

## Video Headline:

'How School Districts Impact Your Home's Value'

**Video Summary:** Join us in our latest podcast/video episode titled "How School Districts Impact Your Home's Value". Are you in the market to buy a home or even considering selling your home? There are many factors that contribute to your home's value, including school districts! In this episode, we are deep-diving into how the quality of local schools can significantly impact property values. You can expect to learn why homes in top-rated school districts command higher prices and how this affects both buyers and sellers. Whether you're planning your next move or just curious about real estate trends, this video/podcast will provide you with valuable insights into the crucial role education plays in the real estate market. Tune in now to become a more informed buyer or seller!

### 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 School Districts Impact Your Home's Value"

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

If you've ever bought or sold a home, you know that the value of your property is influenced by many different factors. One of the most significant factors, and perhaps somewhat overlooked, is the quality of the local school district. But why do school districts play such a crucial role in determining property values? Today, we're going to explore the ins and outs of this dynamic.

It's no secret that when families are on the hunt for a new house, they aren't just looking at the

property itself. They're considering the entire lifestyle that comes with it. And nothing says more about lifestyle than the schools their children will attend. Quality education is a priority for many parents, and a well-regarded school district often suggests a committed community, better peer groups, and more resources for children. These factors make certain areas highly sought after, which naturally drives up home prices.

Additionally, the accessibility and quality of local schools can influence daily life beyond just the academic environment. Schools often serve as the heart of community engagement—sports events, arts programs, and local festivals frequently take place on school grounds. This enriches the neighborhood's social fabric, making it an attractive place for families to set roots, which in turn boosts property demand and values.

Not to mention, the reputation of a school district can significantly affect homeowner confidence. A rising school district can be a sign of a prospering community, which often correlates with other positive developments like new local businesses, improved municipal services, and enhanced public safety measures. This creates a positive feedback loop, where better schools attract residents who invest in their community, thereby improving the overall area and elevating property values further.

With all of this being said, it's clear that school districts are a main factor in choosing a home—not just for the immediate benefits for your children, but as a strategic investment in your property's value. If you're considering buying or selling, examining the local school district's performance and reputation should be at the top of your to-do list.

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

Understanding the impact of school districts on property values is crucial for making informed real estate decisions. Whether you're a buyer looking to provide the best for your family, or a seller aiming to maximize your investment, keeping informed about local schools is key.

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

And that is a wrap for today, folks! If you found this information helpful, don't forget to like, follow, and subscribe for more insights. Stay up to date with our latest episodes as we continue to explore how you can make the most of your real estate opportunities. Thanks for tuning in, and we'll see you next time!

# **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.