

Massive Video guide

Massive



When doing Scripts, remember M.A.S.I.V.E

Mimic

Provide a visual context on how the future home owner would be like staying in the house

Replicate day to day actions - opening windows, walking through hallways, etc

Amenities

Feature + Benefit + Lifestyle, turn amenities into your listing Unique selling points.

For convenience, show footage or infographics of Google map to explain the significance of the amenities

Show

Visually show buyers the features that words cannot fully describe.

For example: Does the house have good ventilation? Show the breeze lifting the curtains. Is the house well-soundproofed? Provide an audio test to prove it

Investment

Explain why the property is a strategic purchase at this price. Some tips are:

Leverage recent neighborhood developments, Appreciation rates of nearby homes and steady increase of ROI as well as why the property stands out against others

Vocals

Your voice should not be just reading off a teleprompter, provide the energy and enthusiasm for the buyers and viewers

Always Smile while talking, the audience can hear it through your voice!

Emotion

Provide your buyers and viewers a sense of emotion, use the FEEL FELT FOUND:

You probably **feel** the price is a bit high, The neighbors **felt** the same until they **found** out the average growth of the neighborhood!