



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!**



Video Script

- CHEATSHEET FOR REAL ESTATE -

VIDEO HEADLINE:

5 IMPORTANT TRENDS TO WATCH WHEN BUYING A HOME

VIDEO SUMMARY:

Historically, there have been 5 real estate trends that have been the precursors for the real estate market. Which is why leading players like to keep a close watch on the real estate market conditions.

VIDEO SCRIPT:

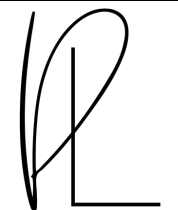
Intro:

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] **HOW TO EFFECTIVE EVALUATE THE OFFER ON 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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Video Script

- CHEATSHEET FOR REAL ESTATE -

Content:

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

Whether you are a first time homebuyer, debating the viability of building your dream house or a real estate investor looking to sell condominium units, you certainly want to know: When is it the optimum time to buy or sell?

Purchasing a house is a major investment. With judicious planning, this valuable asset will appreciate with each year.

But how do you get the big picture? Fortunately, real estate trends are predictable because these develop over a long period, unlike the stock market, which is rather volatile.

Once you have identified the following key indicators you will have a better grasp of the general trends in the real estate market.


THE FIVE KEY INDICATORS TO WATCH

Interest Rates

When interest rates rise, buyers shy away. Conversely, lowered interest rates attract more buyers.

This year, interest rates in [YOUR AREA] are on an [upswing/downswing/stable].

[Give some examples of current rates.]



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Content:

Building Permits

The higher the number of building permits issued, the higher the demand for houses.

Figures show that number of building permits issued for the year 2020, have **[fallen/increased by ?? percent]** in comparison to last year's figures. In terms of houses, that's a decrease of **[1,430]** building permits compared to January 2019 figures, according to **[Your Area]** Building Industry Association report.

Home Sales

This key indicator refers to the total number of homes sold. In the law of supply and demand, when there are few buyers, real estate prices fall.

The January 2020 figures of the **[Your Area]** Association of Realtors reveal that the number of existing single-family detached homes sold, has gone down/up by ?? percent in comparison to sales for **[Month]** 2019.

Another factor to consider is the growing inventory of available houses in certain areas in **[Your State/Province]**, which is changing the market dynamics. What was once a **[sellers]** market is slowly turning into a **[buyers]** market.

Loan Defaults

This refers to the failure of homeowners to pay their monthly mortgage fees. One downside to this is that many homeowners are choosing to have a bad credit report, rather than to keep paying fees for a home. Something that of course will take time to re-build.



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Content:

Foreclosure Sales

When foreclosure sales are on an upswing, consumer spending is down and consumer debt levels have risen. In the real estate market, this has meant that many financially strapped homeowners are selling their homes at lower prices. The other contributed factors are inflation, the rising prices of gasoline, federal budget deficit, and interest rates.


Call to action:

As you can see there are many factors in determining what is happening in the real estate market. Always do your due diligence before undertaking a purchase of any home.

If you are thinking about selling in the next few months and 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

- CHEATSHEET FOR REAL ESTATE -

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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