The new housing forecast: what it means for [Area]

YOUTUBE VIDEO · 6–10 MIN

When a major forecast comes out, from your board, CMHC or a big bank, react to it on camera and translate it for your local market. People search for forecasts, and they want a local voice to explain them.

TITLE OPTIONS

- [Source]'s new housing forecast: what it means for [Area]
- Will prices in [Area] go up or down? The new forecast says…
- I read the [year] housing forecast so you don't have to

The outline

Intro	The forecast, and why it matters if you live in your area.
Headline	The national or provincial prediction, in plain English.
Local	Where your market agrees, and where it's different.
Advice	What buyers and sellers should do with this.
Close	Invite questions, then your call to action.

Make it local

Source	CMHC, your board, CREA or a major bank forecast
Local data	Your area's last 12 months next to the forecast
Opinion	Your honest take, clearly labelled as yours
Timing	Post within a week of the forecast coming out

Example · Edmonton: CMHC's spring outlook for Alberta, compared with what Edmonton prices actually did last year.

DESCRIPTION · COPY AND ADAPT

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A new housing forecast just came out. I break down what it predicts, where [Area] fits, and what it means if you're planning to buy or sell this year. Questions? Leave them in the comments.
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Post it

01 Show the forecast document on screen and name the source.

02 Separate the forecast from your opinion, out loud.

03 Put a chapter on “What this means for [Area]”; that's what people skip to.

04 Pin a comment asking where viewers think prices are heading.

WHY IT WORKS

Forecasts are searched heavily, and a local agent explaining them earns trust from people a year or more from moving.

IMAGE PROMPT · PASTE INTO CLAUDE

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Use my brand guide. Design a 1280 × 720 px YouTube thumbnail: with the words “[year] forecast: [Area]” and an up-or-down arrow, with space for my photo. Leave a clear space for my own photo; don't invent one. Keep text large and readable on a phone. Give me the finished files to download.
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