



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:

5 MYTHS ABOUT REAL ESTATE AGENTS

VIDEO SUMMARY:

Buyers and sellers often have impressions and opinions about real estate agents - what they do and what it's like to work with them. While some impressions are true, some are also misconceptions. In this video, we are going to discuss five myths about real estate agents.

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] 5 MYTHS ABOUT REAL ESTATE AGENTS.

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.]****

When going through the home buying or home selling process, people will most likely have impressions and opinions about real estate agents. Some impressions are true while some are misconceptions. To clear everything up for future home buyers and home sellers, here are five myths about real estate agents that have been debunked.

First, are real estate agents really necessary? Some buyers and sellers question the importance of using a real estate agent. They think that it is okay to purchase or sell a property without going through a real estate agent.

While this is possible, it is not recommended. It is better to have someone who is knowledgeable in the industry like myself to guide you and help you find the best deal that you could possibly have. Sellers may think that they could save more money by skipping a real estate agent. But with all the convenience and experience that we provide, they're definitely getting the value of having someone like myself in their corner.

Another reason why people think that real estate agents aren't necessary is that they need to spend more money to work with a real estate agent.



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This brings us to our second misconception - having a real estate agent will make your property purchase more expensive.

We earn money through commissions and these commissions are actually paid by the seller. This is negotiated and arranged between the seller and the myself. In fact, we actually work for our clients for free until they finally purchase the property. And sometimes, when a buyer ends up not purchasing a home, we don't get paid.

The third misconception is that all agents are the same. Just like how no two doctors or lawyers are the same, no two real estate agents are also the same. We have different strategies and techniques. We have different experiences in the field of real estate and those years of experience build up how we deal with clients. We also have differences in expertise. Aside from my area of service, we can be focusing on selling condominiums, while another could be a specialist in finding the perfect home for retirees. That's why it's important to hire a real estate agent that would suit your needs, and not just hire any real estate agent.



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Moving on to our next myth. It's quite common for people to think that it's okay for a buyer to use the seller's agent. In reality, this is not okay as it might cause a conflict of interest among other things.

The seller's agent is hired by the seller solely to sell their house. Everything that the seller's agent does is in the seller's best interest. A buyer should instead hire a buyer's agent that can help them all throughout the homebuying process. Buyer's agent act in the best interest of the buyer which includes negotiating prices for the benefit of the buyer.

Lastly, people think that agents will say anything to make the sale. Their perception about real estate agents is that we are only doing our jobs just for the sale. However, being a real estate agent means being an advocate of the buyer or seller. Agents represent the buyer or seller and our objective is to facilitate the sale of a home. Since we represent our client, our recommendations will always be in favour of our clients. We do not just sell properties. We sell our service. And to be able to provide an excellent service, we need to build a good relationship with our clients by prioritizing our client's needs over profit.



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Content:

Call to action:

Hope I was able to clear out all your misconceptions and provide the truth behind these myths about real estate agents. If you've finally decided to reach out to a real estate agent for your next property transaction, feel free to reach me anytime at [\[your contact info\]](#).

CONCLUSION [TIME TO WRAP UP]:

Using a real estate agent is worth it as we can save you from the stress and hassle of the home selling and home buying process. 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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