

5 Things to Inspect When Buying a House

Video Headline: 5 THINGS TO INSPECT WHEN BUYING A HOUSE

Video Summary: Before you buy a house, make sure that you conduct a home inspection to thoroughly check for any hidden damages or defects that might cost you more money if you discover it later.

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 to Inspect When Buying a House.

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

Before you close the deal, make sure that you go through a professional home inspection to make sure that the house you want to buy is clear from any hidden damages or defects. You wouldn't want to buy a house and find out months or years later that it has hidden defects that you need to worry about. By conducting a home inspection, you are making sure that you are getting your money's worth and buying a property that you won't regret.

The first thing that you need to inspect are **cracks**. Look out for any alarming cracks in both interior and exterior walls of the house. Walls with a large number of cracks that exceed 2 millimeters in width are a cause for alarm and should be reported to a building inspector for further inspection.

The second thing that you need to look out for is **mold**. Although mold might seem common in households, they can become a threat to one's health if left to a certain extent. It can also be a clue to a larger underlying problem in the property. Make sure that you have the mold cleaned by professionals before moving into the property.

Don't forget to check for **signs of pest, insect, or rodent infestations** inside the house and around the property. It's normal to find occasional insects or pests in older homes, however, if there's a clear sign of infestation, you'll want to know about it before you move in. No one wants to move in a house that's secretly filled with pests!

Check for **lead paint**. Owners are required to disclose to you if the property has lead paint, and your property inspector must also be able to determine if there is lead paint or not. Although lead paint doesn't necessarily pose a threat unless ingested, you would want to know about it especially if you are moving in with kids.

Last but not the least, make sure to **check the roof**. There are many ways to tell if the roof is still good or if it needs repairs. First, you should look at the lines of the roof to check if they are straight and free from deflections. You'll also want to check the roof gutters for rust. This will help you determine if the roof gutters would need to be replaced. You should also check the roof downpipes to see if the property has storm water drains, and that the water isn't just falling to the ground. Not having soak water wells can cause flooding and excess water flow around the property, meanwhile installing one on your own can be expensive!

IV. Call to Action

If you need help with inspecting your new home 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]

Don't skip having a home inspection. If you know where to look and how to spot problems, it will definitely save you from heartache and from more expenses. Avoid living in houses that have hidden red flags when you conduct a home inspection first!

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.