



DANWEBB.
PHOTOGRAPHY

REAL ESTATE AGENT VIDEO GUIDE

What are the benefits of appearing on camera?

1. Appearing on camera provides you with the opportunity to genuinely share your enthusiasm for the property you are representing for sale which increases credibility with potential buyers.
2. By appearing in your videos, you will increase interest and keep viewers engaged longer.
3. Your image builds YOUR brand!

The “intro” or introduction.

A great way to start your video is by introducing your property and yourself in front the of property entrance.

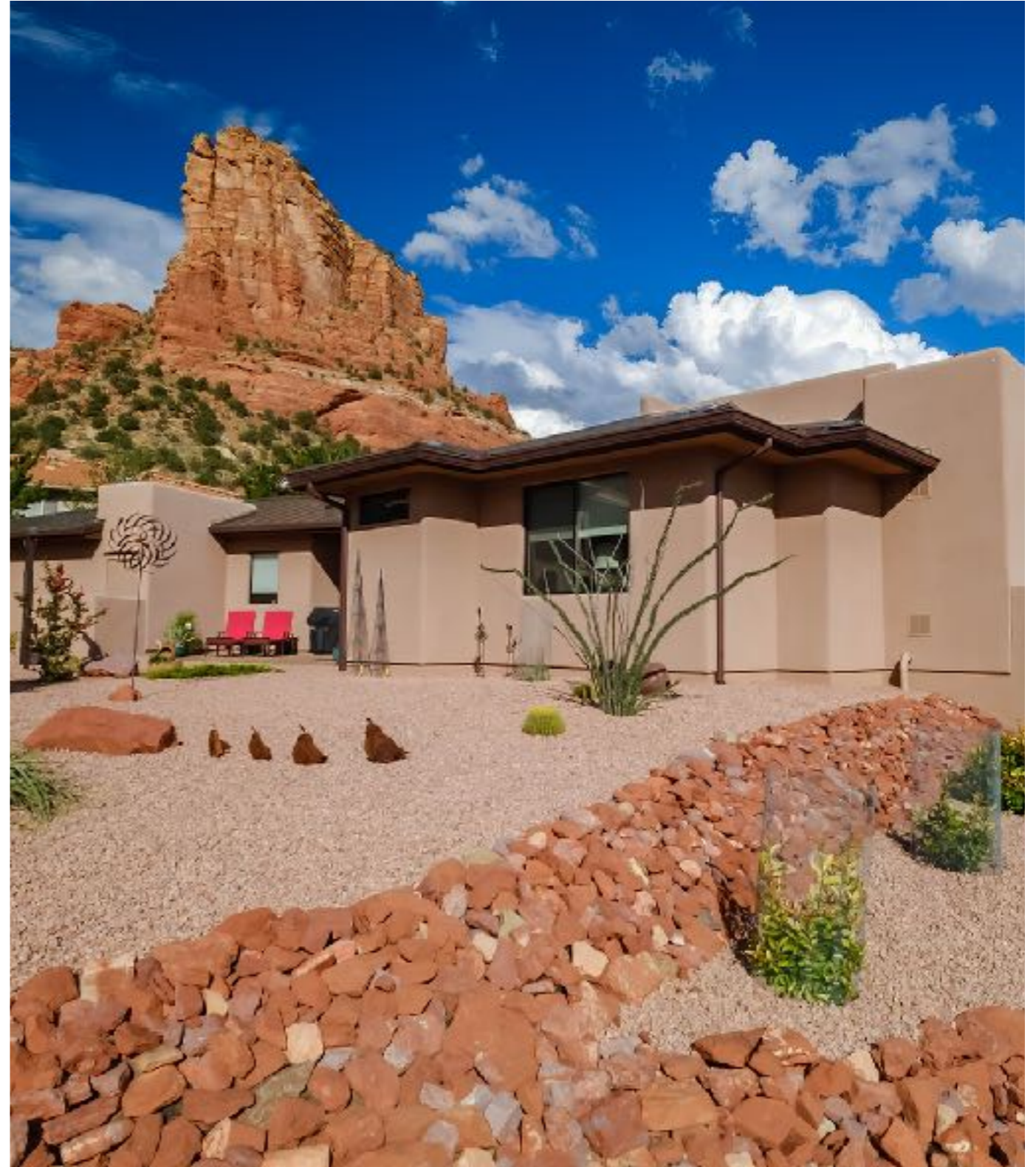
Sample script for your introduction:

“Welcome to the Smith Street House, with views of the red rocks. My name is James Bond. Come inside with me and let me show you around.”

Write down your property name and feature below to help you remember

Property Name:

Feature/Location:



03 Sell the top three.

Sell the top three features and benefits of three areas of the home.

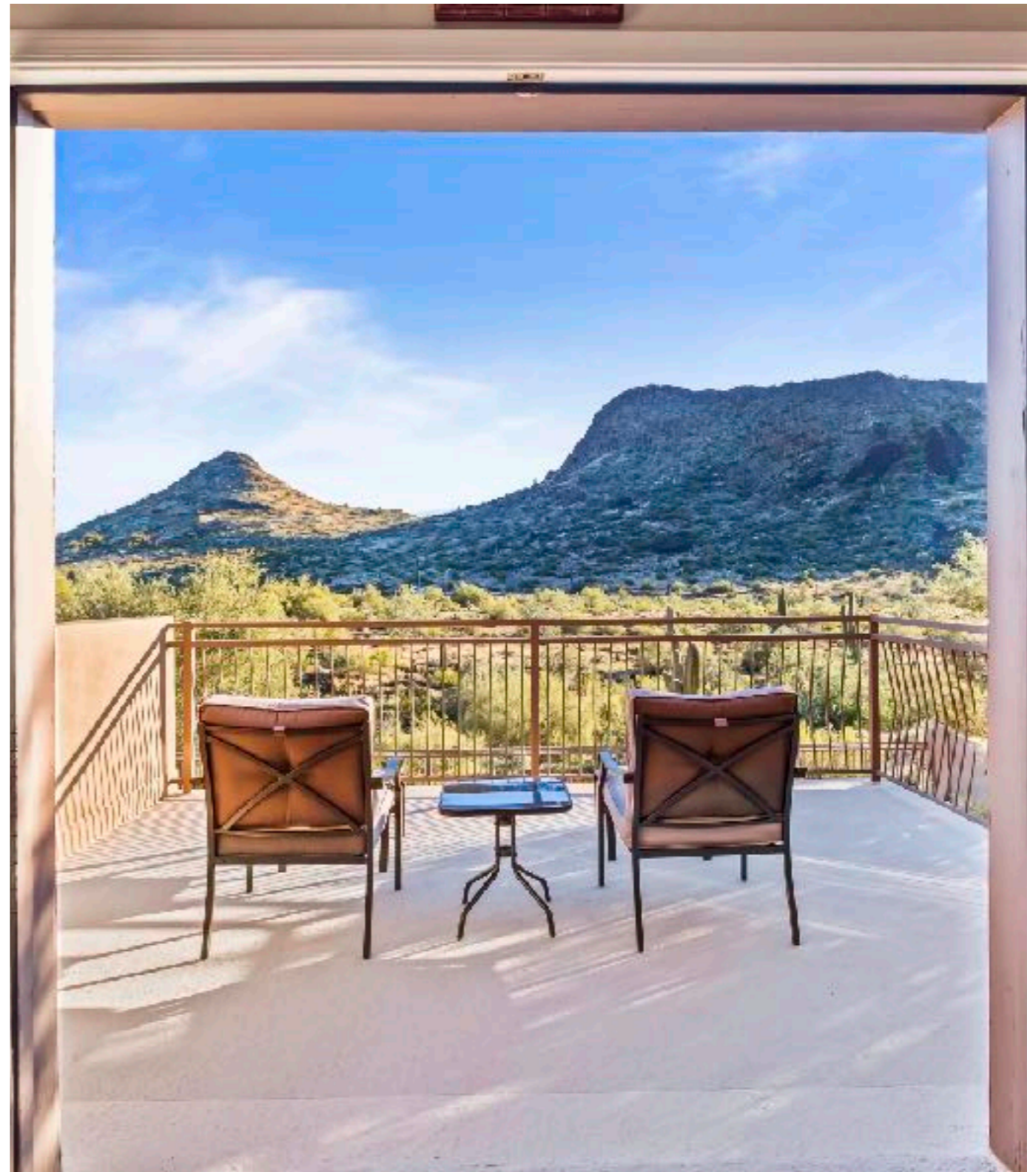
Pick three features and benefits in each area of the home and point them out. For example, you may walk through the kitchen and point out three features of the kitchen; stone countertops, double ovens, farm sink, gas stove, etc...

Sample script for each area based on a kitchen scene:

“Step into this wonderful gourmet kitchen featuring stone countertops, double ovens, and an island that seats four.”

Write down your three features below to help you remember:

1. _____
2. _____
3. _____



03 Pick Three Main Areas to Highlight.



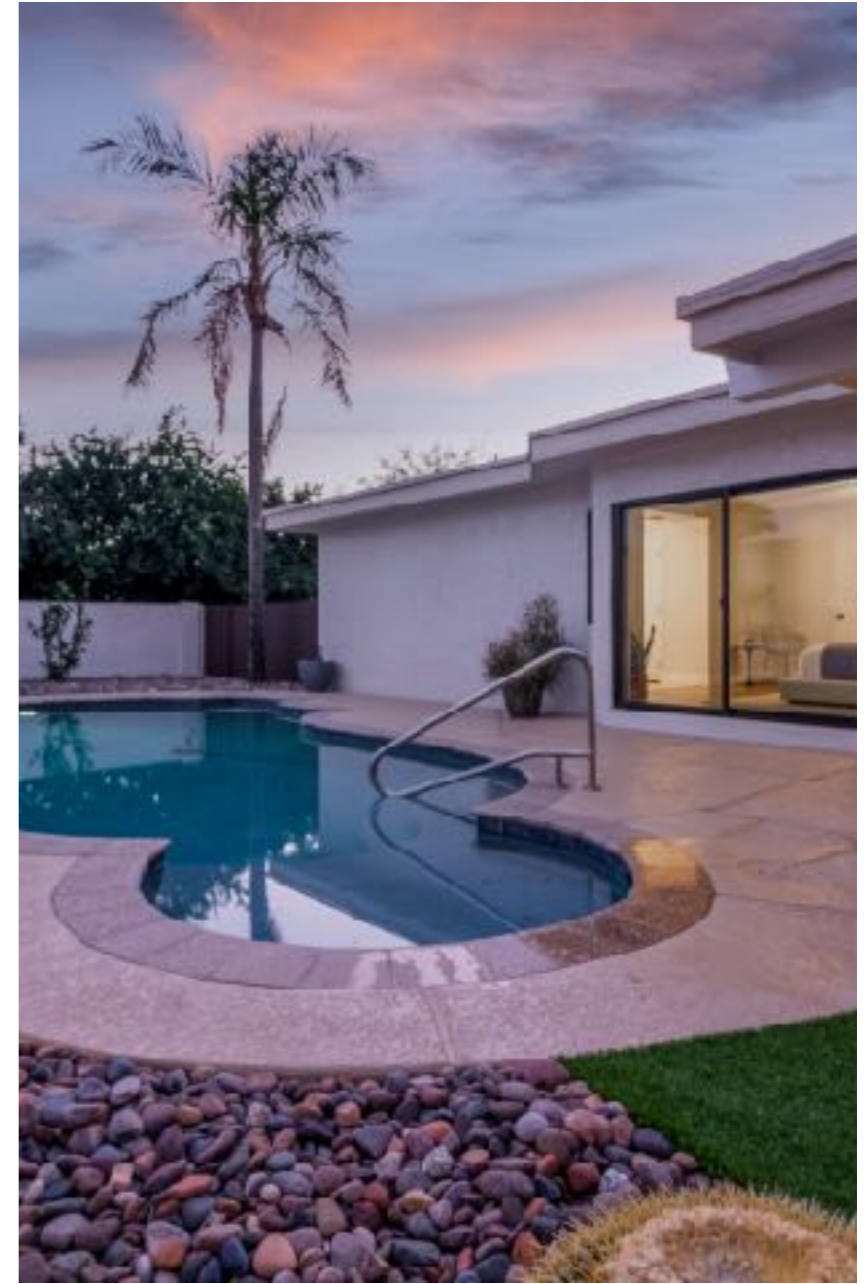
Notes for Area #1:

1. _____
2. _____
3. _____



Notes for Area #2:

1. _____
2. _____
3. _____



Notes for Area #3:

1. _____
2. _____
3. _____

The “outro” or closing statement.

Thank your viewers for watching your video, offering them something and then asking for an action.

Sample script for your outro.

“Thank you for touring the Smith Street home with me today. I am excited to help you make this your new home! Get in touch today to setup a private showing.”

