

# Buying a House Site Unseen? Avoid these 5 Mistakes

**Video Headline:** Buying a House Site Unseen? Avoid these 5 Mistakes

**Video Summary:** Since we are living in the digital age, it has become more common to buy things online that some even buy a house without seeing it in person first. Here are some mistakes to avoid when buying a house without being able to visit it in person first.

## I. Introduction

Hello, and welcome to [name of your show], my name is [your name] and I am a real estate agent serving the area of [area name]. Today we are going to talk about Buying a House Site Unseen? Avoid these 5 Mistakes.

If you know anyone to whom you think this may be of interest to, please feel free to tag them in the comments so they can get all the details! Alright, let's dive in!

## II. Hook

If you have a story that you can tell related to your topic, this is where you want to share it before you get into the content of your video. Stories make your content more relatable and will hook your viewers into engaging more.

**\*\*[BEFORE YOU START, PLEASE FACT CHECK OUR CONTENT TO MAKE SURE IT RELATES TO YOUR MARKET AND ADJUST IF NECESSARY.]\*\***

## III. Content

Living in this age of technology, we are shifting more and more to buying things online. From our clothes and gadgets, furniture and food, we can now buy them all through Amazon or eBay and have them delivered to our doorstep. Today, people are even buying houses digitally or without actually seeing the property first.

This is becoming more and more common in the real estate industry. For some people, they see a great property online that they don't want to miss. For others, they need to move overseas so they want to secure a house before they move or they are currently in a different location that they can't visit the property first. Whatever the reason for buying a house without seeing it first, these are totally acceptable as long as you do it the right way and avoid these mistakes.

The first mistake you need to avoid is **hiring the first real estate agent you see** without assessing their experience and credibility. Since you are solely putting your trust in their judgment, it is important to hire a credible real estate agent that can properly assess the property and honestly tell you the pros and cons. Take time to look for a real estate agent who can help you get a property that's worth the value of your money.

The second mistake you can make is **not going on a virtual tour of the property**. Yes, you might be able to see the property through photos, but having a virtual tour of the property is essential so you can piece together how the house looks and feels like. You can also see more important details of the house by doing a slow and informative virtual tour with the property seller.

And while you are on that virtual tour **make sure to ask the right questions**. Another common mistake is not preparing questions you would usually ask when visiting a property. Think long-term when looking at the property information and photos and ask questions that would matter. Find out about the history of the house, the identity of the seller, the legitimacy of the property documents, the structural foundations of the house, how they maintain it, any pest or plumbing issues, etc. There are so many questions you need to ask and don't afraid to ask them all! No property is perfect, but a good property should be able to withstand any hard questions thrown.

The fourth mistake is **not asking your friends and family to help** look at the property. If you have friends and family in the area where you are buying a house, it would be great to ask for their help in looking at the property. Since you won't be able to look at the property personally, it's better to have someone you know personally whom you can trust to look at the property for you aside from the real estate agent. They can give you their sound judgment and intuition on how the property looks and feels on the ground. They can also verify the things that your real estate agent tells you.

Last but not the least mistake is **skipping additional inspections**. Take time to have the house properly inspected by professionals to avoid any problems in the future. Professionals can spot any foundational errors, pest problems, or asbestos risks in a house. This step is super important in the buying process and you should never skip it whether you are looking at a house digitally or personally.

#### **IV. Call to Action**

Buying a house without seeing it first can work out for you as long as you avoid these mistakes. Make sure to always be cautious about things you see online and to truly assess the condition and value of the home you are buying.

Make sure to only hire a trusted and experienced real estate agent that can honestly tell you the true state and condition of the property you want to buy.

If you've finally decided to reach out to a real estate agent for your next property transaction, feel free to reach me anytime at [\[your contact info\]](#).

#### **V. Conclusion [Time to wrap up]**

Thank you for joining me today and don't forget to tune into next week's show!

# FACEBOOK LIVE CHEAT SHEET FOR REAL ESTATE

## **Promote It**

Tell your fans that you will be going live ahead of time. This can be done easily and will boost your engagement. Send an email to your database, make an announcement in a group(s) that could benefit from your live, run a facebook ad and post it on your social media channels.

## **Write a Scroll Stopping Headline**

Your description about your live is by far the most important piece of your video. Without enough ZING to entice your viewers, your live video isn't going to get much if any traction. When writing your copy, ensure it's direct, actionable, and informative. Focus on what your viewer will gain from tuning in.

## **Set The Tone**

Make sure that your backdrop is pleasant to look at, well lit, and beautifully styled. It's hard for people to pay attention when there are distractions or noise in the background. It may also be worth looking into purchasing an external microphone to improve sound.

## **Connect**

I know this may sound obvious but please, please, please, make sure you have a strong signal before you go live. Nothing worse than planning for something and then not following through. Can you hear me now?! Lol..

## **Create a Few Practice Videos**

Before ripping the bandaid off and going live, you can test things out by creating a practice video restricted to your eyes only. You can do this by going to your own Facebook profile, and selecting "Only Me" before recording.

## **Ask Your Viewers to Interact**

Your audience will be thrilled to hear you mention their name and answer their questions when you are live. Posts with more likes, comments, shares, and views are also prioritized on the newsfeed. Facebook's algorithms recognize popular content, and actually make it even more popular without you needing to pay extra for more eyes.

## **Have an Actionable Sign Off**

The worst thing you can do is just casually push the finish button and then walk away. Instead, give a proper sign-off with an actual ending for next steps.

What do you want your viewers to do? Subscribe to your monthly newsletter? Visit your Facebook page for a fun contest? Want them to share the recording on their page? Whatever it may be, be sure to end your Facebook Live post with a call to action for your viewers to do.

## **Reach More People and Go Live More Often**

By going live frequently you will keep your people engaged, grow brand awareness and build an audience fast! Here are some favourite examples:

-Hot topics or breaking news

-Go live with an industry leader such as a mortgage broker or home inspection

-Behind the scenes. People love seeing real estate in action. Hence, all the real estate related TV shows.

-Do a demo. Show people how easy it is to stage their home, or unbox the latest in home technology.

The topics are endless. With a little imagination, you will have lots of reasons to go live and get in front of your ideal client.

## **Promote It After It's Done**

Once your video is done live streaming you can boost your post and run an ad campaign just like on your other Facebook videos and posts. Email it off to your database or if you write a blog you can use a transcription service such as Rev.com to have your live stream transcribed and voila, another blog post done. Upload up to 60 seconds of video in your Instagram feed as well.