

REEL SCRIPT STARTERS

Six fill-in-the-blank scripts for agent reels. Swap in your details, film vertical, and keep every take under 45 seconds.

1 — Listing Launch

First 2 seconds decide whether they keep watching — lead with the strongest fact.

HOOK: "Stop scrolling — _____ just hit the market in _____."

BODY: "It's a _____-bed, _____-bath with _____ — but the thing everyone will talk about is _____. Homes like this in _____ don't sit long."

CTA: "Comment or DM me ' _____ ' and I'll send you the full tour before the first open house."

Delivery tip: Film the hook standing in front of the best feature, not the front door.

2 — Just Sold Story

Results content builds trust better than any slogan — tell it as a story, not a brag.

HOOK: "This home in _____ just sold — here's what it took."

BODY: "My sellers needed _____. We _____ — professional media, _____, and _____. The result: _____."

CTA: "Thinking about selling in _____? Let's talk about what your home could do."

Delivery tip: Use real numbers only — days on market, showings, offers. Specifics sell.

3 — Neighborhood Spotlight

Local-expert content wins long-term attention and referrals, not just listing views.

HOOK: "If you're moving to _____, here are 3 things nobody tells you."

BODY: "One — _____. Two — _____. Three — _____. That's why my buyers keep asking about this neighborhood."

CTA: "Want the full neighborhood rundown? DM me ' _____ '."

Delivery tip: B-roll of the actual neighborhood (drone helps) makes this feel premium.

4 — Agent Intro / Personal Brand

People work with people. One good intro reel warms up every future viewer.

HOOK: "I'm _____, and I do real estate differently in _____."

BODY: "Most agents _____. I _____ — because _____. If you've worked with me you know: _____."

CTA: "Follow along for _____, or reach out if you're making a move this year."

Delivery tip: Deliver it walking toward camera — movement holds attention better than a static shot.

5 — 30-Second Market Update

A repeatable weekly/monthly format that positions you as the source of truth.

HOOK: "Here's what the _____ market actually did in _____."

BODY: "Average price: _____. Days on market: _____. Inventory: _____. What that means for you: _____."

CTA: "Want to know what YOUR home is worth in this market? Link in bio / DM me."

Delivery tip: Same format, same day every week or month — consistency beats production value here.

6 — Walkthrough Narration Formula

A structure for agent-led tour reels so you never ramble on camera.

OPEN (at the best feature): "This is the _____ everyone will ask about."

BEAT 1 — Kitchen/living: one sentence on how it lives, not what it is: "_____."

BEAT 2 — Primary suite: one detail buyers can't see in photos: "_____."

BEAT 3 — The surprise: save one reveal for last: "_____."

CLOSE: "_____ — priced at _____. DM me before it's gone."

Delivery tip: One sentence per room, max. Let the footage do the talking between beats.