

## Video Headline: How to Prepare for a Home Appraisal

**Video Summary:** **How to Prepare for a Home Appraisal** Our latest podcast/video is all about how to prepare for a home appraisal. We break down the appraisal process into straightforward, actionable steps, showing you exactly what needs to be done to get your home ready - whether you're selling, refinancing, or just assessing its value. From deep cleaning and making minor repairs to enhancing your curb appeal and documenting upgrades, we cover it all. This video or podcast is perfect for homeowners looking for clear guidance on presenting their property in the best possible light to ensure a fair and accurate appraisal. Tune in to make your appraisal process as smooth and stress-free as possible!

### 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 "**How to Prepare for a Home Appraisal**"

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

Welcome back to **VIDEO OR PODCAST NAME**, your trusted resource for all things real estate! I'm **FIRSTNAME**, and on today's episode, we're tackling an essential topic for homeowners: **preparing for a home appraisal.**

Understanding the appraisal process and how to prepare for it is crucial, whether you're planning to sell, refinance, or simply nail down the current value of your home. So, let's simplify this process into clear, actionable steps.

An appraisal is essentially a professional assessment of your home's value. It's required by lenders if you're buying a home with a mortgage, and also when refinancing. Preparing properly can help ensure that your home is valued fairly and accurately.

Here are some straightforward tips to get your home ready for an appraisal:

1. Take the time to deep clean and declutter each room. A clean home not only looks appealing but also suggests that the property is well-maintained.
2. Address small issues such as leaky faucets, burnt-out light bulbs, and minor wall damage. These repairs might seem insignificant, but they can collectively impact the appraiser's perception of your home's condition.
3. Mow your lawn, trim the bushes, and consider adding some fresh flowers to your landscaping, and even pressure wash your driveway and sidewalks. Presenting your home at its best starts from the outside. The exterior of your home makes the first impression
4. Have a list of all the improvements you've made to your home, especially major ones like a new roof or a kitchen remodel. These upgrades can really influence the appraised value.
5. Do your research! Knowing the sales price of similar homes in your neighborhood can provide you with insight into your own home's potential market value. Familiarize yourself with recent sales and how your home compares.

Choosing the right time for an appraisal can also influence your home's assessed value. Typically, the best time to schedule an appraisal is during the spring or early summer when your property looks its best externally, and the market tends to be more active. However, you should also consider the current state of the real estate market in your area. A super active and demanding market can reflect positively on your appraisal value.

Preparing for an appraisal doesn't have to give you anxiety! Keep it simple → clean, repair, beautify, and document. By following these steps, you are setting the stage for a successful appraisal.

It also wouldn't hurt to reach out to one of your local real estate agents or professionals. Asking for guidance on the best way to present your home to an appraiser may release some of the pressure of trying to do it all on your own!

In the meantime, use these practical tips as a guideline to help you prepare and begin your process.

#### **IV. Conclusion [Time to wrap up]**

Okay, everyone, we've come to the end of our segment. Thank you for tuning in and joining me today. I hope you found these tips on preparing for a home appraisal helpful. Remember, don't overthink it and if you get overwhelmed, there is always a real estate professional around ready and willing to answer ALL of your questions!

#### **V. Call to Action**

Don't forget to subscribe for more insights, and if you have any questions or experiences you'd like to share – please reach out in the comments or send us a message. See you on our next episode!

# 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.