

Sealing the Deal: Strategies for Preventing Home Sales from Falling Apart

Video Headline: Sealing the Deal: Strategies for Preventing Home Sales from Falling Apart

Video Summary: There is nothing more frustrating than seeing real estate deals fall apart. There are numerous factors that can result in a failed home sale. In this video, I am going to discuss proven strategies to prevent home sales from falling apart.

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 Sealing the Deal: Strategies for Preventing Home Sales from Falling Apart.

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

Relationships falling apart can be heartbreaking, isn't it? But for real estate agents, you know what's even more devastating? It is when deals fall apart.

Real estate deals are like relationships. Everyone involved will work hard for it and would do anything to make it work. So there is nothing more frustrating for an agent than seeing a deal fall apart right before it is about to close. Believe me, it breaks my heart when I see a home buyer or a seller not being able to seal a deal that they've been looking forward to close for several months.

There are numerous factors that can lead to a collapsed deal. And to save any deal from breaking apart, a solid strategy can help. As an experienced real estate agent, I am here to offer you some proven strategies to ensure that your home sales reach the finish line successfully. So, let's fight for your dream home, shall we?

First, **communication is key**. Like in any relationship, regardless if it's romantic or transactional, effective communication between all parties involved is crucial. Be proactive in addressing any potential issues that may arise during the home buying or selling process. Encourage open and honest dialogue to address any concerns or questions and maintain a positive attitude throughout the process. As your agent, I keep everyone informed on the progress of the transaction and educate them on what to expect at each stage.

Next, **pre-qualification and pre-approval**. If you are a buyer, ensure that you are pre-qualified or pre-approved for a mortgage before you make an offer on a property. This step can save time and prevent any last-minute financial surprises that could derail the sale. Additionally, it demonstrates to the seller that you are serious and financially capable of purchasing the property. Who would want to commit to something if the other party doesn't seem to be sure and ready, right?

Third, **addressing inspection issues**. Sooo many issues can arise during inspections – issues that can even be a dealbreaker for some. But despite that, you should never ever skip having a home inspection! It can save you from a lot of possible headaches in the future. Being proactive and addressing any inspection issues early in the process can prevent potential roadblocks closer to closing. As the agent, I work closely with my clients to negotiate repairs or price adjustments and ensure that all parties are satisfied with the outcome.

After you've done all of that, make sure to **have a contingency clause in place**. While we would love for everything to go according to plan, that's not what always happens. Contingency clauses can protect both the buyer and seller in case unexpected events occur. However, as a seller, it's super important to manage these contingencies carefully and to make sure that they don't become deal-breakers. As your realtor, it's part of my job to work closely with your buyer to negotiate reasonable timeframes and conditions for contingencies and be prepared to find creative solutions so that in the end, everyone is happy and contented.

Another important thing to help you seal the deal is to **have a real estate agent that has a strong network**. It's not just the real estate deal that's important, relationships are there for your benefit too. Your realtor's friends in the industry can be your saving grace when navigating through a challenging transaction. It pays to have a realtor with a network of dependable lending institutions, inspectors, attorneys, and other service providers who can help streamline the process and minimize the potential for complications.

Last but not least, **trust your realtor**. You hired your realtor because of their knowledge and expertise, right?! Trust in their experience, marketing know-how, legal knowledge, and negotiation skills can make all the difference. After all, they are committed to your best interests

to ensure your home sale is handled professionally and to maximize the potential for a great outcome.

IV. Conclusion [Time to wrap up]

While it's impossible to eliminate all risks of a home sale falling apart, implementing these strategies will dramatically improve your chances of sealing the deal. By focusing on clear communication, addressing issues proactively, and fostering strong professional relationships, you will be well-equipped to ensure your clients' home sales proceed smoothly to a successful closing.

V. Call to Action

That wraps up our video for today! Thank you so much for sticking with me 'til the end.

If you are planning to sell your house now or in the future, don't hesitate to message me! I will gladly help you in everything that you need to do, you won't even worry about a thing!

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.