



REEL HOOKS
for MAY

HELLO AGENT SOCIAL - MARKETING FOR REALTORS

REEL HOOKS

for realtors

Hook: After helping #+ buyers purchase a home. Here is the one tip I'd give a future home buyer.

- **Answer is:** Know how much you can afford, Have money saved for closing costs and down payments, Can hold off on making large purchases

Hook: POV. You want to move to *City Name* from out of state and you don't know where to start, but you find my account.

- **Share:** Make sure to introduce yourself "Let me just start this off with, Hey I'm _____, realtor here in the *city name*.... and go into how you can help someone relocate. (maybe you moved to the area within the last 10 years and give your tips/guidance OR maybe you've lived in the area your entire life so you are the expert) Mention the top questions out-of-state buyers usually have "where to live, whats the weather like, schools etc" and go into a few of those.

Hook: If I was selling my house this year, I'd focus on these 3 things

- **Share:** Talk about Pricing - Condition - Marketing (hiring the agent who markets)

Hook: The home feature that buyers in *city name* pay the most money for

- **Share:** Tell within the caption what the feature is. For example, is it Location, Views, amenities etc. And then ask at the end "would you pay extra for that feature."

Hook: I see you searching "moving to city name" OR I see you searching "best realtor in city name"

- **Share:** Information on either or. The point of this is to personalize

Hook: Come walk/drive my neighborhood with me OR Come walk/drive neighborhood name with me

- **Share:** Depending how personal you want to get with it. This hook is a great way to share info on a specific area/neighborhood

ONE.

► **HOOK:** 'After helping ##+ buyers purchase a home. Here is the one tip I'd give a future home buyer..' You can choose to type your advice within the reel OR just add it into the caption

► **IDEA FOR REEL:** Make it personal by giving your advice after working with so many buyers. Maybe someone can learn from this advice.

► **CAPTION:** In my # years of being a real estate agent, I've helped over \$ buyers purchase a home here in city name.

My tip for anyone thinking of buying a home is _____ and then explain why that's your advice.

TWO.

► **HOOK:** 'I just found the perfect (kitchen, backyard, playroom...) in Neighborhood/city

► **IDEA FOR REEL:** Highlight a feature in a home that you toured. This works best in a new construction model home

► **CAPTION:** Your search ends here! This floor plan is a dream come true for (this part is specific to what you are sharing on - if it's a kitchen you'd say something like....dream come true for the chef in your family). If your family is looking for the ideal home (or considering moving to the *city name* soon!) shoot me a DM. Let's arrange an in-person or virtual home tour.

THREE.

► **HOOK:** 'twenty-twenty-three stats: Buyer's typically searched for 10 weeks and looked at an average of 7 homes and viewed 4 homes online

► **IDEA FOR REEL:** Give Information but make it personal

► **CAPTION:** One question I get from buyers when meeting for the first time is: How long will it take to find "the" home!

Although, every buyer is different on timeframes — national association of realtors reports in 2023 that the average number is 10 weeks of searching.

When I say the timeframe varies it does. I've had buyers find a home in just one day and others that have taken months. That's why our first conversation is so important to lay out your wants and needs in a home and area so we can find you the perfect place within your desired timeframe!

Would love to sit down with you (or schedule a zoom if you are out of the area) and chat about your home-buying goals!

FOUR.

► **HOOK:** 'You are afraid now isn't the right time to buy a home in the *city name* area, yet there are builders currently offering buyers up to \$###K in incentives'

► **IDEA FOR REEL:** Highlight new construction AND options for buyers

► **CAPTION:** Yup! You read that right - up to \$40K in incentives right now.

This money from the builder can help with upgrades, closing costs and or buying down your rate. This is HUGE.

Looking to buy in North Peoria? Let me help you find the perfect place!