

# Understanding The BRRRR Method Of Real Estate Investing

**Video Headline:** Understanding The BRRRR Method Of Real Estate Investing

**Video Summary:** The BRRRR method of real estate investing stands for Buy, Rehab, Rent, Refinance, and Repeat. It's a simple but powerful process that can help you maximize your returns. In this video, I'll help you understand this popular strategy for real estate investors.

## 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 BRRRR Method Of Real Estate Investing.

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

Real estate investing can be a great way to build wealth, but it can also be difficult to navigate. One of the most popular and effective strategies for real estate investing is the BRRRR method. The BRRRR method of real estate investing stands for Buy, Rehab, Rent, Refinance, and Repeat.

This is a popular strategy for real estate investors, who purchase properties, renovate them, rent them out, and then refinance the loan to pull out their original capital plus more. This process can be repeated as many times as the investor desires, allowing them to increase their profits. It's a simple but powerful process that can help you maximize your returns.

The first step is to **buy** a property. Remember that with the BRRRR method, you are not looking for a property in pristine condition but rather a property that can be ready to be rented with just a

few improvements. It would be better to have someone familiar with rehabilitating properties when you look at your property options. You want to make sure you get a great deal and that the property is in a condition that has the potential to be made into a great investment. It is essential to get a good balance between the purchase price and the costs needed to rehabilitate the home.

Once you have a property, it's time to **rehab** it. This involves repairing and upgrading the property to make it more attractive to renters and to increase its value. Some properties may require more work than others so you have to make sure that your rehabilitation plans must be limited to those that will have significant returns on investment.

Once the property is rehabbed, it's time to **rent** it out. You'll need to set a rental price, create a contract, and find people to rent your home to. You can do this yourself or hire a property management company to manage it for you.

The next step is to **refinance** the property. This involves taking out a loan against the increased value of the property, which can provide you with additional funds to reinvest in more properties. With a cash-out refinance, you can take the equity of your property and convert it to cash which you can then use to invest in more properties.

Finally, it's time to **repeat** the process. You can use the funds from refinancing to buy more properties, rehab them, and rent them out.

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

Sounds easy? It can definitely be! The BRRRR method is a great way to build wealth through real estate investing. With the right strategy, you can maximize your returns and create a profitable portfolio.

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

If you need any help with real estate investing, I've got you! I can help you identify the right strategy for you and give you the best advice based on your needs.

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.