

# Agent Video Prep Guide



# Taking the First Step:



↳ Embarking on your journey to create compelling real estate videos can feel daunting, especially if it's your first time stepping in front of the camera. The hardest part often is just getting started, and by turning to this resource, you're already making significant progress.

# Purpose of the Plan:



This plan is designed to be your guide and confidence booster. It aims to streamline creating a listing video or video tour, making it less overwhelming and more approachable. Whether you're showcasing a cozy suburban home or a luxury downtown condo, this plan provides you with a foundational script structure that can be easily adapted to any property.

# What the Plan Includes:



## 01

### **Simple Yet Effective Script Templates**

These are crafted following the KISS principle ("Keep It Simple, Stupid") to ensure clarity and ease of use. They include basic introductions and outros, which are crucial in making a strong first impression and a compelling call to action.

## 02

### **Customizable Scripts**

The templates are designed to be flexible. You can fill in property-specific details, allowing you to highlight unique features and sell points effectively.

## 03

### **Engagement Strategies**

The plan includes tips on creating hooks and engaging content, ensuring your audience remains captivated from start to finish.



# Intended Outcome:



**By utilizing this plan, you'll be able to create engaging and professional-looking videos that showcase your properties in the best light and demonstrate your expertise as a real estate agent. It's all about making your first step into video marketing a confident and successful one, paving the way for greater visibility and engagement in your real estate business.**



# EXAMPLE OF A BASIC SCRIPT

"Hi, I'm [Agent's Name] with [Brokerage Name], and today we're at this stunning property located at [Address] in [Neighborhood]. This home features an open-concept layout, modern finishes, and a breathtaking backyard oasis. Let's go take a look."

## **Family Home in Suburban Area:**

"Hi, I'm [Agent's Name] with [Brokerage Name], and today I'm thrilled to show you around this beautiful family home at [Address] in the peaceful [Neighborhood]. This property offers a spacious layout perfect for family living, a large, sunlit backyard, and is just minutes away from top-rated schools. Let's go take a look."

## **Modern Downtown Condo:**

"Hello, I'm [Agent's Name] from [Brokerage Name], and welcome to this sleek, modern condo located at [Address] in the vibrant heart of [City's Downtown Area]. Featuring a minimalist design, high-end appliances, and an incredible city view, this space is perfect for urban living. Let's go take a look."

## **Historic Home in a Quaint Neighborhood:**

"Hi there, I'm [Agent's Name] with [Brokerage Name], and today we're exploring this charming historic home at [Address] in the quaint [Neighborhood]. This home is a perfect blend of classic architecture and modern amenities, nestled in a community rich with history. Let's go take a look."

## **Luxury Estate in Exclusive Area:**

"Hello, I'm [Agent's Name] from [Brokerage Name], and today I have the privilege of taking you through this luxurious estate at [Address] in the exclusive [Neighborhood]. This property boasts bespoke design, unrivaled craftsmanship, and sprawling grounds. Let's go take a look."

# EXPANDED SCRIPT

## WITH HOOK AND SUMMARY



### Hook

"Ever dreamed of a home where style meets comfort? Welcome to our newest gem."



### Introduction

"Hi, I'm [Agent's Name] from [Brokerage Name], and today I'm excited to showcase this elegant property at [Address]."



### Brief Summary of the Home

"Step inside to discover four spacious bedrooms blending relaxation with chic design, and three bathrooms offering luxury in every detail. The heart of the home is a state-of-the-art kitchen, perfect for culinary adventures.

In the living room, floor-to-ceiling windows open up to serene outdoor views, creating a tranquil living space. Upstairs, the master suite is a retreat, complete with a spa-like bathroom and a private balcony for those peaceful moments.

The real showstopper? Our backyard oasis, featuring a custom pool, outdoor kitchen, and plenty of space for entertaining."



### Transition to Tour

"Join me as we explore why this property at [Address] is not just a house, but a dream home waiting for you. Let's take a closer look."

# Additional Tips

**Practice:** Run through the script multiple times to become comfortable.

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**Personality:** Let your natural style and personality shine through.

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**Visual Engagement:** Use gestures to invite viewers along as you transition between sections.

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**Pacing:** Speak clearly and at a moderate pace to ensure viewers can easily follow.

**Eye Contact:** Maintain eye contact with the camera to connect with your audience.







# Contact Information

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