

# Short Form Reels Topics:



## 1. Housing Market - I'm waiting for the market to crash...

"I'm waiting for the housing market to crash..." that's what people are saying.

There's a recession coming, so what does this mean for housing?

So here's what most people are missing...

We typically have nearly 1,000,000 homes for sales per week.

But we're currently sitting at only 500,000 homes nationwide

So we're still in a massive 50% deficit.

And it's not getting better anytime soon...

Even though rates doubled, buyers didn't disappear.

They're on the sidelines, just like you.

So instead of trying to time the market ask yourself these 3 questions:

Are READY to move?

Are you financially ABLE to move?

And are you willing to make the move now?

As Warren Buffet says, "Time in the market beats market timing every time."



## 2. Buyer + Seller Topic - Before giving up on buying a home this year, listen to this!

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And this is the same method I used to help a family (TARGET CLIENT) that had been searching for 3 (#) years, finally find their new home.

When they started looking in 2020 they were able to afford more because of the 3% rates

But they kept getting beat in their offers because other people had more cash & better terms.

Now that rates doubled, they actually have been able to find more opportunities with less competition.

The 3 key to their success were:

- Looking for motivated sellers - people who've been on the market longer
- Being flexible with 1 of these 4 criteria: price point, location, home type or home features
- And using mortgage hacks like 2-1 buydowns to get a lower rate today.

Try them out and let me know if they help!

### **3. Buyer + Seller Topic - Things you need to know about high mortgage rates part #**

Things you need to know about high mortgage rates part #

or

This right here, literally changed the game when it comes to beating high mortgage rates

or

If you've been struggling with higher mortgage rates then you need to hear about these hacks/tools/secrets

I was working with someone for # years who has placed ## offers without success until now...

Instead of using a traditional 20% down mortgage, we opened more doors by using a 2-1 buydown {INSERT MORTGAGE PROGRAM ex. ARM loans } to unlock more homes for them.

{1-SENTENCE SIMPLE EXPLANATION} A 2-1 buydown is where you pay to buy down the rates 2 points year 1 and 1 point year 2.

{MISTAKE/OBJECTION/CONCERN OF PROGRAM} But don't make the massive mistake of buying a home you can't afford once the buydown is over.

{WHO IT'S BEST FOR}} We see this program works best when you're on an upward career path.

## 4. Buyer + Homeowner Topic - home red flags

These are 3 home red flags I would ABSOLUTELY run from!

And if you don't, then they could cost you tens of thousands of dollars...

Don't buy the best home/new home in a bad area. They stand out because they look pretty but they're bad long term investments. You're not only buying the home, you're buying the neighborhood

Don't buy a fixer upper or the "great deal" home "with potential". Many people overestimate renovation costs and timelines. So unless you're an expert or investing in one, it's not worth the headache.

And avoid buying in up and coming neighborhoods... while this may sound great you need to ask will it change in 3 to 5 years? Because if it will take a decade, chances are you won't be living there. First, buy a home you will enjoy now. Then buy for what it can become.

## 5. Local Area Expert Topic - #1 neighborhood or coming soon to {AREA}

*Options:*

- (NEW HOME EXPERT) This is the #1 masterplanned community in {CITY}
- (ESTABLISHED EXPERT) Here's #1 best place live/suburb/neighborhood in {CITY}
- (AREA EXPERT) This New (Thing) Will Change {CITY} Forever!

{X NEIGHBORHOOD/THING} ranked #1 in 2022 because of these key reasons:

- Reason 1
- Reason 2
- Reason 3

## 6. Homeowner Topic - home hack that changed my life

I think this (decor/design/home hack) might have changed my life. No really...

I used to {HAVE THIS PROBLEM} until I found this {SOLUTION}

Talk about the solution...

## **7. Extra Topics - Hooks:**

1. Here's 3 (home trends) I consider to be perfect.
2. If your (home) doesn't have (unique features) you are missing out.
3. This will piss a lot of other Realtors off, but I have to say it...
4. This is why your effort to (DESIRE) has likely failed.
5. Here's #1 best place live/suburb/neighborhood in {CITY}
6. This is the #1 masterplanned community in {CITY}
7. This New (Thing) Will Change {CITY} Forever!
8. Mortgage before marriage?
9. Gen-z dilemma: high income with cash... don't buy a home, buy a rental property first
10. I saw this article on CNN and I have to answer it
11. The best way to find a deal is to find a motivated seller