



# 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 DECORATE YOUR HOME FOR THE HOLIDAYS WITHOUT HURTING A SALE

### **VIDEO SUMMARY:**

In this video, we're going to talk about How To Decorate Your Home For The Holidays Without Hurting A Sale. Homeowners who are planning or are currently in the process of selling their properties might be having a hard time in deciding whether they should decorate their homes for the holidays. Staging your home for buyers is actually a great idea and can even attract potential buyers.

### **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 DECORATE YOUR HOME FOR THE HOLIDAYS WITHOUT HURTING A SALE**

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!

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### 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.

### Content:

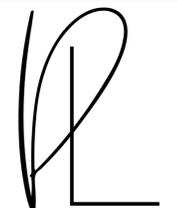
**\*\*[BEFORE YOU START, PLEASE FACT CHECK OUR CONTENT TO MAKE SURE IT RELATES TO YOUR MARKET AND ADJUST IF NECESSARY.]\*\***

It's finally the holiday season! It's the time to work on your home decorations! But how can we ensure that this doesn't turn off potential buyers of our home? No matter how excited we are, as home sellers, we need to keep in mind that our goal is to be able to sell our home.

First, clean up and declutter your home. People want a spacious and well-organized home. Before you add other items like your new decorations, lessen the clutter first. You cannot appreciate the decoration if it just adds up to the mess.

Second, we all want a cozy home. To make potential buyers feel comfortable and at home, you can start by replacing your lightweight pillows and blankets with cozy and chunky textures. Knits and plaid patterns are perfect to add accents to your interior. This will create warmth and provide a pop of holiday color which will make any visitor feel the cozy Christmas spirit.

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### **Content:**

Next is to keep your decorations classic and minimalistic. We know some Christmas decorations can be too loud and colorful. Having decorations that are too loud can ruin the balance in our homes. Meanwhile having too many Christmas decorations can just feel tacky. Try adding only 3-4 decorations per room while sticking to color palettes that can accent your walls and furniture.

Lastly, don't be afraid to be creative but always remember that our main objective should be to enhance the features of your home. You shouldn't include decorations just because it looks festive. You need to consider if it will go well with your home. Is it too big that it will make your space small? Is it too distracting that it catches your buyer's attention away from the essential features of your home? Make sure to choose decorations that will bring out the best out of your home.



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## **Call to action:**

Staging your house during Christmas for potential buyers can definitely be a challenge. Remember that the important thing is for them to feel how sturdy and well-maintained the house is. Don't be afraid to experiment, be creative, and follow your intuition.

Homebuyers will surely appreciate the effort you've spent on decorating your house for the holidays.

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

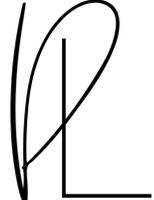
## **CONCLUSION [TIME TO WRAP UP]:**

Once you're done decorating your house for Christmas, please share the photos with us through the comments section of this video.

We'd love to see how you transformed your house!

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:

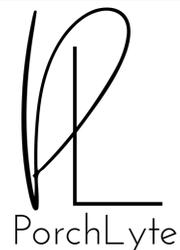
- Hot topics or breaking news
- Go live with an industry leader such as a mortgage broker or home inspection
- Behind the scenes. People love seeing real estate in action. Hence, all the real estate related TV shows.
- Do a demo. Show people how easy it is to stage their home, or unbox the latest in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