

Condo Inspection: What Buyers Need to Know

Video Headline: Condo Inspection: What Buyers Need to Know

Video Summary: Are you thinking of skipping your condo's home inspection? That might not be such a good idea! A home inspection can help you identify issues before you make a commitment. Many potential problems can arise within the walls of your unit, thus it's important to have this checked by a professional inspector beforehand.

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 Condo Inspection: What Buyers Need to Know.

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

When buying a condo unit, the **first thing that you need to understand is how condominiums work**. By doing this, you'll be able to learn the possible risks and identify the things that need to be checked when having a condo inspection. In condominiums, the concern should not only be the interior of the unit. It should be the overall condition of the building and the homeowners association (HOA). Since you are living in a community within a building, any concerns with the exterior and common areas can affect your condo unit.

Most home inspectors usually offer **two types of condo inspection services: interior only inspection** and **full condo inspection**.

An interior only inspection focuses on health and safety, moisture intrusion, functional testing, and inspecting installed components inside the unit. The home inspector will check

for possible cracks and damaged walls, signs of water damage, unpleasant smells, adequate water pressure, caulking issues in the kitchen and bathroom, and ensure that HVAC and electrical systems are properly functioning. This type of inspection is recommended for condominiums with large towers as the home inspector will have limited knowledge of the building maintenance and there will be a lot of inaccessible areas.

On the other hand, **a full condo inspection will give you an overview of the general condition of the building.** It will cover everything in the interior only inspection as well as the external items such as exterior siding, roof, crawl spaces, attic, parking garages, basements, and other common areas.

Additionally, you also need to do your due diligence and prepare for the condo inspection. Ask your agent for the reserve study or technical audit of the condo, review HOA's guidelines and other documents, and check if there is sufficient maintenance fund for the condominium.

IV. Conclusion [Time to wrap up]

Remember, the key thing about living in a condominium is that you need to make sure not only of your unit's overall quality, but also that of the entire building and how the HOA is being managed. Once you are sure of the quality of those three things, then you are good to go. Make sure that you hire a credible home inspector that has an expertise in condo inspections.

V. Call to Action

If you are looking for a condo and a list of credible home inspectors, then you found the right real estate agent! Feel free to reach me anytime at [\[your contact info\]](#). I'd love to have a chat with you!

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.