



# 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:**

NEW YEAR'S RESOLUTIONS FOR HOMEOWNERS

### **VIDEO SUMMARY:**

Most homeowners have habits that they've been wanting to change and improve! As the new year is coming up, it's the perfect time to create our homeowner's resolutions.

### **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 [Topic] **NEW YEAR'S RESOLUTIONS FOR HOMEOWNERS**

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.]\*\***

The year is finally coming to an end! And what's a better ending to the year than creating homeowner's new year's resolutions. When it comes to home maintenance, I know we all have things or habits that we would like to improve. So I made a list of some common habits that most of us have probably struggled with.

From the list I've made, I want everyone to create lists of their own and share them with me in the comments sections! So, who's with me? Let's start.

Our first resolution is to reorganize your home. I know that I always tell you to declutter and organize your home, but most of us never really have the time to do it. This new year, make time to do changes that you've been wanting to do! Have you been wanting to reorganize your living room? Do it! Have you been wanting to declutter your closet? This time, stop putting things off and do it. Reorganizing your home will definitely give you a fresher outlook and a brighter mood.

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### **Content:**

Our second resolution is to refinance your mortgage. If you're still paying your mortgage off, now might be the perfect time to have it refinanced for a better rate. This is a great idea especially if you have enough savings. Refinancing your mortgage can help you decrease your monthly payments and lower your interest rates. The extra money you save can help you pay off your other bills or pay for your next vacation!

Third, make your home energy efficient. A great way to start the new year is by investing in items that will help you save more. You do not need to spend too much to turn your house into an energy-efficient home. You can start with your lighting. Instead of fluorescent lights, use LED lights. Once you have more budget, you can upgrade your appliances to energy-efficient ones. Aside from saving more, you also get to be more environment-friendly. It's like ticking off two items on your new year's resolution.

The last item on our list is the one that you should always remember: Don't neglect small repairs. Small damages in your home might seem like a minor issue. Something that you can just put off later. But when we always neglect these minor issues, we tend to forget these small damages until it becomes major damage and costs more for a repair. It would be better to address these concerns while they are still more manageable. Trust me. It will save you tons of money in the future.

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### **Content:**

### **Call to action:**

Thinking about a new year's resolution can be a good exercise for you. You get to reflect on the past year, contemplate and set your direction for the new year. So aside from your personal resolutions, be sure to make some for your home, too!

If you want to talk about this topic further or just want to share your new year's resolutions (or get ideas for more new year's resolutions), 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!

Once you've created your own new year's resolutions, don't forget to comment them down below or tag me when you post them on your wall! I would love to see what home habits you would like to change!

Thank you for joining me today and don't forget to tune into my next video!

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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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