

Multigenerational Living: The Future of Housing or a Last Resort?

Video Headline: Multigenerational Living: The Future of Housing or a Last Resort?

Video Summary: Multigenerational living, where two or more adult generations share a home, is a trend that has been gaining traction across the globe. Some perceive it as a last resort due to rising housing costs, while others see it as the future of housing, presenting unique benefits. But is it really one or the other? Let's dive into this emerging phenomenon.

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 "Multigenerational Living: The Future of Housing or a Last Resort?"

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

In a society where independence is highly valued, the idea of multigenerational households may initially seem like a downgrade. However, if we examine all the benefits, it's easy to see why this living arrangement is becoming more popular for families in North America. Let's dive deeper to see why multi-generational living can be a good setup for everyone!

First, let's look at the economic benefits. With the escalating cost of living and housing affordability issues, sharing home expenses can lighten the load for all members in a multigenerational household. This can help people save more money for other necessities and for their future.

Second, it's great for child and elderly care. Multigenerational living can offer built-in child and elderly care, making it easier for working parents and those with elderly family members needing assistance.

Next, it builds stronger family bonds. Shared living spaces can foster stronger relationships between family members and create a sense of belonging.

Another good reason is the sharing of responsibilities. Household chores and maintenance work can be distributed among family members, reducing the workload on any one individual.

Lastly, sustainability. Sharing resources among more people can lead to less waste and a smaller carbon footprint.

However, for all its benefits, multigenerational living is not without challenges. Privacy can be compromised in close quarters, and conflicts may arise due to differing lifestyles or generation gaps. Hence, it is vital to set clear boundaries, respect personal space, and maintain open communication.

IV. Conclusion [Time to wrap up]

So, is multigenerational living the future of housing or merely a last resort? It's probably a bit of both. It's a sensible solution to certain economic and social challenges and a lifestyle choice that can cultivate strong family ties. As such, it's a trend worth considering for real estate agents and homebuyers alike.

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 buy a house for multi-generational living, don't hesitate to message me! I will gladly help you with 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.