



BUYER TOPIC IDEAS

1. How do I prepare for buying a home?
2. What are the current mortgage rates, and how can I qualify for a better rate?
3. What are the most important factors to consider when choosing a neighborhood?
4. How much should I expect to pay for closing costs and other fees?
5. What are the steps involved in the home-buying process, and how long does it typically take?
6. What are some common mistakes to avoid when buying a home?
7. What should I look for during a home inspection, and how can I negotiate repairs with the seller?
8. How can I make my offer stand out in a competitive market?
9. How can I estimate the value of a home and determine a fair price to offer?
10. What are the benefits of working with a real estate agent, and how can I find a reputable one?
11. How much can I afford to spend on a home?
12. What kind of home can I get for my budget?
13. What are the most important things to look for in a home?
14. How do I find a reputable real estate agent?
15. What is the home-buying process like?
16. What are closing costs and how much can I expect to pay?

17. What kind of loan should I get?
18. How much of a down payment do I need?
19. What are my financing options?
20. How do I make an offer on a home?
21. What should I do during a home inspection?
22. What happens during the closing process?
23. What are the ongoing costs of homeownership, such as property taxes, insurance, and maintenance?
24. How do I negotiate the purchase price?
25. How do I avoid making common mistakes when buying a home?

Read over and choose 1-3 topic ideas that resonate with you. After a few times, you can work your way up to 3-5 short-form videos and beyond. Don't worry if you are not 100% confident or familiar with a topic. It's an opportunity to learn and the best way to learn is to teach.

Email chris.williams@exprealty.com with the *corresponding topic numbers* and he will get back to you with a short script. Practice your script, do some background research if needed, and rehearse in the mirror, or in the car. Once you feel you can get through the script with minimal takes, schedule your shoot with Chris. Remember, you don't have to follow the script word-for-word. Add your own flare and personality.

If you will be "batch-shooting" multiple reels during a shoot, bring a few different tops or outfits. When shared, it will look like you shot your videos on different days and not all at once.