



# 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.

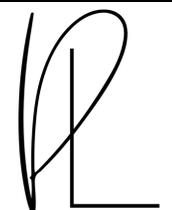
Utilizing Facebook Live or Instagram Live will get you the best reach and you also don't have to worry about editing your video. Facebook Lives looks best horizontal and Instagram works best with vertical video. See the Facebook Live Cheatsheet for more tips on that. You can also pre-record your video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

THE ULTIMATE GUIDE TO BUYING YOUR FIRST CONDO

### **VIDEO SUMMARY:**

Buying a condo can be a great way to dive into homeownership without worrying about much of the upkeep that comes with single-family homes and townhouses. However, condos aren't for everyone so it's best to figure out what your lifestyle and budget needs are first.

### **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] **THE ULTIMATE GUIDE TO BUYING YOUR FIRST CONDO.**

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.]\*\***

It's very important to ask yourself before buying your first condo, "Should I Buy a Condo?" As mentioned above, owning a condo is much different than owning a single family residence. Weighing the pro's and con's is a must!

One major difference between a condo and a single family residence is the proximity to your neighbours. It's very possible you may have multiple neighbours condos attached to yours instead of your own, free-standing residence. Can you envision yourself living that close to your neighbours?

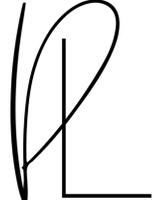
Can you play by the rules?

Seeing as most condos are in close proximity to one another, the communities association will have rules and regulations. Due to this, many associations will have lots of different rules and regulations, in order to "keep the peace" in the community! It's important to understand that unlike a single family home, you cannot make your own rules and do whatever you want.

Will your fur baby be allowed to live there?

When you own a single-family home, the only rules on pets are the ones imposed by the city. But in a condo, there may be weight or breed restrictions—or even a ban on pets altogether. If owning a pet is important to you, then be sure to check the condo rules on animals before you fall in love with a place.

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### **Content:**

Will this be an investment place for you?

Before you buy a condo to rent out, it's imperative that you fully understand the condo's rules and regulations on rentals. First, you'll need to find out if you're even allowed to rent in the complex. And then check if they have imposed a cap on the amount of units that can be rented or if short-term rentals are allowed or not allowed. If the condo you're looking at investing in doesn't allow renting, you'll obviously want to keep looking. So be sure to get clarification on this before you buy.

Does a condo fit your and your lifestyle?

Condos make ideal homes for singles and couples who lead busy lives and don't spend much time at home and homeowners who want to spend less time and energy on maintenance. For those who want a private yard, to host large gatherings, or make a project out of dramatically refurbishing their living space, a condo isn't the ideal spot. Consider your lifestyle—both now and in a few years—and make sure a condo is the right fit.

Understand the parking rules.

Some condominium complexes include garages or covered parking spaces, but it's not always clear how many spaces are allotted to each resident. Check to see if there are visitor spaces, and to see whether there are designated spaces for owners, or if it's a free for all.



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### **Content:**

### **Call to action:**

Predict the future? Foolish, I know! It's impossible to know exactly what is going to occur in the future, but most people have a plan for their future. This should be no different when buying your first condo.

The rumour that condos do not appreciate as fast as single-family homes is false; according to the National Association of Realtors condos have routinely outpaced single-family homes in appreciation.

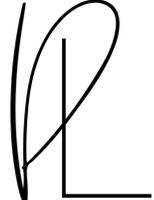
This can be a very exciting time and can be a relatively smooth process! Owning a condo could not only be the perfect place to call your first home, but a sound investment, too.

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

## - 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:

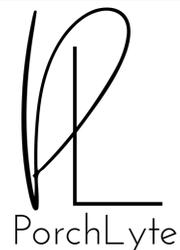
- Hot topics or breaking news
- Go live with an industry leader such as a mortgage broker or home inspection
- Behind the scenes. People love seeing real estate in action. Hence, all the real estate related TV shows.
- Do a demo. Show people how easy it is to stage their home, or unbox the latest in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