**Social Video Scripts and Directions**

Short, selfie-style videos are the most effective form of content you can post on social media today. And the good news is that all you need to make an effective social video is your smartphone and a well-lit area.

Set up your phone in portrait mode (up and down), hit record on your camera, and deliver the “Talking Points.” After you’ve edited your video, post it on your preferred social media platforms using the “Social Post Caption.”

***NOTE:*** The highlighted lines included with each script are *suggestions* for ways to make your short video interesting. Feel free to be creative with your own ideas! [Review this Member Training](https://dashboard.thepaperlessagent.com/lessons/2022-08-17-club-session/) for more info.

Table of Contents

**1. Home Remodeling Projects ROI 2**

[Talking Points](#_il4b8es6tdct) 2

[Social Post Caption](#_j4whrb1kybmc) 2

**2. Maximize Your Homes Value 3**

[Talking Points](#_gvt6k79hheom) 3

[Social Post Caption](#_g2eu5r4ubhtx) 3

**3. Smart Planning 4**

[Talking Points](#_wvq63dyj7z3) 4

[Social Post Caption](#_ruyinho4r63x) 4

**4. Top 3 Home Remodeling Projects with the Highest ROI 5**

[Talking Points](#_bk2f6tdluuhb) 5

[Social Post Caption](#_la0j778niw9e) 5

# Home Remodeling Projects ROI

##

## Talking Points

*[Stand next to a home improvement project, hold up a bucket of paint, or some prop that suggests home improvement (tape measurer, painters tape, etc.)]*

* Did you know some simple home upgrades can nearly double your investment when it’s time to sell?
* Hi, I’m [Your Name] with [Your Company], and I love helping homeowners maximize their home’s value without breaking the bank.
* I recently shared a blog post about home remodeling projects with the best return on investment, and the results are eye-opening! For example, replacing your garage door has a 194% ROI—that’s nearly double your money back. Upgrading to a steel entry door? That’s another 188% ROI. And if you’re considering a minor kitchen remodel, even modest updates can make a big impact on resale value.
* If you’re thinking about selling, or just want to make smart upgrades, let’s talk! I can help you focus on the projects that will make the biggest impact. Check out the full blog post for more details—link’s in my bio—or reach out directly with any questions. I’d love to help!
* Whether you’re upgrading to enjoy your home more or getting ready to sell, let’s make your next project a smart investment!

## Social Post Caption

💡 Want to double your money on home upgrades?

Some simple projects can deliver HUGE returns when it’s time to sell! 🚪✨ Did you know replacing your garage door can have a 194% ROI? Or that a steel entry door upgrade offers 188% ROI?

Check out my latest blog post to learn about the top home remodeling projects with the best bang for your buck. 💸

Thinking of selling or making updates to your home? Let’s chat—I’m here to help you make smart investments! 🏡

[Link to Blog Post]

#homeimprovement #smartinvestments #realestateinvestment #DIYprojects

# Maximize Your Homes Value

## Talking Points

*[Sit down at a table like you’re just having lunch with a friend sharing this new info you’ve learned]*

* Want to know the secret to getting the best return on investment when selling your home?
* Hi, I’m [Your Name] with [Your Company], and I’m here to help you make smart decisions about your home upgrades—especially if you’re thinking of selling soon!
* Did you know that 7 out of the 10 best ROI projects are all about boosting your home’s curb appeal?
* Simple exterior upgrades—like a fresh garage door or a stone veneer—can make your home stand out and give you the best bang for your buck.
* The housing market has shifted—buyers now have more options, and they’re being pickier about what they choose. That’s why first impressions matter more than ever. Projects that boost curb appeal leave a lasting impression and can make your home the one buyers can’t resist.
* Want to know which upgrades make the most sense for your home? Or curious about how today’s market trends affect your selling potential? Check out my full blog post or send me a message. I’d love to help you get the most value out of your home!
* Whether you’re selling or just want to add value to your home, I’m here to guide you every step of the way!

## Social Post Caption

✨ Ready to maximize your home's value? ✨

7 out of the 10 best ROI projects for homeowners are all about curb appeal! 🏡 From a sleek new garage door to a touch of stone veneer, these simple upgrades can make your home stand out to buyers and give you the best return on investment.

With today’s market offering buyers more options, making a strong first impression is key. Want to know which projects are worth it and how they fit into current trends?

🎥 Watch the video for quick insights, and check out my blog for the full scoop! Or send me a message—I’d love to help you make the smartest choices for your home.

#RealEstateTips #HomeValue #CurbAppealMatters #HomeSellingTips #ROI

# Smart Planning

## Talking Points

*[Walk around your neighborhood or an area that you service]*

* Did you know a home remodeling project can have an ROI of *over 100%*? But here’s the catch—it all depends on smart planning!
* Hi, I’m [Your Name], your trusted real estate expert with [Company]. If you’re thinking about remodeling to boost your home’s value, it can feel overwhelming to know where to start. Don’t worry—I’ve got tips to help you plan for success and get the highest ROI!
* 1. Set Clear Goals**:** Ask yourself—why are you remodeling? Are you fixing critical issues, improving functionality, or prepping to sell? Your ‘why’ will guide your decisions and help you focus on projects that give you the best return.
* 2. Get Inspired the Smart Way: Gather ideas from platforms like Pinterest, Houzz, and even open houses in your area. Look for practical updates that stand out to buyers but won’t break your budget.
* 3. Prioritize ROI Projects: Exterior updates like fresh paint, landscaping, or a new front door offer some of the *highest* returns. Focus on curb appeal—it’s what buyers notice first!
* 4. Plan Your Budget & Timeline: Research costs, set a realistic budget, and always include a contingency fund for unexpected surprises. Also, break your project into phases if needed to keep it manageable.
* Planning is the key to a stress-free remodel with maximum ROI. Want more tips? Check out my blog or reach out—I’d love to help you get started on the right track!

## Social Post Caption

Thinking about remodeling your home to boost its value? 🏡💰 The ROI on a home remodeling project can be upwards of 100%, but it all comes down to how well you plan!

Follow these key steps to help you get started right—whether you're improving for yourself or preparing to sell. From setting clear goals to prioritizing the projects with the highest ROI, I’ve got you covered!

Need more info? Check out the full blog post or DM me—let's chat about your home improvement plans!

#HomeRemodeling #RealEstateTips #ROI #CurbAppeal #HomeImprovement #ValueBoost #PlanningForSuccess

# Top 3 Home Remodeling Projects with the Highest ROI

##

## Talking Points

*[Change up the angles of the camera with each talking point]*

* Want to know how to get the most bang for your buck when it comes to home remodeling? Let me share three simple projects that can give you an ROI of over 100%!
* First up, replacing your garage door. This simple change costs around $4,500, but can boost your home’s resale value by nearly $8,800—giving you a return of 193%! A new garage door can totally transform the look of your home. Go for modern, insulated steel, or a custom carriage-style door for the best results.
* Next, a steel entry door. For just over $2,300, you can increase your home’s value by more than $4,400—almost doubling your investment! Not only does it enhance curb appeal, but it also improves security and energy efficiency.
* Lastly, manufactured stone veneer. This one’s a bit more expensive at around $11,000, but it can add $17,000 in resale value—giving you a 153% ROI. It’s a great way to elevate the exterior of your home with an upscale, low-maintenance look.
* I’m [Your Name] with [Company] and I’m here to help you make the best investment decisions for your home.
* If you’re interested in learning more about these remodeling projects or need help figuring out which ones make sense for your home, check out my latest blog post (link in bio)! And of course, feel free to reach out if you have any questions.

## Social Post Caption

💡 Thinking about remodeling your home? Here's how to get the most ROI on your investment! 💰

From a new garage door to a steel entry door and manufactured stone veneer, these 3 home improvement projects can give you an ROI of over 100%! 🔨✨

Want to learn more about these high-impact upgrades and how they can boost your home's value? Check out my new blog post for all the details!

#HomeRemodeling #ROI #HomeImprovement #CurbAppeal #RealEstateTips #HomeValue #InvestInYourHome #Remodeling #RealEstate