

# MARKETING MEETING

AUGUST 19TH

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**B-ROLL BEST PRACTICES  
& PERSONALIZING YOUR  
BUYER AND SELLER  
VIDEO SCRIPTS**

# WHAT IS B-ROLL

- B-roll refers to quick, simple video clips that highlight your listings, your local area, and yourself
- Think of it as background footage that adds depth, context, and storytelling power to your content
- It's especially effective on social media, where polished, visual snippets grab attention fast

# BEFORE YOU RECORD

- Clean your camera lens
- Record short clips (5 seconds)
- Move slowly and minimally
- Optimize iPhone settings
  - Settings > Camera > Record Video
  - Choose 4K 60 fps

# MISTAKES TO AVOID

- Holding phone away from body
- Making long, unedited clips
- Fast, jerky camera movements
- Filming at 0.5x zoom

# HIGH IMPACT ADJUSTMENTS

- Use both hands to stabilize phone
- Move your body—not just arms
- Keep your movements subtle
- Stick to 5-second clips
- Capture multiple tight shots

# SMOOTH MOTIONS

- Move camera side to side
- Slightly move forward toward your subject
- Subtle actions like opening curtains or walking

# ORGANIZE YOUR CONTENT

- Make folders/ albums for each type of b-roll on your phone
- Examples of categories to group videos into: Personal/Realty, Local and Listings

# LISTING B-ROLL

Listing reels are powerful. When done well, they reach a wide net of potential buyers and open conversations with leads with questions like “Is this house still available?”

## EXTERIOR

- Approach the door
- Walk the path
- Porch view

## INTERIOR

- Pan across rooms
- Bathrooms
- Kitchen details

## DETAILS

- Open a door
- Adjust a pillow
- Flip on a light

# LOCAL B-ROLL

Local reels are a secret weapon for attracting locals and people relocating to your area. Remember to capture it when you're out and about!

## RESTAURANTS

- Walking in
- Food arriving
- Ambiance
- Local boutiques
- Street views

## AROUND TOWN

- Sunrise
- Waterfront views
- Walking
- Farmers markets
- Festivals

## NEIGHBORHOOD

- Walking your dog
- Biking
- Filming houses through a rolled down car window

# PERSONAL B-ROLL

Use a tripod or partner up with a friend to help. Showing your face creates instant trust with the viewer.

## AT A LISTING

- Walking in
- Opening curtains
- Adjusting decor
- Greeting a client
- Waving in a mirror

## AT HOME

- Making coffee
- Laptop setup
- Reading on couch
- Working in office

## COFFEE SHOP

- Walking in
- Picking up your coffee
- Typing
- Sipping on a drink

# B-ROLL BEST PRACTICES RESOURCE



**B-ROLL BEST PRACTICES**  
Information courtesy of Coffee & Contracts

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# BUYER AND SELLER VIDEOS

- They explain the process of buying and selling a home
- These live on your landing page on the REMAX Results website
- Send these to clients or potential clients for value-add
- Can be repurposed for YouTube and other social media channels
- Kayla sent the script templates via email

# EDITING YOUR SCRIPT

- Remember to make a copy of the document before editing!
- Read through the script, and see where you can add your personal flair so it sounds like you
- It should be authentic so that viewers get a sense of your personality - and it is easier for you to read!
- Are there a couple of sentences that just don't sound like you? Start there!
- Put the script into your customized ChatGPT and ask it to rephrase to sound more like your tone of voice
- If your best friend asked you about buying or selling, how would you explain it in one sentence? Use this as inspiration for key words and ideas!

WORK ON THESE &  
BOOK TIME TO RECORD  
WITH JULIA



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