



SEPTEMBER 2022

VIDEO SCRIPTS/PROMPTS

With your video scripts and prompts, you will find ideas that will teach, engage, sell, spotlight you as the expert, and entertain. These different types of content will keep your audience's interest and build that know, like, and trust factor.

The prompts & scripts will help you to accomplish an all-around content strategy to show up on social media consistently through video.

The prompts are made for quick ideas to create your own live video. Think IG Stories.

To use the scripts:

Print out or expand on your computer screen and self-record yourself on your computer and then upload!

Tip:

Use an app called Teleprompter to make it easier to read your scripts.

Don't forget to use the ready-made caption at the end to caption your video content.

Scripts & Prompts

September 2022

1.) FIRST TIME BUYER ADVICE

Hey there! If you're a first-time home buyer, this video is for you! Today, I'm giving you the best advice I have for first-time homebuyers.

Okay, so first off, there are a couple of things you have to do before you start searching for your very first home. You need to hammer out your budget and get pre-approved by a mortgage lender.

I recommend getting pre-approved as the first step you take in the homebuying process. To do this, you'll get all of your financial documents together like your tax returns, pay stubs, bank accounts, and any debt documentation, and go meet with a lender. The lender will look through your financials and then give you a dollar amount. That number is what you will likely be able to get a mortgage for. At the end of the visit, you'll get a pre-approval that says that your finances have been looked at and you're pre-approved for a mortgage of however much.

Pro tip: Sellers love to see that you're pre-approved! It can put you ahead of other buyers who don't have it, so it's super important to get pre-approved.

Once you have that pre-approval amount, you'll know how much you can spend on a house. Now, you might want to spend less on a house, and that's totally fine! But just keep in mind that you should not go over that pre-approval amount. It is a hard limit for most homebuyers.

From there, you can look at your monthly budget and determine how much you want to spend on your mortgage each month. Remember to include property taxes, HOA dues, and repairs and maintenance. Once you have that number and know how much you want to spend on a house, keep that number in mind at all times, and make a commitment to yourself to stick with that budget!

With your budget hammered out, it's a good time to make a list of your wants and your needs. This is super important information that you need to have decided on before you start on your home search. I have a great resource on how to do this in the Buyer's Guide linked in my bio!

Next, it's time to find a great agent. I always recommend asking around for recommendations and interviewing at least three agents before making a decision. You really want to find an agent who will listen to your wants and needs, use experience and knowledge to find you great listings, and answer all of the questions you might have as a first-timer.

After you have your agent secured and you're ready to start the search, remember that being patient will make your life so much easier. Most first time homebuyers will submit several offers before they get accepted.

Well, I'm running out of time for today, but I have so many more tips and tricks to share with any first-time homebuyers. If you'd like to get all of the advice I have for first-timers, just send me a DM!

CAPTION

First time home buyers, this one's for you! Today, I'm giving you my top tips for first-timers.

Whether you're currently on the market for a home or are just dreaming of buying one someday, you'll find info here that will help you when it comes time to buy!

I have many, many more tips and tricks just like these in the Buyer Guide! Get your free copy at the link in bio.

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2.) INVESTING IN REAL ESTATE

Hey there! So if you've stayed up to date with the news about the real estate market and the economy as a whole, you might be wondering if now is the worst time to invest in real estate or if it's still a viable option for building your wealth.

Let's start with the facts: we are currently in a seller's market, meaning that the market is heavily favoring sellers. There's a lot of demand out there and not enough supply to provide every buyer with a house.

But the market is changing. Due to inflation, increased interest rates, talk of recession, and buyers being priced out of the market, demand is starting to wane. This is leading to a general slowdown of the real estate market.

Note that this is not a crash in the slightest; this is just the natural ebb and flow of the market. It's natural and expected. Plus, it can open up some great opportunities for investment.

Long story short, this could be the perfect time for you to invest in real estate. But, now more than ever, you need to be strategic and play your cards right to get the best results from investing in real estate right now. Here are a few things to keep in mind.

First, your local market. The area you want to buy in can be totally different from a neighborhood a few streets over in terms of how homes are selling and investment potential. You need to be knowledgeable about what's going on in your market and how the different neighborhoods are all performing.

As you do your research into your ideal location, keep your mind open to different investment opportunities. With any investment, you want to buy low, collect some near-passive income, and then sell high.

A real estate investment is a long game, meaning that you want to hold onto the property for some time before even considering selling it. With this in mind, try to find properties or locations that you can buy low and sell high down the line—up-and-coming areas or fixer-uppers are great for this kind of strategy.

Second, make sure you do your due diligence when it comes to budget and pricing. Right now, you need to be 100% sure (and then some) that you can afford to invest in real estate. That means running all the numbers in all the different scenarios, having backup plans, and having a pool of savings to pull from in case the going gets rough. For every property you consider, do the math on pricing to ensure that you'll cover all of your expenses and make a profit.

Third, and perhaps most importantly, you need to work with an experienced real estate agent to invest in real estate right now. Working with an agent who has done investments before will be an invaluable resource, especially if this is your first real estate investment. They will make your life so much easier because they have the knowledge and the real-life experience you need to make the best decisions when it comes to building your wealth through real estate.

Investing in real estate right now can be a great move, especially if you buy low, price things out and budget properly, and work with a great, experienced agent.

If you want to talk more about investments in our area or just real estate investments in general, just send me a DM.

CAPTION

Interested in investing in real estate, but wondering if now may not be the best time to invest? Let's talk about it!

Today's video will take you through the different things to consider in our market and how to find a good investment, no matter the market.

If you have any questions about investing in our local market, send me a DM and I'll get you the latest stats on real estate in our area!

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#3) BORROW FROM FAMILY

Hey there! Today, we're talking about something that homebuyers, particularly first time homebuyers, probably have questions about.

Yes, we're talking about whether or not it's a good idea to borrow from family members to buy a home.

Borrowing money from family can make buying your first home possible since family loans are typically used to pay for the down payment on a house. It can be a win-win situation where you get the money you need to buy a home and your family member can use the loan as an investment and collect a bit of interest on your payments.

But, like most things with family, this can be complicated if you don't have the right boundaries in place or have the proper questions answered before you take the money. To avoid any miscommunication or hurt feelings down the line, I recommend that you get a few questions answered before taking any money from family.

First off, you want to know if there will be interest on the loan. Much like bank loans, family loans can come with an interest rate—this is what makes lending the money a smart investment for them after all! However, family loans typically come at a much lower interest rate than bank loans. You will want to find out how much the interest on the loan will be and what the compounding terms will be.

Next, find out what the repayment terms are. How long will the loan term be for? In other words, how long do you have to repay the loan—1 year, 5 years, or maybe even 10 years? Make sure you understand what kind of payments you'll need to make. Monthly payments are most common—just like your mortgage payments—but they may prefer a quarterly or annual payment, which you will need to save for.

You'll also want to ask what they would like you to do in the event that you can't make a payment. Will there be a grace period or a late fee? Although you'll want to make sure missed payments never happen, it's good to have a contingency plan in place.

Once you get these questions hammered out, you should have a pretty good idea of what will happen with the loan and how you're going to pay it back. But you shouldn't stop there.

If you move forward with the family loan, get all the terms and stipulations on paper and then have both parties sign a copy. That way if there are any questions, you can reference your copy of the signed agreement and get things settled.

YBorrowing money from family can make buying a home possible—and it can be great for the lending family member too! If you follow these steps to get your questions answered and get everything on paper, you'll protect both yourself and your family member and ensure a peaceful relationship about the loan.

If you have any questions about getting money for a down payment or other ways to finance a home, just send me a DM!

CAPTION

If you have the chance to borrow some money from your family to put towards buying a home, you might be wondering if doing so is a smart idea or not.

For many people, a family loan is a great option and can make putting a down payment on a house attainable.

But there are a few things you need to consider before saying yes and accepting money. I'll walk you through them in today's video.

For more tips on affording your first home, grab your free copy of the Buyer Guide! Link in bio to download.

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4.) BUYING A HOME THAT WON'T BUST YOUR BUDGET

Hey there! If you're thinking about buying a home, or you're wanting to buy a home right now, this is for you! Today, we're going to talk about how to buy a home that won't bust your budget.

The first thing you need to do is to actually make a budget so you can see how a mortgage payment and homeowner expense will fit into that budget. Follow these 5 steps to create the perfect budget for you!

Grab a coffee and a notebook or your laptop and work through these steps.

So first, step one is to add up all your income. In this step, capture all of the income that you see. If you have a side-hustle or do some work every now and then, add that into your regular income from your full-time job. If you have a partner that you're buying a home and sharing expenses with, add their income in here too.

Next, step two: list out all of your household expenses. Collect all of your monthly bills, open up your banking apps, and write down all of your expenses. I know, this part is not fun and can make you cringe a little, but it's the most important part. When you can see all of your expenses, you can work on fitting other things into your budget. Once again, if you're buying a home with your partner, make sure you capture their expenses as well.

Now onto step three, which is to calculate your potential home ownership costs. Owning a home comes with more extra costs than renting does. You have to pay property taxes, HOA dues, and cover things like repairs and maintenance for the property. Be prepared for these expenses by budgeting them in. Remember, if you're moving into a new home, you'll probably want to furnish it, so consider budgeting a little extra for decorations and furnishing.

Step four is important. You need to give your budget room to grow! Budgets are an ever evolving thing because your life is always changing. Make your budget with this in mind and give it some space to grow—both on the income and expenses side.

For our final step, step five, you're going to make adjustments to your budget. Take a close look at your budget—the income, the expenses and the potential homeownership costs. How is it looking? Can you afford a house? If things are seeming a little tight, look at your expenses—where can you cut back? Or if you're pretty trim on the expenses, find a way to bring in some extra income.

If your budget is looking great, even with all the home ownership costs, then you're ready to reach out to a real estate agent.

Budgeting is one of the most important things you can do to ensure you get a home that fits your lifestyle. Since one of the biggest “buyer's regrets” that people have is buying a home that's too expensive for their budget, you'll have much more success in finding a property that works for you!

If you want more information on how to budget for your first home or just have questions about buying, send me a DM!

CAPTION

Buying a home can get expensive. If you don't plan properly, build a budget, or do your homework, you could end up making a decision on a home that you regret.

Avoid that by following the five steps in this video! I'll show you how to find the perfect home that won't bust your budget.

Want more tips and tricks like this one? Grab your FREE copy of the Buyer Guide! Link in bio to download.

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5.) WORST MISTAKE FOR SELLERS

Hey there! If you're selling your home soon, you won't want to miss this video. Today we're talking about one of the worst mistakes a seller could possibly make. You definitely want to avoid it, so continue watching!

So first off, I really can't overstate this. If you make this mistake when you're selling your home, you could doom your chances of selling for top dollar before your home even hits the market.

Now onto the mistake. The biggest, worst mistake a seller can make is to overprice their home.

I know, it seems like that's not a big deal at all. But it is!

You're probably thinking: well, right now we're in a seller's market and homes are selling for over asking price all the time. Wouldn't you want to price the home as high as you can?

No, and here's why. An overpriced home can scare the perfect buyers away by being too pricey for them to even consider. Many buyers use price filters for their search, which means that they might not even see your listing.

If your home doesn't sell right away, potential buyers will take notice. Because our market is so fast moving, buyers look closely at the number of days the property has been on the market. If the house has been on the market for too long, or even for longer than average for the market, buyers will notice.

Being on the market for too long will make buyers wonder if there's something wrong with the property, in which case they might not even bother going to show. Alternatively, they may use the above-average days on market to make a super low offer and take advantage of the situation.

You will obviously want to avoid any low-ball offers. But pricing your home high to "leave room for negotiations" or to "test the market" will only increase your chance of dealing with low offers as a result of a longer than average time on the market.

The best way to avoid this whole situation is to price your home appropriately from the get-go. You want to find a price that encompasses your home's value but also catches buyers' interest. After all, if a buyer sees a nice home for a good price, they will want to see it and potentially make an offer on the home. That could result in a bidding war that pushes your home's sale price even above top dollar.

The moral of the story is to listen to the market and listen to your agent when it comes to pricing your home. But most importantly, stay far away from overpricing your property!

If you have questions about finding the right price to list your home at, just send me a DM!

CAPTION

I'm guessing that you want to avoid making mistakes in real estate, especially when it comes to selling your home.

If that sounds right to you, you'll definitely want to watch today's video! I'll tell you about one of the biggest mistakes you can make as a seller and how to avoid making this huge mistake.

Want more tips like this? Make sure to grab your free copy of the Seller Guide! Link in bio.

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Buyer Prompts



When a buyer negotiates closing costs into purchase agreement - who is actually paying that

How timing the market can work against you

What is earnest money and why do I have to pay it?

Seller Prompts



What are the signs that your listing price is wrong

When can I be sure the sale is going to go through?

My process for getting listings maximum marketing exposure

Agent Prompts



3 facts you should know about me

Why I would (or would never) absolutely buy a property on virtual tour (or how I bought a house over the internet.)

My favorite type of property to sell (and why)

Local Prompts



The "big" football game between town rivals

Share interesting history about a local monument

Highlight your favorite local shop in a suburban shopping area

General Prompts



How do you find a real estate agent to help you lease a property?

How much will my house be worth if I update/renovate {insert project name}

Where do you find a Realtor?