

Video Script Ideas for Facebook and Beyond

Video has never been more important and powerful in the world of social media...but most Real Estate Agents don't know what to say in their videos.

Don't worry - we've got you! Here's 7 scripts you can use for videos to post on social media or in an email to your leads, prospects, and clients.

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AGENT VS. REALTOR VS. BROKER

Confused about who to work with in real estate?

Let's clear up the mystery between these titles: agents, realtors, and brokers.

First off, we have real estate agents.

These are professionals with the necessary education and license to help clients buy, sell, or rent properties.

Agents typically work under the supervision of a licensed broker.

Now brokers undergo extra training and licensing requirements.

This means they can run their own real estate companies and help guide other agents who work with them.

Now realtors... aren't just a fancy term for agents.

A realtor is a specialized type of real estate agent who is a member of NAR.

This means they have extra perks like access to MLS – a big collection of available properties.



5 REAL ESTATE TRENDS YOU NEED TO KNOW

If you're selling your home this year, ignoring these 5 real estate trends will be your BIGGEST mistake!

Now, I know that the housing market is changing a lot because of people looking for different types of homes.

And as a seller, not adapting to these changes...

Means pricing your home wrong, losing buyers, and missing out on a GOOD SALE.

So here are the top 5 trends you need to know about:

1. More buyers are renovating instead of moving. So homes with extra rooms and modern features will really stand out.
2. There's high demand for homes set up for elderly living needs... like safe floors and amenities for memory care.
3. Buyers want smaller but functional homes or cheaper attached townhomes. This is because larger homes are SO expensive.
4. Eco-friendly homes with solar panels and energy-saving materials are becoming more popular.
5. Work-from-home is HUGE now. So buyers want homes with residential office spaces or flex rooms.

Source:

<https://www.nar.realtor/magazine/real-estate-news/home-and-design/real-estate-and-design-trends-to-watch-in-2024>



REAL ESTATE PROFESSIONALS ARE NOT *JUST* AGENTS

If you're a homebuyer and you think realtors are JUST agents in it for commission, then you're wrong.

Real estate professionals are business owners.

They have overhead costs for things like office space, utilities, and tools.

They also invest in making houses look good and advertising them – like professional photography, marketing materials, and advertising campaigns.

And their commission? A portion of it goes to the brokerage that provides support and resources.

They also pay taxes, further reducing their earnings.

In short, they invest their time, money, and effort into every transaction, just like other business owners do.

So if you see a real estate professional, make sure to appreciate the work they put in.



5 SIGNS YOU'RE WORKING WITH A SHADY REALTOR

If you recognize these FIVE warning signs in your agent, it can ONLY mean you're working with a SHADY realtor.

First, a lack of leadership.

A reliable realtor guides you through the home-buying or selling journey versus a realtor who avoids addressing your concerns.

Next, poor communication.

Don't settle for a realtor who'll leave you waiting for their response...and talk to you in a disrespectful tone like you're an inconvenience.

Third, the inability to listen.

A good realtor listens to your needs and priorities, not just pushing their own agenda.

Fourth, watch out for delays.

When waiting keeps happening for no good reason, it means the realtor is up to something that's not in your best interest.

Fifth, and the biggest red flag of all...

When they pressure you to act quickly on properties WAY outside your budget or desired location...

That means they're thinking about their commission MORE than you.

Source:

<https://born2invest.com/articles/signs-dealing-shady-real-estate-broker/>



THE BEST TIME TO SELL A HOME YOU DIDN'T KNOW ABOUT!

Most people dread selling their home, worried it will sit on the market for months, just to be a headache.

But what if I told you there's a time of year, where many people are looking to move around, particularly younger people?

It's summer.

Summer's not just for beach days.

It's also a strategic time to sell your house!

Here's why:

Many sellers take a break during summer, which means fewer listings and less competition.

With fewer options in the market, it's easier for your house to stand out.

Thinking of selling your house next summer?

Drop your questions or concerns in the comments below!

Source:

<https://www.linkedin.com/pulse/should-i-buy-sell-summer-sean-miller/?trackingId=LlPaYvY7gSjX8eKgzhAaOw%3D%3D>



6 SIMPLE STEPS TO OWNING YOUR DREAM HOME

If you're ready to buy a place to call YOUR HOME, you've got to start doing these 6 SIMPLE steps for a stress-free home buying journey.

Step 1: Find a real estate agent.

Someone knowledgeable and trustworthy enough to guide you with your decisions.

Step 2: Assess how much you can afford based on your finances.

Do this with the help of your agent.

Step 3: Once you've got your budget locked down, it's time for pre-approval...w here you get a letter from the lender to show the seller you're a serious buyer.

Step 4: Next, identify your preferences and wish lists...

Step 5: Then start searching through listings until you find "THE ONE."

Quick tip: Don't get easily attached to a home to avoid disappointment.

Step 6: Once you've found the perfect home, your agent will help you craft a winning offer to seal the deal. From there, they'll handle all the complicated stuff, like inspections, negotiation, and paperwork...

So you can sit back and get ready for the big move!



5 HOME UPGRADES FOR MASSIVE PROFITS

If you want to make a ton of money when you sell your house, these 5 minimal home upgrades will guarantee that.

Listen, your home's value comes down to its condition, appeal, and functionality.

So if it's been sitting on the market, chances are it looks outdated, unattractive, or has issues that turn people away.

This is where home upgrades come in:

First, give your kitchen a modern look.

New cabinets, counters, and appliances—buyers love these and they seriously boost your home's value.

Next, renovate your bathroom.

Install shiny new tubs, sinks, and tiling to make it feel like a personal spa.

Third, focus on your 'curb appeal' to invite buyers dying to see what's inside.

Fourth, go green with energy-efficient windows, insulation, and appliances.

Buyers love saving money on utilities.

And fifth, don't leave any unfinished spaces.

Basements and attics are goldmines when transformed into extra living spaces.

Source:

<https://www.lower.com/blog-post/top-5-factors-influencing-home-value-how-to-use-them>



3 ways to apply!

Call us at (610) 432-0900

Email us at info@themichaelmannteam.com

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