



Video Script

- CHEATSHEET FOR REAL ESTATE -

PorchLyte Video Script Tips

PLEASE NOTE:


This template contains everything you will need to create compelling videos so that you can leverage its power to attract, qualify and convert new customers to your real estate business.

Utilizing Facebook Live or Instagram Live will get you the best reach and you also don't have to worry about editing your video. Facebook Lives looks best horizontal and Instagram works best with vertical video. See the Facebook Live Cheatsheet for more tips on that. You can also pre-record your video if you like until you feel more comfortable doing Lives.

Consider naming your video segment if you are going to do it on a consistent basis. It will then become recognizable by your followers and they can easily tell others to keep their eye out for it!

And then finally, once you are done, consider downloading a copy of your Live and upload it to YouTube to gain maximum exposure and leads.

**Remember, be yourself! You don't have to get it perfect..... you just have to get it going!



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VIDEO HEADLINE:

CURB APPEAL AND FIRST IMPRESSIONS COUNT WHEN SELLING A CONDO OR TOWNHOUSE

VIDEO SUMMARY:

Curb appeal is the key to selling a townhouse or condo. Since common areas are controlled by a homeowners association, paying attention to details can make all the difference.

VIDEO SCRIPT:


Intro:

Hello and welcome to [Name Of Your Show], my name is [Your Name] and I am a real estate agent serving the area of [Area Name]. Today we are going to be talking about the [Topic] CURB APPEAL AND FIRST IMPRESSIONS COUNT WHEN SELLING A CONDO OR TOWNHOUSE.

If you know of anyone whom you think this may be of interest to, please feel free to tag them in the comments so they can get all the details! Alright, let's dive in!

Hook:

If you have a story that you can tell related to your topic, this is where you want to share it before you get into the content of your video. Stories make your content more relatable and will hook your viewers into engaging more.



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Content:

****[BEFORE YOU START, PLEASE FACT CHECK OUR CONTENT TO MAKE SURE IT RELATES TO YOUR MARKET AND ADJUST IF NECESSARY.]****

Curb appeal is the key to selling a townhouse or condo. Since common areas are controlled by a homeowners association, paying attention to details can make all the difference.

Townhouses:

The same rules that apply to selling a house apply to townhouses except that the scale of things has to fit a smaller space and nothing can go around to the side unless you own an end unit. Townhouses do have some unique challenges. What the neighbours do affects how your home shows from the curb.

You can ask for your neighbours cooperation if you know and like them. You can explain that you're selling your home and are going to try hard to get your trash containers and children's bikes policed up quickly to make a good first impression on potential buyers. You would really appreciate it if they'd be as vigilant as possible. Maybe even ask if they'd mind if you took their trash containers to the back if you get home first (assuming you can do it without going through private space).

If your neighbours aren't pleasant, just try to keep things picked up the best you can and sweep the public walk in front of the entire building you're located in. You might even want to cut the grass and edge it along the public walk and curb in front of the building. Anything you can think of to do to make things look tidy and well cared for without starting World War III is good.



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Content:

Condos and Apartments:

All the things already mentioned apply to the extent they can. Apartments and apartment style condos often have a lot of common areas.

It is not typically your job to take care of them. However, if it is not being done well, do it yourself.

Vacuum the foyer or hall approaching your unit. Shampoo the carpet if that's needed. Sweep the walks out front. Windex the glass in the front door.

In a perfect world, all those things will be taken care of and you won't have to bother at all. If your world isn't perfect, build a fire under the person or committee responsible, or do it yourself.



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Content:

Call to action:

Good curb appeal can make the difference between a potential buyer's driving on by or his stopping to come in to look at your home. Make your home the one the buyer is anxious to see.

If you would like more information about this topic or need any help getting started, feel free to reach me anytime at [\[your contact info\]](#).

CONCLUSION [TIME TO WRAP UP]:

Thank you for joining me today, and don't forget to tune into next week's show!



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Facebook Live

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PROMOTE IT

Tell your fans that you will be going live ahead of time. This can be done easily and will boost your engagement. Send an email to your data base, make an announcement in a group(s) that could benefit from your live, run a facebook ad and post it on your social media channels.

WRITE A SCROLL STOPPING HEADLINE

Your description about your live by the far the most important piece of your video. Without enough ZING to entice your viewers, your live video isn't going to get much if any traction. When writing your copy, ensure it's direct, actionable, and informative. Focus on what your viewer will gain from tuning in.

SET THE TONE

Make sure that your backdrop is pleasant to look at, well lit, and beautifully styled. It's hard for people to pay attention when there are distractions or noise in the background. It may also be worth looking into purchasing an external microphone to improve sound.

CONNECT

I know this may sound obvious but please, please, please, make sure you have a strong signal before you go live. Nothing worse than planning for something and then not following through. Can you hear me now?! Lol..

CREATE A FEW PRACTICE VIDEOS

Before ripping the bandaid off and going live, you can test things out by creating a practice video restricted to your eyes only. You can do this by going to your own Facebook profile, and selecting "Only Me" before recording.

ASK YOUR VIEWERS TO INTERACT

Your audience will be thrilled to hear you mention their name and answer their questions when you are live. Posts with more likes, comments, shares, and views are also prioritized on the newsfeed. Facebook's algorithms recognize popular content, and actually make it even more popular without you needing to pay extra for more eyes.

HAVE AN ACTIONABLE SIGN OFF

The worst thing you can do is just casually push the finish button and then walk away. Instead, give a proper sign-off with an actual ending for next steps.

What do you want your viewers to do? Subscribe to your monthly newsletter? Visit your Facebook page for a fun contest? Want them to share the recording on their page? Whatever it may be, be sure to end your Facebook Live post with a call to action for your viewers to do.

REACH MORE PEOPLE AND GO LIVE OFTEN

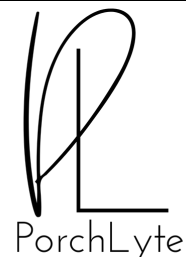
By going live frequently you will keep your people engaged, grow brand awareness and build an audience fast! Here are some favourite examples:

- Hot topics or breaking news
- Go live with an industry leader such as a mortgage broker or home inspection
- Behind the scenes. People love seeing real estate in action. Hence, all the real estate related TV shows.
- Do a demo. Show people how easy it is to stage their home, or unbox the latest in home technology.

The topics are endless. With a little imagination, you will have lots of reasons to go live and get in front of your ideal client.

PROMOTE AFTER IT'S DONE

Once your video is done live streaming you can boost your post and run an ad campaign just like on your other Facebook videos and posts. Email it off to your database or if you write a blog you can use a transcription service such as Rev.com to have your live stream transcribed and voila, another blog post done. Upload up to 60 seconds of video in your Instagram feed as well. Now aren't you smart!



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