

Factors That Affect The Housing Market

Video Headline: Factors That Affect The Housing Market

Video Summary: The real estate market develops and changes over time. This is because of various factors such as demographics, interest rates, the economy, and government policies. All of these can either have a negative or positive impact on the real estate market. In this video, I'll be discussing these factors that affect the housing market.

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 the Factors That Affect The Housing Market.

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

Real estate, like other investments, is an ever-changing market. This could either mean both positive or negative. One day, it can be lucrative while on other days, the market might not be as good as it was. This is because aside from the price that the home seller sets, there are various factors that affect the housing market. And they can either have a positive or negative impact on the real estate market.

The first factor is **demographics**. This includes age, gender, race, income, and population growth. The demographics of potential homebuyers highly affect their purchase decisions when it comes to real estate. Hence, it is a crucial factor that affects the housing market. Are there more retirees who are looking to buy a second home or vacation home? In some cases, the demand for larger homes declines when incomes become smaller and all the children have moved out of their homes.

The next one is **interest rates**. When purchasing a property through a mortgage loan, the changes in interest rates will greatly affect the purchaser's capability to finance the property.

This influences their purchase decisions. As interest rates rise, mortgage costs increase and it lowers the demand for real estate. However, as the demand for real estate declines, the prices tend to go lower. As the prices and interest rates go lower, it eventually increases the demand. It's a cycle. The real estate market is shaped based on the current pricing trends.

Third, the **economy**. Economic health directly affects the real estate market. Basically, if the overall economy isn't in a good state, then so is real estate. Depending on the type of property and your contract, you can be affected by this differently. If you have a longer-term contract, you'll need a longer time to recover as those with shorter-term contracts will be able to adapt quickly in case of an economic downturn.

Last is the **government policies and subsidies**. The government can influence the demand for real estate through the implementation of tax credits, deductions, and subsidies. When planning to invest in real estate, it is important to be aware of current government incentives that could potentially drive the housing market. This is to help you determine possible changes in supply and demand in the real estate market.

IV. Call to Action

If you have more questions about the real estate and housing market, 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]

As an investor, these factors will help you decide on which type of property and location is best to invest in. Although there are other more complex factors that affect the housing market, you can use these key factors to assess the potential of your investment if you are planning to invest in real estate.

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.