**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.

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# Where is the [AREA] Real Estate Market Headed This Year?

##

## Talking Points

*[Print out a copy of the January 2024 MVP Report. Hold it up to the camera as you say the first line.]*

* Are you planning to buy or sell a home this year?
* If so, you won’t want to miss this real estate market update!
* I’m [NAME] with [COMPANY] in [AREA], and…
* We just released our national real estate market outlook, where we share economists’ predictions for the coming year.
* In it, we answer your biggest questions like…
* Where are mortgage rates and home prices headed?
* What will it take to bring buyers and sellers back to the market?
* And what it all means for YOU!
* Here in [LOCAL MARKET], we’re currently seeing… *[Provide a local market update. Is your market matching the national trends? This may be anecdotal or you can provide statistics.]*
* But could all this change in the coming year? Click on the link in the caption to find out.
* Then contact us with any questions or to schedule a free consultation. We’d love to help you achieve your real estate goals this year!

## Social Post Caption

Thinking about buying or selling a home in 2024?

Watch this video for an update on our local real estate market.

Then, read our latest blog post to find out about economists’ predictions for the coming year!

🔗 [Link in Bio]

#realestate #realestateagent #realestatetips #realestateforecast #housingmarket2024

# Cut Costs on Your [AREA] Home Insurance with These 4 Proven Tips

## Talking Points

*[Hold up an envelope and piece of paper that looks like an opened bill as you say the first line.]*

* Has your homeowner’s insurance premium gone up?
* If so, you’re not alone.
* Rates have risen across the country, but these 4 tips can help you cut costs.
* 1. Bundle your home and auto policies to save on both.

2. Consider raising your deductible, which may reduce your premium.

* 3. Ask your agent about disaster-proofing or home security upgrades that could score you a discount.
* And 4. Comparison shop each year to make sure your price is competitive.
* If you’re ready to save, reach out for a referral to an insurance broker who can help you shop around for the best rate.

##

## Social Post Caption

Has your homeowner’s insurance premium gone up? These four tips can help you cut costs.

And if you’re ready to save, reach out for a referral to an insurance broker who can help you shop around for the best rate.

📲 [insert your phone number]

📧 [insert your email address]

#realestate #realestateagent #homeownertips #homeownersinsurance #propertyinsurance

# Selling Your Home in 2024? Must-Know Trends in [AREA] Real Estate Market

## Talking Points

*[Hold up or stand in front of one of your “For Sale” signs. ]*

* Are you thinking about selling a home this year?
* If so, we have some good news for you!
* Declining mortgage rates could bring more buyers back to the market.
	+ US: And analysts predict that rates should trend down in the coming year.
	+ CAN: And many analysts expect that the Bank of Canada will cut rates in the coming year.
* Listing inventory will remain historically low.
	+ Here in [AREA], we’re seeing… *[provide insight on whether inventory is increasing or decreasing locally]*
	+ But we’re still short of the housing supply needed for a balanced market.
* The desire to own a home is still strong.
	+ Surveys consistently show that [Americans/Canadians] want to own a home.
* If you’re planning to sell this year, call us to learn more about how you can make the most of the 2024 real estate market!

## Social Post Caption

📣 3 Must-Know Trends for [AREA] Home Sellers in 2024

Watch this video to learn more. Then give us a call to find out what your home could sell for in 2024.

📲 [insert your phone number]

📧 [insert your email address]

#realestate #realestateagent #realestatetips #homesellertips #realestateforecast

# 5 Essential Home Improvement Resolutions for 2024

##

## Talking Points

*[Pull out any New Year’s props you may have, like a hat or balloons.]*

* Are you making New Year’s resolutions?
* If so, you might want to add these 5 to your list.
* They’ll help you make the most of your home in 2024.
* 1. Declutter and organize.
* We suggest tackling one room each month so you don’t get overwhelmed.
* 2. Stay on top of maintenance.
* Try adding recurring tasks to your calendar to ensure you stay on track.
* 3. Cut down on energy use.
* You can schedule an energy audit to identify issues.
* 4. Invest in home security.
* Consider a monitored security system or upgrades to your exterior lighting.
* 5. Freshen up your space.
* This could be as simple as adding some new throw pillows or accessories.
* And if you need any help getting your home ready for the year ahead, reach out for a referral to one of our recommended trade professionals.
* We’d love to hear from you!

## Social Post Caption

Add these resolutions to your list if you want to make the most of your home in 2024.

And if you’d like some professional help with any of these tasks, reach out for a referral!

📲 [insert your phone number]

📧 [insert your email address]

#realestate #realestateagent #homeownertips #homeimprovements #homeownerresolutions

# Brighter Days Ahead for [AREA] Home Buyers!

## Talking Points

*[Hold an open umbrella over your head as you say the first line. Close it as you say the second line.]*

* Last year was a dark one for many home buyers.
* But the year ahead is looking brighter!
* First of all, homeownership may become more affordable.
	+ Analysts are predicting that mortgage rates will trend down in the coming year, which could save you a bundle.
* Second, record-high price appreciation has slowed.
	+ Here in [AREA] we’re seeing… *[provide some local insight on price increases/decreases]*
	+ But, it’s nothing like the skyrocketing price increases we experienced during the pandemic.
* Finally, lower demand is giving buyers more bargaining power.
	+ In fact, buyers in [AREA] are finding…*[provide some local insights on concessions and incentives that buyers can expect]*
* If you’re hoping to buy a home this year, call us to learn more about how you can make the most of the 2024 real estate market!

## Social Post Caption

The year ahead is looking brighter for [AREA] home buyers! ☀️

Watch this video for 3 market predictions that suggest 2024 is your year to find the home of your dreams. Then reach out for a free consultation so we can get started!

📲 [insert your phone number]

📧 [insert your email address]

#realestate #realestateagent #homebuyertips #firsttimehomebuyer #realestateforecast

# YouTube - Where is the [AREA] Real Estate Market Headed This Year?

*[Print out a copy of the January 2024 MVP Report. Hold it up to the camera as you say the first line.]*

* Are you planning to buy or sell a home this year?
* If so, you won’t want to miss this real estate market update!
* We’re going to answer your biggest questions like…
* Where are mortgage rates and home prices headed?
* What will it take to bring buyers and sellers back to the market?
* And what it all means for YOU!
* I’m [NAME] with [COMPANY] in [AREA].
* And if you'd like to see more videos like this one, then be sure to hit the subscribe button for more [AREA] real estate news and advice.
* Now let’s get started!
* Here in [LOCAL MARKET], we’re currently seeing…
	+ *[Provide a local market update. Is your market matching the national trends? This may be anecdotal or you can provide statistics.]*
* But could all this change in the coming year?
* Well, here’s what economists are projecting for the[US/CANADIAN]real estate market in 2024.
	+ *[Say the prediction below and then summarize it in your own words using the blog post as a guide. You may want to add some commentary relevant to your local market.]*
		- US:
			* Home Prices Will Remain Relatively Stable
			* Mortgage Rates Should Finally Trend Down
			* Lower Rates Will Bring Some Buyers And Sellers Back To The Market
			* The Housing Supply Shortage Will Persist
		- Canada:
			* Mortgage Rates May Drop Sooner Than Expected
			* Despite Lower Rates, A Weakening Economy Could Chill Demand
			* Home Prices Will Face Headwinds, But May Climb With Lower Rates
			* Buyers Should Have More Choices, But A Supply Shortage Will Persist
* If you have any questions about these predictions and how they might impact your plans to buy or sell a home this year, reach out.
* We’d love to share our insights and help you navigate this evolving real estate market!