

# How House Hacking Cuts Your Home Expenses

**Video Headline:** How House Hacking Cuts Your Home Expenses

**Video Summary:** House hacking, a real estate strategy that involves renting out a part of your home to offset your home expenses, is a good move for new real estate investors and for those who want to gain extra income. In this video, I'll talk about how house hacking cuts your home expenses.

## 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 How House Hacking Cuts Your Home Expenses

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

Who wants to save some money? Of course, everyone does! Especially if you own a home, you would definitely look for different ways to lessen your expenses. So if you think you are a wise homeowner, have you ever heard of house hacking? House hacking is renting out an extra space in your home and using the income to offset your home expenses. Depending on your house and your strategy, you can choose an option that would best fit your lifestyle and goals. Some of your options could be a spare room, multi-family home, furnished basement, or accessory dwelling unit. So how can house hacking help in cutting down your home expenses?

First, you can **use the income to offset your mortgage**. This is probably the main reason why most homeowners decide to do house hacking. Lessen the monthly burden of paying for your mortgage by letting your tenant's rent cover a substantial amount of your mortgage. If you have

a lot of extra space to lease out, you could even be lucky enough to let the rental fees cover your entire mortgage. It's like living in your own house for free or, in some cases, even gain profit.

And if you've always wanted to be a landlord but is too overwhelmed with all the responsibilities and expenses that it entails, don't worry! Through house hacking, you'll be able to become a landlord yet **save money from property management costs**. Unlike renting out a property in a different location, doing it in your own home will make it easier for you to monitor your rental business and address any concerns that your tenant may have. No need to hire a property manager or drive to the property location just to make sure everything's fine. If there are minor issues in the unit, you wouldn't have to hire a professional because you can easily do it on your own.

Third, house hacking can help **build equity in your property with fewer costs**. When you pay off your property's mortgage, you get to increase your home equity. Even better, when you use your tenant's rent to pay off your own mortgage, it's like paying your loan with someone else's money! Hence, you get to build your home equity without taking too much out of your own pocket. It's only a matter of how you will manage your rent revenue and use it to your maximum advantage.

Lastly, if you've been wanting to invest in real estate but don't have enough capital and knowledge yet, house hacking is a good entry point to **begin your real estate investment journey**. You wouldn't need a large capital for this as you would only be needing an extra space in your house. With little capital and little knowledge, you get to become a real estate investor even in a small scale. You'll be able to learn a lot about real estate investment and eventually be able to make a bigger investment.

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

House hacking is a great strategy if you want to gain extra income and begin your real estate investment journey. With all the benefits that I have said earlier, you will be able to pursue your other financial goals with the help of your savings from house hacking. Though it may require some effort as it is still a business, all your sacrifices will eventually pay off as you are able to build your dream financial future.

#### **V. Call to Action**

So, do you think you are ready to hack your way through house hacking? If you would like to know more about house hacking and other real estate investment opportunities, feel free to reach me anytime at [\[your contact info\]](#). I'd love to chat with you! Or drop your email address in the comments section so I can send you the full guide of House Hacking 101!

# 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 favorite 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.

