

From Browsing to Buying: Why Chatting with an Agent Early Makes Homebuying a Breeze

Video Headline: From Browsing to Buying: Why Chatting with an Agent Early Makes Homebuying a Breeze

Video Summary: In this podcast/video, we'll uncover ten clever and affordable Dollar Store hacks that can make your upcoming move a breeze. From packing essentials to organization solutions, we've got you covered with budget-friendly tips to simplify your move. Don't miss out on these practical ideas to save time, money, and stress during your relocation. Tune in now and prepare for a smoother moving experience!

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 **“From Browsing to Buying: Why Chatting with an Agent Early Makes Homebuying a Breeze”**

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

We've all indulged in the dreamy scroll of beautiful homes, imagining the possibilities each one presents. However, the transition from casual browsing to the act of buying is substantial. So, when should a real estate agent come into the picture?

Engaging with an agent early in your homebuying journey offers numerous advantages. They can provide guidance on the full scope of costs beyond just a home's listing price, like closing costs, inspections, and potential renovations.

Often, the best properties aren't widely advertised, and agents can introduce you to these off-market listings, expanding your options. By understanding your preferences, they can also curate a selection of homes that fit your criteria, saving you precious time and effort.

The real estate landscape can be complex and, for newcomers, filled with potential pitfalls. An agent, with their vast experience, can help you navigate and avoid common mistakes. Starting your relationship with an agent while you're still in the browsing phase also allows for the development of trust. This trust ensures that when you're ready to make significant decisions, you're doing so with someone attuned to your needs.

Pro Tip: When you first engage with a potential real estate agent, always ask, *"How have you handled challenges in past transactions?"* This question not only gives insight into their experience but also how they problem-solve and handle adversity.

In essence, while the act of browsing homes is filled with excitement and imagination, the path to buying can be smoother and more informed with an agent by your side. Engaging with one early in your journey ensures you're well-equipped, well-informed, and ready to make your dream home a reality.

IV. Conclusion [Time to wrap up]

Browsing homes is fun, but buying one is a big step. Bringing in a real estate agent early gives you an edge, offering expert guidance to turn dreams into reality. As you shift from imagining to owning, ensure you have the right expertise alongside you.

V. Call to Action

Okay, friends! That brings us to the end of our show! I hope you enjoyed our segment this morning. Thank you for sticking around through the end!

If you enjoyed today's tips, be sure to hit the subscribe button, share with a friend, and follow me on my socials linked below!

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 of 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 is done. Upload up to 60 seconds of video in your Instagram feed as well.