

# Aging in Place: Smart Home Modifications for a Comfortable Retirement

**Video Headline:** Aging in Place: Smart Home Modifications for a Comfortable Retirement

**Video Summary:** Aging in Place: Smart Home Modifications for a Comfortable Retirement explores practical and intelligent upgrades to enhance your home as you approach retirement or grow older. In this video we dive into two key angles: first, how these modifications can increase the market value of your home, making it a valuable asset for your retirement plans. Second, it focuses on safety considerations, discussing smart modifications that promote a secure and accessible living environment, allowing you to stay comfortably in your home as you age gracefully."

## 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

As retirement approaches, many homeowners consider ways to make their living space more comfortable and accommodating for the years ahead. Whether you're planning to enjoy your golden years in your current home or want to ensure your property's market value remains strong, smart home modifications can be a game-changer. These practical upgrades not only

enhance your living experience but also contribute to the long-term appeal and desirability of your property.

One key aspect of preparing your home for aging in place is to invest in upgrades that can boost its market value. Simple yet effective changes like adding energy-efficient features, modernizing the kitchen and bathrooms, and upgrading the HVAC system can significantly increase your home's attractiveness to potential buyers.

Smart home technology, such as installing a home security system, automated lighting, or a smart thermostat, not only adds convenience but also appeals to tech-savvy homebuyers looking for modern and energy-efficient homes.

However, it's EQUALLY important to consider home modifications that prioritize safety and accessibility as you age.

Smart home technology can play a crucial role in creating a secure environment. For instance, installing smart cameras, motion sensors, and video doorbells can enhance home security, providing you with peace of mind and the ability to monitor your property from anywhere.

Additionally, smart home systems can integrate with medical alert devices, enabling you to access emergency assistance at the touch of a button.

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

So, thinking ahead in your upgrades and modifications for your home does 2 things. You're not only investing in your own comfort and safety but also ensuring your property remains desirable in the real estate market.

Whether you plan to enjoy your home for years to come or consider selling it in the future, these modifications create a win-win situation that enhances your living experience and adds value to your investment. As you embrace aging in place, these thoughtful upgrades will serve as a foundation for a comfortable, secure, and thriving retirement in the home you love.

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

That's all we have for today! Thank you so much for watching all the way through with me!

If you are ready to create upgrades to your home that not only add value to your property but also make 'aging in place' easy, I would love to chat! Make sure you comment below or shoot a message to my inbox!

# 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.