



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:

HOW SCHOOLS IMPACT PROPERTY VALUES

VIDEO SUMMARY:

Having strong schools and an overall strong district can affect home prices over a neighboring district, which can be a boon for some—especially those with children, or those attending college—and a deal breaker for others.

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 SCHOOLS IMPACT PROPERTY VALUES.**

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.]****

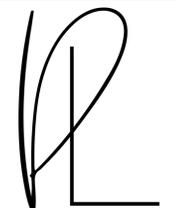
EXTREME SCHOOL BUYERS

There are plenty of factors that come into play when buying a house. The neighbourhood, area of the house, location, and upgrades that come with the house etc... One of these deciding factors that can often come into play are school districts. The association between home values and quality education can be a boon to those living in a neighborhood with an in-demand public school.

A study conducted by the Brookings Institution explained that home values are usually higher in high scoring school districts. The study, which looked at the 100 largest metro areas in the country, found an average difference of \$205,000 in home prices between houses near high-performing and low-performing schools. Homes around high-performing schools also tended to be larger, with 1.5 more rooms than homes near low-performing institutions. In addition, the number of rentals in areas near high-performing schools is around 30 percent lower.

The National Bureau of Economic Research also conducted a study that showed that the higher the public spending is on a school, the higher will be the real estate price in the neighbourhood. Every dollar spent on a public school contributes 20 dollars to increase the real estate value.

While this news may be good for individuals concerned about the value of their current home, it can create challenges for families looking to relocate to a new neighborhood.



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Content:

DEDICATION TO EDUCATION

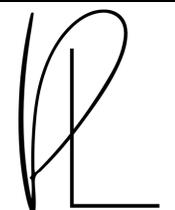
Homes priced at the top of the housing market make for plenty of financial challenges for families that want their children to benefit from the top-rated schools in the area. Even families that can afford the higher home prices may find houses snatched up so fast, they have a hard time landing a contract on a home that meets their needs. However, good news for you.....I have plenty of strategies that I use to help homeowners get in to the home of their dreams.

CONSIDER THE FUTURE

When it comes to resale value, even for buyers without children, investing in a home in a good-quality school district can pay off. Homes in good school districts tend to sell faster than homes in lower-quality school districts. And during tougher economic times that trigger declines in home values, homes in better school districts usually hold their value more than homes in lower-quality school districts.

SCHOOL VISIT

Finally, there's no substitute for actually visiting the school to see first-hand how it operates. Is the school secretary friendly, but professional? Is the school orderly? How is student work displayed? How does the front office communicate with its kids — and how well? How are the kids with special needs treated? There are dozens more questions you can ask directly to the principal, depending on what's important to you. But what's most important is that you ask enough questions so you feel comfortable that the school you pick — and the house, too — is just right for you and your family.



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Content:

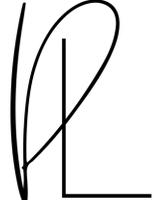
Call to action:

These investment precautions can not only prove fruitful when investing in real estate, but these steps will also make sure that your children have a comfortable childhood and future when it comes to their education.

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

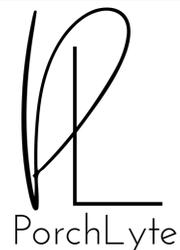
By going live frequently you will keep your people engaged, grow brand awareness and build an audience fast! Here are some favourite examples:

- 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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