your sales page.

Handle what's said about you

- ☐ If something's positive, a short genuine thank-you is enough.
- ☐ If it's wrong, reply once, calmly, with facts. Don't argue, and don't ask staff to pile in.

Never astroturf

- ☐ No fake accounts, no posing as a happy customer, no asking staff to post praise, no AI-written "customer" posts.
- ☐ Get written confirmation from any marketing provider that they won't create fake accounts or posts. Don't pay for "Reddit seeding".

Small, honest video

- ☐ Record one short video a month answering one real client question.
- ☐ Give it a clear title and description naming the area, add captions, and put the transcript on the relevant page (lesson 6.7).
- ☐ Offer yourself as a guest to one local podcast or channel a quarter, when you have something real to say.

Then: Re-read each community's rules before posting, and review the platforms' own rules twice a year: they change.

Your communities

Community	Link	Rules on business posts	Questions people ask	Read on

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