



Video Script

- CHEATSHEET FOR REAL ESTATE -

PorchLyte Video Script Tips

PLEASE NOTE:

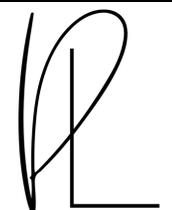
This template contains everything you will need to create compelling videos so that you can leverage its power to attract, qualify and convert new customers to your real estate business.

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 TO AVOID UNEXPECTEDLY BUYING A HAUNTED HOUSE

VIDEO SUMMARY:

Checking whether the house you are purchasing is haunted or not is as essential as knowing the other details of the property. Not all might believe in paranormal activity but living in a haunted house also has its disadvantages. One of those is having lesser market value. It is best to check the property's history and background to avoid inconveniences in the future.

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 AVOID UNEXPECTEDLY BUYING A HAUNTED HOUSE.

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.]****

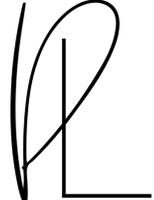
Knowing if the property is haunted might seem to be at the bottom of your checklist when it comes to buying your new home. But you'll realize its importance when you actually start living in a haunted house and experience its inconvenience - flickering lights, lurking shadows, and random noises which keep you awake at night.

In real estate, a haunted house is a home that is believed to have been where murder, suicide, or some other tragedy has taken place.

Although not everyone believes in paranormal activity, purchasing a haunted property can also have another disadvantage aside from living with ghosts. When the property becomes labeled as haunted, fewer people will be interested to buy it. Hence, its value decreases.

So whether you believe in horror stories or not, it would be best to check on the property you are eyeing. Better to be safe than sorry.

First of all, know your state's disclosure laws. Some states require sellers and realtors to disclose information about the house's history. A house that has a history of haunting or crimes fall under "stigmatized property" and must be disclosed to the seller whether they ask or not.



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Content:

However, disclosing stigmatized properties isn't mandatory in many states, so there's a possibility that your sellers might keep you in the dark about it.

In that case, make sure to research the history of the house. The older the house is, the more research you should do. A quick Google search on the address might turn up news articles or events that happened in the past. Check for tragic events such as suicide, crime, murder, and possible paranormal activities.

Check the area surrounding the house. Make sure that the land where the house was built wasn't a graveyard, war zone, or anything similar. You can even search for the town's history if you want to.

If you still have questions that the sellers and the Internet haven't solved, investigate on your own. Go back on your own and talk to the neighbours. Strike up a casual conversation with them and ask them whether they think the house and neighbourhood are good to live in; whether they noticed anything unusual in the past years.

Another important thing to check is the buy, sell, and repair history of the house. A house that's been bought and sold repeatedly in a short period might be a warning sign for something bad. A house that has lost value can also be alarming if the seller did not mention a logical reason.



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Content:

Frequent repairs can be a sign of something unusual too. If their pipes keep breaking for unknown reasons, you might want to think twice about buying that house. You can hire a home inspector to uncover physical defects that the sellers either didn't know about or omitted to mention.

If all else fails, don't be afraid to ask and trust your gut feeling. Go on, ask, "This house isn't haunted, right?" They might think you're weird, but asking in a straightforward manner won't hurt.

Consider the atmosphere of the house. If you feel some unusual energy or that something isn't right, trust that gut feeling. If you have a pet, bring them to see how they would react in the house.



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Call to action:

Be wary of homes that are too good for its price. It might seem a good buy but you might end up purchasing a haunted house. If you're the type of person who's in for a thrill, this might excite you. But this will eventually give you a headache, for sure. So why not just satisfy those thrills by hanging out at a haunted bar while sharing horror stories with your friends.

If you want to know more about this topic, or just want to talk about scary stories, feel free to reach me anytime [\[your contact info\]](#).

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

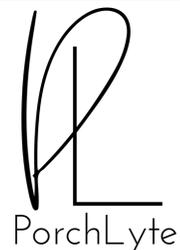
By going live frequently you will keep your people engaged, grow brand awareness and build an audience fast! Here are some favourite examples:

- 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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