

5 Home Design Trends to Watch in 2022

Video Headline: 5 Home Design Trends to Watch in 2022

Video Summary: For most homeowners, the new year is also the time to improve homes and update their interior design. Each year, different home designs make it to the list of home design trends. In this video, I will be sharing 5 home design trends to watch in 2022.

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 Home Design Trends to Watch in 2022.

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

Home design trends change over time. But don't worry! I'm here to help keep you updated with the latest home design trends for 2022. If you are planning a home makeover for the new year, you would want to know the latest trends so your home would look cozy yet up-to-date. Although home design should be personal and should be which you are most comfortable with, it is still nice to keep your home design on-trend. So as promised, here are 5 home design trends to watch in 2022.

The first one is **nature-inspired designs**. Using natural elements in your home has been gaining popularity throughout the past years because it makes a space lively and cozy at the same time. This 2022, it will still be a big part of the home design trends as people would want to further enhance the comfort in their homes. With more time spent at home and limitations in going out, people try to be closer to nature by bringing natural elements into their homes.

With the rise of nature-inspired design trends, **sustainable and organic materials** will also be in demand in home design this 2022. Oversized glass windows and panels will be further utilized as homeowners will aim to have more natural light to enter their homes for an

energy-efficient home. Since people care about nature more nowadays, homeowners will lessen plastic consumption and will opt for sustainable decors.

Work from home set up has been the trend for most companies during the past years. Hence, homeowners felt the need to strategically utilize their spaces at home - setting up their home offices, rearranging their home to create a conducive workstation, etc. With this, 2022 is still the year for having **multi-functional spaces**. This is especially important for small homes. Multi-purpose furniture will be the key to achieving multi-functional spaces.

Aside from multi-functional spaces, the next home design trend for 2022 would be having **curvier elements** at home. Staying at home for too long and seeing the same thing over and over can be tiring. Curves can add some variety to the look of your home. It can be easily done by adding curvy furniture, arched windows and doors, or curved wall decors to your home.

Another home design trend for 2022 that will provide some variety to your home is adding **black accents**. Black accents are great in providing contrast to organic materials and natural wood tones. You can use it on your window frames, appliances, cabinets, or doors. Since natural elements are also on-trend for home designs in 2022, black highlights are perfect accents to elevate the look of your natural-themed home interior.

IV. Conclusion [Time to wrap up]

Hope I have helped you decide on what to do for your home design and improvement this 2022. So take note of your pegs and head over to the nearest furniture or home styling store and shop for your new home decors. Feel free to share your home improvement photos once you are done.

Thank you for joining me today and don't forget to tune into my next video!

V. Call to Action

If you want to talk about this topic further, feel free to reach me anytime at [your contact info].

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.