



# Agent Intro Video Scripts

#1

Give the address and location of the property first to grab the viewer's attention.

"Today I'm going to give you a tour of \_\_\_\_\_ (address). A \_\_\_\_\_ (beautiful, newly built, fully renovated, conveniently located, etc.) property in \_\_\_\_\_ (city/town) Florida. My name is \_\_\_\_\_ and I'm with \_\_\_\_\_ (brokerage/team). Now let's go take a look!"

#2

Grab the viewer's attention with a question.

"Curious about what it's like to live in \_\_\_\_\_ (neighborhood, town, city)? My name is \_\_\_\_\_ with \_\_\_\_\_ (brokerage/team) and today I'm going to show you! Let's take a tour of my new listing at \_\_\_\_\_ (address)!"

#3

Start with a description and/or fact about the area.

### Example

"Welcome to sunny Cocoa Beach, Florida where you can enjoy living the island lifestyle all while being only 45 minutes away from downtown Orlando."



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#4

Begin with a fact about the property that makes it unique.

**Examples**

"Welcome to the most sought-after property in this neighborhood!"

"Welcome to one of only 8 units in this waterfront complex!"

"Welcome to the only home currently for sale in this neighborhood/complex!"

#5

Hook the viewer's attention by mentioning the specific town/neighborhood/street.

**Example** - Come take a look at Viera's newest listing \_\_\_\_\_ (address)! This incredible property includes 4 bedrooms, a pool, and a bonus room (insert features). Ready for your virtual tour? Let's go!