



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:

5 THINGS YOU SHOULD KNOW BEFORE YOU FLIP A PROPERTY

VIDEO SUMMARY:

When flipping a house your money is made at the purchase, not at the sell of the house. So, many times people buy a house with the intentions of making a huge profit only to find out that they could not make any money after all the renovations because the purchased price of the house was too high.

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] 5 THINGS YOU SHOULD KNOW BEFORE YOU FLIP A PROPERTY.

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.]****

1. When flipping a house, your money is made at the purchase not at the sell of the house. So, many times people buy a house with the intensions of making a huge profit only to find out that they could not make any money after all the renovations because the purchased price of the house was too high.

When you purchase your property you need to be sure that you buy the house with enough money to make renovations and have carrying cost,

2. Get a complete inspection done on your property. By spending some money for this expense you can save thousands in problems that you cannot see.

Foundation, Pest, Wood Rot, Etc...

By getting a full inspection you can rest assured that you know every thing that is wrong with the property before it's too late.

In the contract for the house you need to make sure that you have enough time to have a inspection preformed, and if the inspection finds problems that are going to cost more money that you are willing to spend you can get out of the contract with no penalties.

3. Don't do the work yourself: - Get a contractor or several sub-contractors and have the work done quickly. You need to have your house flipped ASAP, so that you can get it on the market and get it sold.

By doing this, you do not have to spend all the time working on the property so then you will be able to spend that time looking for the next deal.

This is how you get will profit in real estate.



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Content:

4. Place the property 1 to 2 percent below market value: If you are wanting to flip real estate and make money the object is to buy and sell the property as quickly as possible, so that you can move on to the next house.

If you purchase a house and try to sell it at top dollar to make an extra couple of thousand dollars on your flip, and end up holding it for 6 months you are losing money.

Get the house on the market at a price that is going to blow the competition away, and you will sell it no matter what the market conditions. You should be doing this especially if the market is slow.

5. Use a real estate agent - Do not try to sell your house on your own. Harness the power of a real estate agent and the power of the MLS system.

When you do a FSBO you are depending on people driving by your house and seeing you sign, with a real estate agent you have someone actively marketing your house to get it sold.

Once again this will free up more time for you to look for more great deals.

If you want to help the process, feel free to reach out to me anytime!



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Content:

Call to action:

I hope this video has been helpful with the basics needs of flipping a house. If you will study and learn you will make money. But, do your homework before you purchase a house, and make sure that you can pull a profit on your deal. Then, make it happen!

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

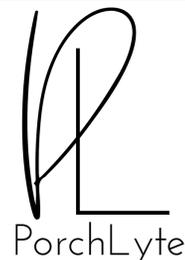
By going live frequently you will keep your people engaged, grow brand awareness and build an audience fast! Here are some favourite examples:

- 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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