

Video Headline: The Charm and Challenges of Owning a Historic Home

Video Summary: Top 5 Staging Tips to Enhance Your Home's Value Join us in our latest podcast/video episode titled 'The Charm and Challenges of Owning a Historic Home'. 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 "The Charm and Challenges of Owning a Historic 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

Hey viewers! Welcome back to another episode with me, your host! Today, we are talking about the charm and challenges historic homeowners may face!

If you own a historic home, you know just how captivating its vintage beauty is. But, with that beauty comes a unique set of challenges that can sometimes be as intricate as the detailed woodwork on your staircase! Historic homes are more than just structures, or pretty homes to look at - they are pieces of history, encapsulating stories and architectural styles from the past! They carry with them a charm that is impossible to replicate in modern buildings.

The craftsmanship, the materials, and the design details—these are things that make your home stand out in a sea of contemporary houses.

However, preserving this beauty is not without its challenges. Today, we are getting into what makes owning a historic home both a rewarding experience and a challenge. From the joy of restoring original features to the hurdles of adhering to preservation guidelines, we'll cover the full spectrum of what it means to be the caretaker of a piece of history.

First off, let's talk about the appeal of historic homes. There's something inherently romantic about living in a home that has stood the test of time don't you think? The high ceilings, hardwood floors, and unique quirks often found in these homes can transport you to a different era.

→ But, beyond the aesthetics, owning a historic home means you're a part of preserving history. You become a link in a chain that extends both into the past and into the future, ensuring that future generations can appreciate and learn from the architectural and cultural heritage.

On the flip side, the challenges of owning a historic home can be super intimidating. Renovations and repairs often require a specialized approach to maintain historical accuracy. Finding craftsmen skilled in traditional methods or sourcing period-appropriate materials can be a significant challenge and often, a considerable expense.

Lastly, many historic homes are subject to regulations set by historical preservation societies, which can limit the changes you're allowed to make, ensuring the home's historical integrity but sometimes complicating modern living needs. It is important to stay in those guidelines and up-to-date with what they are!

IV. Conclusion [Time to wrap up]

And that about wraps up today's show! Historic homes, as beautiful as they are - can also be a bit of a challenge to keep up with. If you are looking into owning a historic home OR are the proud owner of one, make sure you comment where you are from! As always we appreciate your views, hit the subscribe button so you never miss an episode of [SHOW NAME HERE]!

V. Call to Action

As always we appreciate your views, hit the subscribe button so you never miss an episode of [SHOW NAME HERE]!

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.