

Video Headline:

Mortgage Myths Debunked: What Every Homebuyer Should Know

Video Summary: Top 5 Staging Tips to Enhance Your Home's Value Join us in our latest podcast/video episode titled 'Mortgage Myths Debunked: What Every Homebuyer Should Know'. In this episode, we will go over the fundamental ways interest rates influence the home-buying process. We break down complex financial concepts into simple, easy-to-understand terms, focusing on how interest rate changes can affect your mortgage, monthly payments, and overall budget. Our discussion will guide you through the essentials, providing practical tips and insights to help you make informed decisions when purchasing a home. Whether you're a first-time buyer or an experienced homeowner, this episode will equip you with the knowledge you need to navigate the market confidently. Tune in for an essential guide to understanding one of the most crucial aspects of home buying. 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 "Mortgage Myths Debunked: What Every Homebuyer Should Know"

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

Hey everyone, welcome back to our channel! Today, we're diving into a topic that I know a lot of you have questions about - mortgages. Now, if you're in the market for a new home, or just curious about how mortgages really work, you've probably heard a lot of information... and misinformation. That's right, there are tons of myths out there that can

make the whole process seem more complicated and intimidating than it needs to be. So, I'm here to set the record straight. We're going to debunk some of the most common mortgage myths and give you the facts you need to navigate your home-buying journey with confidence. Let's get into it and clear up some of those misconceptions, shall we?

Myth 1: You Need a 20% Down Payment

Not true! Many lenders offer loans with down payments as low as 3-5%. There are also government programs to help first-time buyers.

You want to make sure that you do your research on what your specific state and area offers as far as programs. Don't be afraid to ask your local realtors!

Myth 2: The Best Mortgage is Always the One with the Lowest Rate

While a low rate is appealing, other factors like fees, the loan term, and flexibility can also impact your decision. Keep in mind - you are marrying the HOUSE and NOT the rate!

Your mortgage is more than just the interest rate! Having a home at a higher rate but with a LONGER term isn't always the best idea either. Understanding what goes into a mortgage & what your best options are is incredibly important – this is where you make sure that your real estate agent knows their stuff, and that you shop around for lenders as well!

Myth 3: Pre-qualification Guarantees a Loan

Pre-qualification is just an estimate of what you might be able to borrow, not a guarantee. Pre-approval is a more solid step towards securing a loan. It is extremely important, however, to make sure that you do your due diligence and get prequalified! While this doesn't guarantee a loan, it does help you begin the process of becoming a homeowner!

Myth 4: You Can't Get a Mortgage with Bad Credit

While it's challenging, there are options for those with less-than-perfect credit. Some programs are designed specifically to help. This process is a bit lengthier to navigate - but nonetheless, still an option!

It is a great idea to check in with your local brokerage and find out if they can direct you to a lender or if they have info on any local-to-you programs that assist with this!

These myths have been around **forever!** But now that you know more of the truth, it should make your hunt for your first or NEW home easier and so much fun!

If there is one thing that you should take away from this episode, it is that knowledge is power! Don't be afraid to ask questions to your local real estate agents, or dive into some forums and research on the internet. While things are always changing, there will always be updates on what is happening in the market!

IV. Conclusion [Time to wrap up]

And there you have it, folks! We've tackled some of the biggest mortgage myths out there and uncovered the truth to help you on your home-buying journey. Remember, knowledge is power, especially when it comes to making such a significant financial decision. Don't let myths and misconceptions steer you off course. Armed with the right information, you can approach the mortgage process with confidence and clarity

V. Call to Action

If you found this video helpful, give us a thumbs up, and don't forget to subscribe for more straightforward advice on navigating the complexities of home buying and much more.

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.