

9 Factors That Determine Your Home Appraisal Value

Video Headline: Factors That Determine Your Home Appraisal Value

Video Summary: A home appraisal is an unbiased process of determining the market value of your home. Having a home appraisal is an important step whether you are buying, selling, or refinancing your home. Curious to know what factors determine your home appraisal value? Watch to find out!

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 Factors That Determine Your Home Appraisal Value.

If you know anyone to whom you think this may be of interest, 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

Are you planning to buy a home, sell a home, or refinance your property soon? Then you'll need to be prepared have a home appraisal done! Here are some factors that home appraisers use to determine the market value of your home.

One of the factors that appraisers look at is the **location** of your property. The neighborhood you live in will affect the value of your home. The crime rate, proximity to schools and hospitals, school system rating, quality of roads, and other amenities, are all going to affect your appraisal value.

The second factor that appraisers will look at is the **construction materials used to build your home**. Appraisers will look at the quality of the structural foundation of your house. A house built

with more modern materials or an old home that's been recently updated will get a higher appraisal value than older homes. Appraisers will look at how old your roof and siding is, the state of your electrical system, the quality of your windows and doors, and more. If you plan on selling your home and you know that it needs major repairs, it's better to get it done before getting an appraisal. You also need to make sure that you've removed asbestos and other hazardous materials from your home.

The **age of your home** will also matter when determining your home's appraisal value. While newer homes won't necessarily appraise higher than older homes, they are less likely to have problems. Having a newer home lessens the risk of buyers experiencing major issues and thus helps increase the appraisal value. However, older homes that have been well-maintained, have been recently renovated, or are located in historic places will also appraise with a high value.

Appraisers will also look at your home's **heating and air system**. Homes that have outdated systems will lower the appraisal value. Moreover, houses with central air systems will appraise higher than homes that have room-by-room air conditioning units. Appraisers will also take a look at whether your system runs by electric, gas, or oil.

Your home's **square footage** will also be taken into consideration. The bigger the size of your lot and livable space, the higher your appraisal value will be.

Next, let's talk about **the number of bedrooms and bathrooms** your home has. Appraisers will look at the number of bedrooms and bathrooms in your home and compare it to similar homes in your area. There will be a significant increase in value the more bedrooms and bathrooms your home has.

The style of your home will also affect your appraisal value. There are certain home designs that are considered classic and timeless and won't really affect the value of your home that much. However, there are certain home designs that can be considered outdated thus won't appeal to buyers that much. Designs like these can negatively affect your home appraisal value.

Another factor is the **current real estate market**. Your home's appraisal value can also change depending on the state of the market. If you have your home appraised during a seller's market, you can find that it's value is higher than when you have it appraised during a buyer's market. The inventory and demand will play a huge part in determining the value of your home.

Last but definitely not the least is the **comparable homes** in the area. Appraisers will typically look at at least three similar homes nearby that have recently sold and will factor in how much they sold for. The selling price of these homes will give the appraisers a good idea of how much your home should sell for.

IV. Conclusion [Time to wrap up]

Having a clear understanding of the factors that appraisers look at when determining the value of the home you are buying, selling, or refinancing will definitely help you in making major decisions. If you are buying a home, then you'll be able to avoid buying an overpriced home. If you are selling your home, it will give you a good idea of how much to price your home. It will also help you determine and prepare what steps you need to take to increase your home's value even more.

V. Call to Action

Are you looking to buy or sell your home soon? Then I'm the person you're looking for! I'll guide you throughout the process from getting pre-approved, to getting a home appraisal, until closing!

Feel free to reach me anytime at [\[your contact info\]](#). I'd love to chat with you and discuss about your home appraisal and everything else about real estate!

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.