

90 DAYS OF REALTOR VIDEO SCRIPTS

A READY-TO-RECORD
VIDEO CONTENT CALENDAR



**SHOW UP
CONSISTENTLY**



**PROVIDE
VALUE**



**GROW
YOUR BUSINESS**

*Simple
Scripts.
Big Results.*



MONTH 1 | ATTRACT BUYERS AND SELLERS

DAY 01 | Stop Waiting for Mortgage Rates to Drop

If you're waiting for mortgage rates to drop before buying a home, remember: you're probably not the only one waiting. If rates come down, more buyers could enter the market, bringing more competition. That doesn't mean you should rush. Focus on what you can comfortably afford today instead of trying to predict tomorrow. If you're thinking about buying, let's make a plan that works for you.

DAY 02 | The Biggest Mistake Sellers Make

One of the biggest mistakes homeowners make when selling is overpricing from day one. Everyone wants the most money possible, but pricing too high can cause a home to sit. The longer it sits, the more buyers wonder what's wrong. The goal isn't the highest starting price. It's generating strong interest. Let's talk about a pricing strategy.

DAY 03 | You Don't Need 20% Down

Still think you need 20% down to buy? Some conventional programs allow as little as 3% down. FHA can allow 3.5%, and eligible VA and USDA buyers may qualify for zero down. Qualifications and other costs vary, but don't assume you must save 20% before starting. Ask a mortgage professional about your options.

DAY 04 | What Does Contingent Mean?

Ever see a house listed as contingent? Usually the seller accepted an offer, but conditions remain, like financing, inspection, or another home sale. Depending on the situation, the seller might consider backup offers. Don't automatically give up on a home just because it says contingent. Ask your agent what's possible.

DAY 05 | Three Things Buyers Notice Immediately

Buyers start judging a home before they walk inside. First, curb appeal: does the outside look cared for? Second, smell: strong odors can turn buyers off. Third, lighting: dark rooms can feel small. These are often inexpensive improvements. If you're selling, start with what buyers notice first.

DAY 06 | Prequalified vs. Preapproved

Prequalified and preapproved aren't necessarily the same. Prequalification often begins with information you provide. Preapproval typically includes more detailed review of credit, income, assets, and finances. Processes vary and neither guarantees final approval. But a strong preapproval can help you shop confidently. Know where you stand before touring.

DAY 07 | Should You Buy the Worst House on the Best Street?

You've heard: buy the worst house on the best street. Is that smart? Sometimes. Cosmetic updates in a desirable location can be an opportunity. But outdated countertops and foundation issues are very different. Understand repairs and potential value before buying. A bargain isn't a bargain if repairs overwhelm your budget.

DAY 08 | Your Zestimate Isn't an Appraisal

An online home value estimate is exactly that: an estimate. It may not reflect renovations, condition, or unique features. And it isn't a professional appraisal. Online tools are a starting point, not a final answer. Want to know what your home might sell for? Let's review comparable sales.

DAY 09 | Why Some Homes Sell Faster Than Others

Why can two similar homes sell so differently? Price, condition, presentation, and marketing. Great photos and easy showings help a well-priced home get attention. An overpriced home that's difficult to see may struggle. Selling isn't just putting a sign outside. It's positioning your home for the right buyers.

DAY 10 | The Truth About Closing Costs

Saving for a down payment? Remember closing costs, which may include lender fees, title services, appraisal, insurance, and prepaid taxes. Costs vary by loan and location. You may also be able to negotiate seller concessions toward eligible expenses. Ask your lender to estimate your total cash needed at closing.

DAY 11 | Should You Sell Before You Buy?

Already own a home and want to move? Selling first clarifies your budget and may avoid carrying two mortgages. Buying first can simplify the move but add financial pressure. There's no universal answer. Your finances, market, and comfort level matter. Let's compare both paths before you decide.

DAY 12 | What Is Earnest Money?

Earnest money is a deposit that shows the seller you're serious. At closing it's usually credited toward your purchase. But backing out without contractual protection could put that deposit at risk. Rules vary by state and contract. Understand your deadlines and contingencies before you sign.

DAY 13 | Don't Renovate Everything Before Selling

Thinking of remodeling your kitchen before listing? Not every renovation pays for itself. Fresh paint, cleaning, minor repairs, and landscaping can sometimes deliver more value for less. Buyers may not share your design tastes. Before spending thousands, let's identify the improvements that make sense for your property.

DAY 14 | The House Has Been Listed for 60 Days

A home has been listed for 60 days. Does that mean something is wrong? Not necessarily. It might have started overpriced, had limited showings, or simply missed its buyer. Depending on the market, longer listing time may create negotiating opportunities on price, costs, or repairs. Find out why it hasn't sold before making an offer.

DAY 15 | The First Offer Isn't Always the Worst Offer

Sellers, the first offer isn't automatically the weakest. Sometimes the most motivated buyer shows up first. Waiting for another offer could help, or you could lose a qualified buyer. Evaluate price, financing, contingencies, and timing. A strong offer is more than a number.

DAY 16 | What Happens at a Home Inspection?

A home inspection isn't about finding perfection. It's about understanding what you're buying. Inspectors review accessible components like roofing, electrical, plumbing, HVAC, and structure. Nearly every report finds something. Focus on the difference between routine maintenance and major concerns. Use the inspection to make an informed decision.

DAY 17 | Why Your Monthly Payment Matters More Than Price

Two houses with the same price can have very different monthly costs. Taxes, insurance, HOA dues, and mortgage insurance all matter. A cheaper home with higher taxes might cost more each month. Shop around a comfortable monthly budget, not only the list price. Understand the full cost before falling in love.

DAY 18 | Should You Accept an Offer Below Asking?

An offer below asking isn't automatically a bad offer. Asking price is a marketing choice; an offer shows what a buyer is willing to pay. Compare recent sales, listing time, and the buyer's terms. Negotiating with a qualified buyer may beat waiting indefinitely. Use numbers, not emotion.

DAY 19 | Can You Buy With Student Loans?

Student loans don't automatically stop you from buying. Lenders consider income, credit, assets, and monthly obligations. Different mortgage programs may calculate student debt differently. Don't assume you're disqualified. Let a lender evaluate your specific situation before postponing homeownership.

DAY 20 | Why Professional Listing Photos Matter

Most buyers first see your house online. Your photos are the first showing. Dark or blurry pictures can make a great property look unappealing. Strong photos show the layout, light, and features. They won't fix an unrealistic price, but they can improve first impressions. Presentation online matters.

DAY 21 | Is New Construction Really Easier?

New construction sounds easy: new systems, no previous owners, and modern finishes. But ask what's included in the base price, which upgrades cost extra, and what happens if construction is delayed. Also understand who represents your interests. Before entering the builder's sales office, know the process and the total cost.

DAY 22 | The Problem With Chasing the Perfect House

The perfect house probably doesn't exist. One has a great kitchen but small yard. Another has a great location but dated finishes. Decide which features are essential and which you can change later. A house meeting your most important needs may be better than waiting forever for every wish.

DAY 23 | Why Open Houses Aren't Just for Buyers

An open house isn't just about selling that afternoon. It can help early-stage buyers discover the home, make access easier, and generate feedback on pricing and presentation. Not every property needs one and there's no guarantee of a sale. But strategically, it can be a useful marketing tool.

DAY 24 | Can You Buy a House With Credit Card Debt?

Credit card debt doesn't automatically disqualify you from a mortgage. Lenders consider your monthly debt, income, credit, and other factors. Big payments can limit your qualifying amount. And paying off debt might not help if it drains your closing funds. Ask your lender before making major financial moves.

DAY 25 | What Is a Seller Concession?

A seller concession means the seller agrees to contribute toward eligible buyer expenses. Depending on the loan and deal, it may help with closing costs or a rate buydown. Rules and limits apply, so it's not free cash. But the right concession can reduce a buyer's upfront burden.

DAY 26 | Should You List Your House During the Holidays?

You don't automatically have to wait until spring to sell. Holiday seasons can bring fewer shoppers, but some are highly motivated. You might also face less competing inventory. Schedules and weather can make showings harder. The best timing depends on your property, local demand, and goals.

DAY 27 | The Appraisal Came in Low. Now What?

What if a home appraises below the agreed price? Don't panic. Depending on the contract and loan, the parties might renegotiate, the buyer might bring extra cash, or another permitted solution may exist. An appraisal reconsideration may be appropriate if relevant information is missing or incorrect. Understand the contract before deciding.

DAY 28 | Why You Shouldn't Make Big Purchases Before Closing

Under contract and excited to buy furniture? Wait. New credit accounts or financing expensive items can change your credit and monthly obligations, affecting approval. Preapproval doesn't mean your finances stop mattering. Before a car, furniture financing, or another credit card, talk with your lender.

DAY 29 | What Does As-Is Really Mean?

Sold as-is usually means the seller doesn't plan to make repairs. It doesn't automatically eliminate inspection rights or disclosure obligations. Those depend on the contract and law. Buying as-is can work, but know the property's condition and your rights before committing.

DAY 30 | Is Now a Good Time to Buy?

People ask whether now is a good time to buy. A better question is: is it a good time for you? National rates and prices matter, but so do your income, savings, budget, plans, and local market. There's no perfect market for everyone. Make a decision based on your circumstances, not a headline.

MONTH 2 | BUILD TRUST AND EXPERTISE

DAY 31 | Are Buyers Finally Getting More Negotiating Power?

More available listings can give buyers additional choices and, in some markets, room to negotiate. But national trends don't describe every neighborhood. Some properties still sell quickly; others sit. The opportunity comes from knowing where buyers have leverage and where they don't. That's why local market knowledge matters.

DAY 32 | What Happens When a Listing Expires?

A home was listed but didn't sell. That doesn't mean nobody wants it. Pricing, marketing, presentation, and market conditions all matter. Before relisting, understand what happened the first time. A fresh strategy helps most when it addresses the actual problem.

DAY 33 | The Difference Between Price and Value

A home listed for \$500,000 isn't automatically worth \$500,000. Asking price is what the seller seeks; market value reflects what buyers may pay for comparable homes. Review recent sales, condition, current competition, and market activity. Asking price starts the conversation; it doesn't settle it.

DAY 34 | Can You Negotiate on New Construction?

New construction prices aren't always nonnegotiable. Builders may offer closing cost help, upgrades, or rate buydowns, sometimes instead of reducing the sticker price. Incentives may require a preferred lender. Compare the complete deal before accepting a promotion.

DAY 35 | Why the Highest Offer Doesn't Always Win

The highest offer doesn't always win. A seller may prefer slightly less money with stronger financing, fewer risks, or better timing. Price matters, but so do contingencies and certainty. A competitive offer is about the whole package, not only the number.

DAY 36 | What Is a Mortgage Rate Buydown?

A mortgage rate buydown uses funds to reduce the rate or payment. A temporary buydown lowers early payments that later increase. A permanent buydown generally involves upfront cost for a lower rate. Neither is automatically better. Ask your lender to compare upfront costs, future payments, and break-even timing.

DAY 37 | Should You Sell Your House As-Is?

You don't need to fix everything before selling. Selling as-is may save you from managing renovations, but buyers may account for repairs and uncertainty in their offers. Sometimes a few improvements help; sometimes they don't justify the cost. Compare repair costs, property condition, and demand.

DAY 38 | Three Red Flags During a Home Tour

Three things to watch on a home tour: water stains, doors or windows that don't operate properly, and strong musty smells. None automatically means walk away, but each deserves investigation. A beautiful kitchen is nice; understanding the entire home's condition matters more.

DAY 39 | What Is Home Equity?

Home equity is the difference between your home's estimated value and what you owe against it. If a home is worth \$400,000 and the mortgage is \$250,000, that's about \$150,000 in equity before selling costs and other obligations. Equity changes with values and loan balances. Curious about yours? Let's review it.

DAY 40 | Why Your Neighbor's Sale Doesn't Determine Your Value

Your neighbor got a great price. Does that mean yours is worth the same? Not necessarily. Size, layout, condition, renovations, lot, and sale timing all matter. One sale helps, but several relevant comparables and current competition give a better picture.

DAY 41 | What Is a Buyer Representation Agreement?

Before touring homes, you may need to sign a buyer representation agreement. It explains services, compensation, and your relationship with the agent. Applicable industry rules require written agreements before certain tours. Compensation is negotiable. Ask questions and understand the terms before signing.

DAY 42 | Who Pays the Buyer's Agent?

Who pays the buyer's agent? It depends on the agreement and transaction. Compensation is negotiable; sellers may agree to cover some or all, while buyers may have obligations in other deals. There's no universal commission rate required by law. Understand the agreement before touring.

DAY 43 | What Does Days on Market Tell You?

Days on market shows how long a property has been listed, but context matters. Thirty days might be unusual in one area and normal in another. Check price changes and prior listings too. It's a clue, not a verdict, and can inform your offer strategy.

DAY 44 | Why Your First Showing Matters

Sellers, clutter, dirty floors, and burned-out lights can undermine a beautiful house. Buyers form impressions quickly. Clean surfaces, good lighting, and accessible rooms help people focus on the property. You don't need perfection; you need a home that feels cared for.

DAY 45 | What Happens After Your Offer Is Accepted?

Offer accepted! Next may come earnest money, inspections, financing, appraisal, and important contract deadlines. Then closing documents and the final walkthrough. Exact steps vary by state and transaction. Getting accepted is exciting, but there's still work to do before closing.

DAY 46 | Is Buying a Condo Different From Buying a House?

Buying a condo usually means owning a unit plus an interest in shared property. Expect association fees, rules, and shared maintenance. The association's finances can also affect financing and future costs. Review documents, budgets, insurance, and potential assessments before buying.

DAY 47 | What Is a Special Assessment?

A condo special assessment is an additional charge an association may impose for expenses like major repairs or unexpected costs. Sometimes those amounts are significant. Ask about existing and proposed assessments. The purchase price and monthly HOA fee may not show the full picture.

DAY 48 | Why You Shouldn't Waive Inspections Automatically

Waiving an inspection might make an offer more competitive, but it can expose you to expensive unknown problems. A beautiful home may have plumbing, electrical, or structural issues. Different contract structures may be possible. Understand the risk before giving up protection.

DAY 49 | Is a Price Reduction Bad News?

A price reduction doesn't automatically signal a problem. The seller may be responding to feedback or market changes. Buyers may see an opportunity; sellers may attract fresh interest. What matters is whether the new price makes sense relative to competing homes.

DAY 50 | Should You Buy a House With an HOA?

An HOA may maintain shared amenities, but it may also have rules about parking, exterior changes, and rentals. Review dues, restrictions, services, and financial health. An HOA isn't automatically good or bad. It needs to fit your lifestyle and budget.

DAY 51 | What Is an Appraisal Gap?

Suppose a home sells for \$450,000 but appraises for \$430,000. That's a \$20,000 gap. Lenders generally use the lower of purchase price or appraised value in their loan calculations. The buyer may need extra cash or a negotiated solution. Know your contract before offering above value.

DAY 52 | Three Questions to Ask Before Making an Offer

Before offering, ask: How does the price compare with recent sales? How long has it been listed? What do we know about the seller's preferred timing and terms? These answers help shape a stronger offer. Smart strategy isn't always offering the most money.

DAY 53 | What Does a Title Company Do?

Title work helps identify ownership records, liens, and other property issues. Depending on the state, title companies, attorneys, and other professionals handle different closing tasks. Title insurance may cover certain ownership-related risks. It isn't flashy, but it's important.

DAY 54 | Should You Offer Asking Price?

A home lists for \$400,000. Should you offer exactly that? Maybe. Review comparable sales, condition, competing listings, and buyer interest. Some asking prices are high; others attract multiple offers. Build an offer around the market and your budget, not just the number on the sign.

DAY 55 | The Difference Between a Home Warranty and Insurance

Homeowners insurance generally covers certain damage and liability, subject to the policy. A home warranty is typically a service contract for specified systems or appliances. Both have costs, exclusions, and limits. Read what's covered before assuming every repair will be paid for.

DAY 56 | Why a Home Can Fall Out of Contract

A pending home is suddenly available again. Why? Financing might have failed, inspections raised concerns, or the parties couldn't agree on terms. Sometimes the reason has nothing to do with condition. Ask what happened before deciding whether to revisit the property.

DAY 57 | Should You Stage an Empty House?

Empty rooms can make it hard to picture furniture or judge scale. Staging can show how spaces function. But full staging isn't always cost-effective; a few pieces or clearly labeled virtual staging may help. The goal is helping buyers picture themselves there.

DAY 58 | What Is a Final Walkthrough?

Before closing, the final walkthrough helps you confirm the property's condition, agreed repairs, and contract expectations. It's not a substitute for an inspection. Think of it as a last opportunity to spot issues before signing.

DAY 59 | Can Sellers Help Buyers With Closing Costs?

Sellers, sometimes contributing toward eligible closing costs helps a buyer more than an equivalent price reduction. The right choice depends on loan rules, buyer needs, and your net proceeds. Compare the full financial outcome before negotiating.

DAY 60 | What the National Housing Numbers Really Mean

Headlines about national home sales don't tell you everything about your neighborhood. One city may have rising inventory while another has few listings. Different price ranges can also behave differently. Before deciding based on a headline, examine the market where your property is.

MONTH 3 | START CONVERSATIONS

DAY 61 | Should You Wait Until Spring to Sell?

Spring can bring more buyers, but also more competing listings. Selling another time may mean fewer shoppers but less competition. There is no universal best month for every property. Look at your goals and local conditions before choosing a listing date.

DAY 62 | Your Mortgage Rate Isn't Your Entire Housing Cost

A mortgage rate is only part of your housing cost. Taxes, insurance, maintenance, and HOA fees also affect the budget, and some can change. Compare the total ownership cost, not just the loan payment. Choose a home that fits after move-in, too.

DAY 63 | Is a Fixer-Upper Worth It?

A home needs paint, flooring, and a kitchen update. Should you pass? Not necessarily. Cosmetic work can create opportunity, but you need realistic estimates and a good inspection. Outdated finishes and structural damage are very different. Run the numbers beyond the purchase price.

DAY 64 | Can You Ask the Seller to Make Repairs?

An inspection finds a problem. Can you request repairs? Often yes, depending on the contract. You might negotiate repairs, price, or another solution, but the seller needn't agree to everything. Focus on significant issues affecting safety, condition, and value.

DAY 65 | Why Homes Are Sitting Longer in Some Markets

Some homes are taking longer to sell. Borrowing costs, increased choices, and seller expectations can all contribute. A slower market doesn't mean homes stop selling. It means pricing, presentation, and negotiation become especially important. Follow your actual local market.

DAY 66 | What Does a Real Estate Agent Actually Do?

An agent does more than open doors. A good agent helps evaluate pricing, understand conditions, navigate contracts, negotiate terms, track deadlines, and solve problems. Buying or selling has many moving parts. The goal is to help you make informed decisions throughout.

DAY 67 | Can You Buy Before Selling Your Current Home?

Buying your next house before selling may be possible if you can qualify to carry both. Other options may include a home-sale contingency or specialized transition financing. Each has costs and risks. Start with your current home's value and a lender conversation.

DAY 68 | Three Things That Can Hurt Your Home's Value

Three things that turn buyers off: deferred maintenance, strong odors, and unrealistic pricing. Small visible issues can make people worry about bigger ones. You don't need perfection, but addressing obvious concerns helps create confidence.

DAY 69 | Should You Pay Points for a Lower Rate?

Paying points generally means upfront cost for a lower mortgage rate. The question is how long monthly savings take to repay that cost. If you sell or refinance early, it may not be worthwhile. Ask your lender for a break-even comparison using real numbers.

DAY 70 | Why You Need a Homebuying Budget Before Shopping

Before touring homes, decide what monthly payment is comfortable, not merely what a lender will approve. You'll still pay for utilities, maintenance, groceries, and everything else. Start with your lifestyle budget, then find a home that fits.

DAY 71 | The Hidden Costs of Owning a Home

Mortgage payments aren't the only ownership cost. Roofs wear out, appliances break, and water heaters fail. You may also have landscaping, snow removal, and association expenses. Keep savings for maintenance and surprises. Financial readiness continues after closing.

DAY 72 | What Is a Seller Net Sheet?

The sale price isn't the amount a seller takes home. A net sheet estimates proceeds after mortgage payoff, commissions, closing expenses, and other charges. Selling for \$500,000 doesn't mean pocketing \$500,000. Estimate your net before planning your next move.

DAY 73 | What Does Under Contract Mean?

Under contract usually means buyer and seller have agreed to a purchase, but the sale isn't complete. Inspections, financing, appraisal, and other conditions may remain. Some deals fall through. If you love a property, ask whether a backup offer is possible.

DAY 74 | Is It Better to Buy a Smaller Home?

Do you really need that much space? Larger homes often mean more utilities, maintenance, and potentially higher taxes or insurance. A smaller home may free up money for other goals. Bigger isn't automatically better. Choose space that fits your life and budget.

DAY 75 | Why a Cash Offer Isn't Always Better

Cash offers can eliminate mortgage approval risk, but aren't automatically best. Compare price, contingencies, proof of funds, timing, and the buyer's ability to perform. A strong financed offer may be better overall. Look at all terms.

DAY 76 | Should You Buy a Home With Solar Panels?

A house has solar panels. Ask whether they're owned, financed, or leased, whether agreements transfer, and what happens with roof repairs. Review actual energy bills. Solar can be valuable, but understand the financial commitments before buying.

DAY 77 | What Is a Backup Offer?

If a home is already under contract, a seller may consider a backup offer. It could become relevant if the first deal falls through, subject to its terms. But backup offers can create obligations. Understand the agreement before signing.

DAY 78 | How Much Is Your Home Really Worth?

Do you know what your house might sell for today? Online estimates and neighbors' sales are only starting points. Condition, features, location, and competing homes all matter. Even if you're not selling now, knowing your estimated value can help you plan. Ask for a market analysis.

DAY 79 | Should You Buy a Home With an Older Roof?

An older roof isn't automatically a dealbreaker. Condition matters, though age can affect insurance and costs. Consider an evaluation by a qualified roofer and understand potential repair or replacement expenses. Get facts before deciding or negotiating.

DAY 80 | What Happens if Interest Rates Fall After You Buy?

If mortgage rates fall after you buy, refinancing may be an option depending on your qualifications and loan. But it isn't guaranteed and can cost money. Don't buy assuming you can refinance later. Make sure today's payment works; future refinancing should be a possible bonus.

DAY 81 | Why a Lower Price Isn't Always the Better Deal

One home costs less but needs major repairs. Another costs more but has updated systems. Which is the better deal? Consider condition, repair costs, financing, and future ownership expenses. The cheapest purchase isn't always the least expensive home to own.

DAY 82 | What Does a Seller Disclosure Tell You?

Seller disclosures may identify known property issues, but requirements vary widely by state. A disclosure is not a home inspection, and a blank form doesn't prove there are no problems. Understand the rules and investigate the property independently.

DAY 83 | Why Some Sellers Offer Rate Buydowns

A seller may contribute toward an eligible rate buydown instead of lowering the asking price. That can affect monthly payments, but results depend on the loan, cost, and whether the buydown is temporary or permanent. Have a lender compare the options.

DAY 84 | The Difference Between List Price and Sold Price

List price is what a seller asks, not necessarily what the property sells for. Some homes sell above asking; others sell below or include concessions. Look at recent closed sales and terms, not only active listings, to understand the market.

DAY 85 | Should You Make an Offer on a House That Needs Work?

Would you consider a house with old flooring, dated paint, or a kitchen that isn't your style? Those things may be changeable. Location, lot, and floor plan can be harder to change. Don't overlook a property's potential because of cosmetic details.

DAY 86 | What Happens if a Seller Gets Multiple Offers?

With multiple offers, a seller may accept one, counter one, or negotiate with several. Buyers may not get another chance to improve their offer. Know the home's value, your budget, and acceptable terms before submitting. Compete without overextending yourself.

DAY 87 | Three Reasons Your Home Isn't Selling

No offers? Consider three possible causes: uncompetitive pricing, weak presentation, or buyer concerns about condition or access. Review feedback and competing listings. Instead of waiting and hoping, diagnose the issue and adjust the plan.

DAY 88 | How Do You Know You're Ready to Buy?

Ready to buy? Consider income stability, savings for upfront costs and emergencies, a comfortable monthly payment, and how long you expect to stay. You don't need perfection, but you do need a realistic plan that supports your goals.

DAY 89 | Why You Should Interview Real Estate Agents

Before choosing an agent, ask about experience with your property type, communication, pricing, negotiation, and problem-solving. Understand services and compensation. This is a major financial decision, and you deserve someone who explains the process clearly.

DAY 90 | Your Next Move Starts With a Conversation

You don't have to be ready to move tomorrow to start planning. Maybe you want to know your home's value, how much you can afford, or what to do six months before moving. A good plan starts early. If buying or selling is on your mind, send me a message and let's talk.

RECORDING CHECKLIST

- Record vertically on a phone in a quiet, well-lit room.
- Read the script naturally; aim for about 30-45 seconds.
- Trim the beginning and end and add captions.
- Use the video title as your on-screen hook.
- Publish to your preferred short-form platforms.
- Verify local regulations, brokerage rules, and financing details before posting.

Ready to put a 90-day video plan into motion?

Reach out to talk through which formats fit your market and how to set up your first batch of scripts. Call or email to schedule a short planning session, or visit the website for more guides and resources.



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