

From Accepted Offer to Closing: The Essential Roadmap Guiding Your Next Steps Home

Video Headline: From Accepted Offer to Closing: The Essential Roadmap Guiding Your Next Steps Home

Video Summary: In this podcast/video, we're diving into what happens after your offer on a house is accepted. We'll break down the timeline from offer to closing, demystify the paperwork, discuss inspections and appraisals, and get you prepped for the big finale: closing day. Whether you're a newbie or a seasoned buyer, this episode will give you the essentials to confidently navigate the home-buying process. Let's get started

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 Accepted Offer to Closing: The Essential Roadmap Guiding Your Next Steps Home”**

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

Once your offer on a home is joyfully accepted, the real journey begins. A typical closing process spans 30 to 60 days. During this sprint, you're not just kicking back and waiting; you're actively engaging in the process. From finalizing your loan application and scheduling

inspections to fulfilling other key contractual obligations, every step is a purposeful stride towards home ownership.

Paperwork might not be glamorous, but it's the backbone of the purchase, binding agreements with signatures and legal terms. You'll encounter the purchase agreement, disclosure forms revealing the property's history, and the loan documents that will cement your financing. It's crucial to sift through these documents thoroughly—they're the script of your home-buying story.

Inspections are like an exposé on the state of the property, laying bare any issues that may affect your living experience. But it's not just about identifying problems; it's about understanding the essence of what you're buying, which can give you leverage to negotiate if needed. This ensures that when you turn that key on day one, there are no surprises lurking.

Then we delve into the appraisal process. This is where the value of the house is confirmed, assuring you and your lender that the price agreed upon matches the home's true worth. Your loan depends on a successful appraisal—a cornerstone in the foundation of your financial planning for the home.

As for the closing day, it's the day of reckoning, closing signatures, final handshakes, and the unforgettable moment when the keys are placed in your hand. It's the day when the patience, paperwork, and preparation pay off, marking the end of one journey and the beginning of another.

IV. Conclusion [Time to wrap up]

In summary, the journey from an accepted offer to closing on your new home is a multifaceted process. Over the course of approximately 30 to 60 days, you'll engage in a series of critical tasks: securing your loan, conducting thorough inspections, understanding and signing essential paperwork, and ensuring the property's value matches your investment through the appraisal process. Finally, on closing day, you'll sign the last documents and receive the keys to your new home. Each step is integral to ensuring that when you step across the threshold, you do so with confidence and joy, ready to start this new chapter of your life!

V. Call to Action

Okay, listeners, thank you for staying through to the end with us! I had so much fun running through this super exciting process with you!

If you found this info to be helpful, make sure you hit the like and subscribe button, and comment with any questions! 'Til next time 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 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.

