

My Top 5 Reasons to Live in [Your City, Town, Community]

Video Headline: My Top 5 Reasons to Live in [Your City, Town, Community]

Video Summary: Moving into a new city is a big decision that will give a big impact on your lifestyle. So if you are planning to move to [your city], it is important to know if the community will be the perfect fit for you. In this video, I'll discuss my top 5 reasons to live in [your city].

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 My Top 5 Reasons to Live in [Your City, Town, Community].

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

I have been a real estate agent for [number] years and have been selling homes in [your city/area] since then. If you are wondering why I have been so dedicated to [your city/area], it's because I want to share a piece of what I consider one of the best places to live in. So if you are thinking of moving to [your city], you're on your way to and let others experience the joy of residing in an inclusive, nurturing, and positive community.

To give you a better idea of what it's like to live in [your city, town, community], here are my top 5 reasons:

The first thing that I love about living in [your city] is its **accessibility to essential establishments**. It is definitely a great advantage to be able to easily get the things you need with just a quick walk or drive. If anyone in the family is sick and needs immediate medical

attention, there are nearby hospitals like [insert hospitals]. I can also easily go to [name of pharmacy/drugstore] if I need to stock up on medicine. And for a quick grocery run, [name of grocery] is my go-to. For home buyers with kids, [name of school] is just one of the schools that can give your children a quality education.

If you are a foodie like me, you'll love [your city]! You'll be able to satisfy your tastebuds and cravings as you **enjoy the local restaurants** that offer different types of cuisine. In the mood for Chinese food? [Name of local Chinese restaurant] has got you! Craving for sweets? [Name of candy/dessert shop] will satisfy your sweet tooth! If the weather's too hot, [name of ice cream shop] is the best place to hang around! But if you prefer to cook and enjoy food at home, you can find the freshest ingredients at [name of local market].

Another great reason for living in [your city] is the **convenient and accessible public transportation**! Even if you don't have a car, there's no need to worry about getting around in [your city] because the buses and trains are easily accessible. It's so convenient to go to work, go shopping at the mall, or even if you just want to take a stroll around the city. It definitely helps on days when you don't want to drive, especially since parking around downtown can be scarce and expensive.

[Your city] is also a **great place to sustain a healthy lifestyle**! There's just so much to do. It's such a walkable city and there are a lot of parks to take your family and pets to any time of the week. On weekends, you can hike on nearby trails such as [name of mountain or trail] or spend some time under the sun at the beautiful beaches such as [name of beach].

Last but not least, the neighborhoods in [your city] are super safe and friendly! There is a strong sense of community and a commitment to family values in [your city]. People always strive to be friendly and know each other and that helps keep neighborhoods safe, especially for children and women.

IV. Conclusion [Time to wrap up]

Living in [your city] is definitely the best! Not only is it a beautiful place, but it's also safe and affordable. Not to mention the growth potential as it's in a developing area with a lot of future plans and investments coming in. In conclusion, what I can say is that it's an all-around great place — a great place to raise a family, grow your career, and build your real estate investment!

V. Call to Action

If you are planning to move soon, I've got you! I can help you find your new home in [your city] and give you a tour around the neighborhood.

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.