

# 5 Things You Need To Know Before You Buy A Piece Of Land

**Video Headline:** 5 THINGS YOU NEED TO KNOW BEFORE YOU BUY A PIECE OF LAND

**Video Summary:** Real estate, like other investments, needs proper assessment and evaluation before you invest. You will be spending your hard-earned money on it so it is necessary to know everything that you need to know about it. Like purchasing houses and other properties, buying a piece of land also has different factors that you need to consider. In this video, we'll talk about the 5 things you need to know before you buy a piece of land.

## 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 5 Things You Need To Know Before You Buy A Piece Of Land.

If you know anyone 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

Have you finally decided to invest in land? I hope you haven't sealed the deal yet as I will be sharing with you five things you need to know before you buy a piece of land.

First, you need to know the **deed restrictions**. If you think that you are free to do anything with your land, you are wrong. Yes, you bought it and you already own it but that doesn't mean that you can do whatever you want with it. Each land has certain deed restrictions like limits on building styles and materials you can use, minimum and maximum dwelling square footages, or rules against outbuildings and auxiliary structures. Make sure to check the official property deed for restrictions and ensure you understand and can adhere with everything before you close the

deal. If you know the restrictions, you will be able to walk away from the deal in case there are deal breakers from the deed restrictions.

The next thing you need to know are the **available utilities**. Is your land near power lines and water supply? Whether you are planning to build a commercial or residential property on your land, consider basic utilities such as water, electricity, phone lines, and internet. If your land is in a remote area, gaining access to the nearest utility hub can be costly. Make sure to factor this into your budget. It would be an inconvenience to stay in a property without these necessary utilities.

Aside from your own land, it is also necessary to know the **cost of developing the land**. Your expenses don't just end when you finish paying for the land. I'm sure you purchased the land with a plan to develop it. And the cost of developing your land can be a significant amount. Depending on the size of your lot, what you want to build, its accessibility, and the things that need to be cleared or fixed - you need to factor these costs in your budget.

Another cost that you need to know before you buy a piece of land is the **cost of the surrounding area**. Check and compare costs of similar plots in the area. This will let you assess how much you should be paying for the piece of land that you plan to buy. Also, the area surrounding your land will directly affect its value. Check what other properties are being developed in the area and how it will affect the value of your land in case you decide to sell it in the future.

Last but not the least, it is important to check the **frequency of natural disasters** in the area of your land. Is it located in an area that's prone to flooding or other common natural disasters? Natural disasters are inevitable and can cause problems in the future. Aside from being a hazard to you and your family, if your land is in a natural disaster zone, home insurance might not cover your land or your property.

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

If you need help with looking for your next real estate investment or would like to know more tips, feel free to reach me anytime at [\[your contact info\]](#). I'd love to have a chat with you!

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

Buying a piece of land is definitely a milestone and can be the start of your real estate investment journey. But like other investments, you need to do your research and assess it before you finalize your purchase. This is to ensure that you will get your money's worth. Make sure to know everything that you need to know before you buy a piece of land.

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.