



Video Script

- CHEATSHEET FOR REAL ESTATE -

PorchLyte Video Script Tips

PLEASE NOTE:

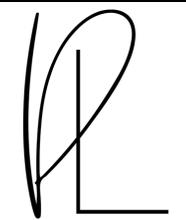
This template contains everything you will need to create compelling videos so that you can leverage its power to attract, qualify and convert new customers to your real estate business.

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:

INTERIOR UPGRADES THAT CAN ADD VALUE TO YOUR HOME!

VIDEO SUMMARY:

These days it is simply not enough to just throw your home onto the market and hope for the best. Agreed, sometimes this does work, but if you want to get top dollar for your home you are going to have to ensure that it is set apart from the majority of listed homes.

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] **INTERIOR UPGRADES THAT CAN ADD VALUE TO YOUR HOME!**

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.]****

These days it is simply not enough to just throw your home onto the local real estate market and hope for the best. Agreed, sometimes this does work, but if you want to get top dollar for your home you are going to have to ensure that it is set apart from the majority of listed homes.

So how can the average home owner set their home apart from the others?

Simple, make a few upgrades. But be sure to do it right.

There are several things that an average buyer takes into account when looking at a home. You probably already know what they are, after all you bought the home you are now selling right?

A great area to start is in the kitchen.

Are the appliances a touch out of date?

Replacing them is well worth the expense as new stove, fridge and the like are extremely popular additions and something that prospective buyers notice right off the bat.



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Content:

Another thing that people rarely think of is the condition of the floors.

Floors become such an unnoticed part of our lives that they can be easy to overlook.

Carpeted floors should always be steam or professionally cleaned before prospective buyers come anywhere near your home.

If you have wood or laminate make sure to clean them with the proper cleaner for the surface. Be careful of which cleaner you use as some cleaners can damage wood or laminate.

Now, take a look at your walls. Notice anything that could be improved? How about the colour? Neutrality is gospel here. Outrageous colours may be exactly what defines your style but in keeping those when selling you can easily alienate a large group of buyers.

Sticking with neutral colours will help your home to appeal to a greater number of people and give it a better chance of selling. Many buyers will be able to see through crazy colours, but not too many of them will want to have to repaint.



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Content:

Call to action:

Take some time and make sure to clean the house from top to bottom, removing clutter and personal items. These are things you will have to pack sooner or later anyway, best to get a head start on it.

Removing personal items will also help buyers to place themselves in the home without seeing pictures of someone else's family everywhere.

If you ever have any doubts or concerns, give me a call and I can help you get your home in tip-top shape for selling.

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

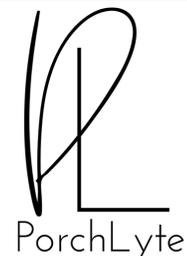
By going live frequently you will keep your people engaged, grow brand awareness and build an audience fast! Here are some favourite examples:

- 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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