

Understanding Zoning Laws for Home Additions and Renovations

Video Headline: Understanding Zoning Laws for Home Additions and Renovations

Video Summary: In this podcast/video, we will delve into the crucial topic of understanding zoning laws for home additions and renovations. We'll cover how these regulations vary by location and can affect your project's scope, including size, height, and proximity constraints. The importance of obtaining the necessary permits to ensure compliance with local zoning and building codes will also be a key focus. Additionally, we'll discuss how current renovations could impact your ability to make future changes and the significance of staying informed about potential changes in zoning laws. Make sure you are tuned in!

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 "Understanding Zoning Laws for Home Additions and Renovations"

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

Understanding zoning laws is crucial when you're considering home additions or renovations. These regulations govern what you can and cannot do with your property, and being uninformed can lead to costly mistakes.

Firstly, zoning laws vary significantly depending on your location. They can dictate the size and height of buildings, the distance they must be from the property line, and even the types of structures allowed. For instance, adding a second story to your home might be restricted in some areas due to height limitations.

Another critical aspect is obtaining the necessary permits for your renovation or addition. This process ensures that your plans comply with local zoning regulations and building codes. Skipping this step can result in fines and the requirement to undo the work.

Also, consider how zoning laws can impact your future plans. A renovation that's in compliance today might limit your ability to make further changes or additions in the future. For example, converting a garage into a living space could prevent you from expanding your home later due to coverage restrictions.

Lastly, zoning laws can change, so it's important to stay informed, especially if you plan to renovate in phases over several years. Regularly check with your local zoning office for updates that could affect your property.

IV. Conclusion [Time to wrap up]

In summary, understanding and adhering to zoning laws is a vital part of planning home renovations or additions. Being well-informed and obtaining the necessary permits can save you from future headaches and ensure that your renovations enhance your home's value and functionality!

V. Call to Action

That's about sums it all up for today, my friends! Thank you so much for watching all the way through with me!

I hope you found today's episode informing and helpful! Don't forget to subscribe and share with a friend!

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.