



# THE 30 SECOND VIDEO CHALLENGE

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# PROMPTS

**1. Market Update** - "What's happening in your local market this week? Quick stats on home prices and sales!"

**2. New Listing Highlight** - "Check out this stunning [insert feature, e.g., waterfront] property! Quick tour of the best features."

**3. Neighborhood Spotlight** - "Discover the charm of [Neighborhood Name]! Here's why it's a top choice for homebuyers."

**4. Home Buyer Tips** - "Thinking of buying a home? Here's one crucial tip you need to know."

**5. Seller Tips** - "Ready to sell? Here's a quick tip to boost your home's value before listing."

**6. Open House Preview** - "Join me this weekend for an open house at [Address]. Here's a sneak peek!"

**7. Referral Partners** - "Hey meet \_\_\_\_\_. They are one of our referral partners and can help you with all of your \_\_\_\_\_ needs"

**8. Behind the Scenes** - "Ever wondered what a day in the life of a real estate agent looks like? Here's a glimpse!"

**9. Client Testimonial** - "Hear from one of my happy clients! [Client's Name] just closed on their dream home."

**10. Quick Staging Tip** - "Want to make your home irresistible to buyers? Try this quick staging tip."

**11. Explaining Mortgage Rates** - "Confused about mortgage rates? Here's what today's rates mean for you."

**12. Home Renovation ROI** - "Thinking of renovating? Here's one project that offers a great return on investment."

**13. Meet the Team** - "Meet [Team Member Name]! They're the powerhouse behind \_\_\_\_\_."

**14. Pet-Friendly Properties** - "Looking for a home for you and your furry friend? Check out these pet-friendly listings!"

**15. Upcoming Community Event** - "Don't miss the [Event Name] this weekend in [Neighborhood]! Here's what you can expect."

**16. First-Time Homebuyer Advice** - "Buying your first home? Here's a tip to make the process smoother."

**17. Exploring Local Schools** - "Have kids? Here's a quick look at the best schools in [Neighborhood]."

**18. Common Buyer Mistakes** - "Avoid this common mistake when making an offer on a home."

**19. Virtual Tour Promo** - "Can't make it in person? Check out this virtual tour of our latest listing!"

**20. Seasonal Home Maintenance Tip** - "Keep your home in top shape! Here's a quick seasonal maintenance tip."

**21. Investment Property Insight** - "Looking to invest in real estate? Here's a property with great potential."

**22. How to Boost Curb Appeal** - "First impressions matter! Here's a simple way to boost your home's curb appeal."

**23. Why Choose Me as Your Agent** - "Why choose me to help you buy or sell? Here's what sets me apart."

**24. Local Business Feature** - "Support local! Check out [Business Name], one of the best spots in [Neighborhood]."

**25. Real Estate Term Explained** - "Not sure what [Real Estate Term] means? Here's a quick explanation!"

# SHORT STARTERS

## 1. Market Update

"Hi, this is [Your Name] with your quick market update! This week, [City/Neighborhood] saw [Number] homes sold with an average price of [Price]. If you're thinking about buying or selling, now's a great time to chat!"

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## 2. New Listing Highlight

"Take a look at this gorgeous [type of home, e.g., 3-bedroom, 2-bathroom] in [Neighborhood]! From its [feature, e.g., modern kitchen] to the [feature, e.g., spacious backyard], this home is perfect for [type of buyer, e.g., a growing family]. Want to see more? Let's schedule a tour!"

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## 3. Neighborhood Spotlight

"Welcome to [Neighborhood Name], one of the hidden gems in [City]! With its [features, e.g., tree-lined streets and top-rated schools], it's no wonder so many people are making this their home. Let's explore what makes this area so special!"

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## 4. Home Buyer Tips

"Hey future homeowners! Here's a quick tip: Get pre-approved before you start shopping. It gives you a clear budget and makes your offer stronger when you find your dream home. Ready to start your journey? I'm here to help!"

# SHORT STARTERS

## 5. Seller Tips

"Thinking about selling your home? Here's a tip: Boost your curb appeal! A fresh coat of paint and some landscaping can make a big difference. First impressions matter, and I can help you get your home market-ready!"

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## 6. Open House Preview

"Hi everyone! Join me this Saturday at [Address] for an open house. This [type of home] has [number] bedrooms and [number] bathrooms, plus a beautiful [feature, e.g., backyard deck] perfect for entertaining. See you there!"

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## 7. Referral Partner

"Hey, we want you to meet [NAME] from [BUSINESS NAME]. They've worked with several of our clients and come highly recommended by us! [NAME] can help with all of your [plumbing, hvac, painting, etc] needs. Their contact info is listed below!"

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## 8. Behind the Scenes

"Ever wondered what a day in the life of a real estate agent looks like? It's more than just showing homes! From negotiations to marketing, I'm here working hard to get you the best deal. Want a closer look? Let's go behind the scenes!"

# SHORT STARTERS

## 9. Client Testimonial

"I love helping clients find their dream home! Here's what [Client's Name] had to say about their experience working with me: '[Client's Quote].' Ready to make your own success story? Let's get started!"

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## 10. Quick Staging Tip

"Getting ready to sell? Here's a quick staging tip: Declutter and depersonalize. Buyers need to envision themselves in your space, and a clean, neutral canvas helps them do just that. Need more staging advice? I've got you covered!"

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## 11. Explaining Mortgage Rates

"Mortgage rates got you puzzled? Here's the scoop: Today's rates are at [current rate]% for a [type of loan, e.g., 30-year fixed]. What does that mean? Lower rates can mean lower monthly payments! Want to see how much home you can afford? Let's chat!"

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## 12. Home Renovation ROI

"Thinking about renovating before you sell? Focus on the kitchen! A minor kitchen remodel can have a big return on investment. Need advice on which projects pay off? I can help you maximize your home's value!"

# SHORT STARTERS

## **13. Meet the Team**

"Meet [Team Member Name], the backbone of our team! From managing transactions to coordinating with clients, they ensure everything runs smoothly. Together, we're committed to making your real estate journey seamless and successful!"

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## **14. Pet-Friendly Properties**

"Looking for a home that's perfect for you and your furry friend? Check out these pet-friendly properties! Spacious yards, nearby parks, and pet-friendly neighborhoods are just a few things we can help you find. Let's find the perfect spot for the whole family!"

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## **15. Upcoming Community Event**

"Hey [City/Neighborhood]! Don't miss the [Event Name] this weekend! Whether you're into [activities, e.g., food trucks, live music], there's something for everyone. It's a great way to meet your neighbors and enjoy our vibrant community. See you there!"

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## **16. First-Time Homebuyer Advice**

"First-time homebuyer? Here's a tip: Don't skip the home inspection! It's your chance to uncover any hidden issues before you commit. Need more advice on buying your first home? I'm here to guide you every step of the way!"



# SHORT STARTERS

## **17. Exploring Local Schools**

"Got kids or planning to start a family? Check out [School Name], one of the top schools in [Neighborhood]! Great schools add value to your home and your child's education. Want to learn more about the best schools in the area? Let's talk!"

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## **18. Common Buyer Mistakes**

"Buying a home? Avoid this common mistake: Don't skip the pre-approval process. It's crucial to know what you can afford before you start looking. Need help navigating the buying process? I'm here to make it easy!"

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## **19. Virtual Tour Promo**

"Can't make it to the open house? No worries! Check out this virtual tour of our latest listing at [Address]. Explore every room from the comfort of your home. Like what you see? Let's schedule a personal tour!"

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## **20. Seasonal Home Maintenance Tip**

"Keep your home in tip-top shape with this seasonal tip: As we head into [Season], clean those gutters! It prevents water damage and keeps your home looking great. Need more home maintenance tips? I've got plenty!"

# SHORT STARTERS

## **21. Investment Property Insight**

"Looking to invest in real estate? Check out this property at [Address]. With a [feature, e.g., steady rental income], it's a great opportunity to build wealth. Interested in learning more about real estate investments? Let's discuss your options!"

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## **22. How to Boost Curb Appeal**

"First impressions matter! Here's a quick curb appeal tip: Add some fresh flowers or a new doormat to your entryway. It's an easy way to make your home more inviting. Need more tips to make your home shine? I'm here to help!"

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## **23. Why Choose Me as Your Agent**

"Wondering why you should choose me as your real estate agent? I bring [number] years of experience, a deep understanding of the local market, and a commitment to putting your needs first. Let's work together to make your real estate dreams come true!"

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## **24. Local Business Feature**

"Supporting local businesses is key to a thriving community! Today, I'm spotlighting [Business Name], the best place in [Neighborhood] for [product/service]. Whether you're a resident or just visiting, you've got to check this place out!"

# SHORT STARTERS

## 25. Real Estate Term Explained

"Not sure what 'contingency' means in real estate? It's a condition that must be met for a sale to go through, like a home inspection or financing. Understanding these terms is crucial to a smooth transaction. Have more questions? I'm here to clarify the details!"



In the fast-paced world of real estate, where trust and transparency are paramount, harnessing the power of video in your marketing arsenal is not just an option, but a necessity. It's the key that unlocks the door to genuine connections, as it enables you to showcase properties, convey your expertise, and highlight the value you bring to every transaction. Embrace the visual medium, and let your videos speak volumes about your commitment to finding the perfect homes, building relationships, and securing a brighter future for your clients.



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