REEL ESTATE SECRETS

Pro Listing Videos in 10 Mins Flat! — Student Handout · Keep this on your phone

THE 10-MINUTE WORKFLOW

1. Import 5 clips in tour order: Exterior → Living → Kitchen → Wow detail → Hero (pool/twilight)
2. Reframe 9:16 — for landscape stills (9 practice stills are landscape, and so are most real listing photos): pinch/fill, re-center, don't accept the default crop. Portrait clips drop straight in — check centering only.
3. Trim — 1-to-2 Second Cut Rule. Cut anything static. Target: 12–15 seconds total.
4. Hook — strongest frame first + hook text for the first 2 seconds only.
5. Feature text — one tag per clip, 3–5 words, timed to that clip only.
6. Safe zone — ALL text in the middle band. Nothing top (UI), bottom (caption/buttons), or right edge (like rail).
7. Captions — Sticker → Captions. Then PROOFREAD: prices, street names, “suite,” “quartz.”
8. Audio — Music at **10–15%**. Voiceover on top, phone 6" from your mouth, quiet room.
9. Cover + grid check — pick the hero frame, THEN adjust the 1:1 grid crop so no text is cut.
10. Post — caption (below), location tag, pin a CTA comment, share to Story with a poll, reply in the first hour.

PRACTICE CHECKLIST — TODAY'S CLASS

[ ] 4–5 portrait video clips imported + trimmed to ~2–3 sec each (reframe any landscape still used instead)
[ ] Hook text on Clip 1 (first 2 seconds)
[ ] Timed feature text on Kitchen or Staircase clip
[ ] Music at 10–15%
[ ] Captions on + proofread — OR voiceover recorded
[ ] Shown to a partner / saved as draft / posted

HOOK FORMULAS — FIRST 2 SECONDS

[Best feature] + [place or price] — “Wait for the twilight pool shot…” · “What $[Price] gets you in [Neighborhood]” · “POV: You just pulled up” · “Tour this [City] stunner in 12 seconds”

FEATURE TEXT — STEAL THESE (3–5 WORDS MAX)

Entrance: “POV: You just pulled up” · Living: “Walls of glass” · Kitchen: “Gourmet chef's kitchen” · Staircase: “That staircase though” · Pool: “Wait for it… twilight”

CAPTION TEMPLATE

[Hook line]
[Beds/baths/sq ft] in [Area] — [feature 1], [feature 2], [feature 3].
[Price] · [Address/Area] — DM “TOUR” for private showing details.
#CityRealEstate #JustListed #[Neighborhood] (3–5 hashtags max)

12-SECOND VOICEOVER — READ IT AS-IS FOR PRACTICE

“Step inside this modern showpiece — walls of glass, an open living space made for entertaining, and a chef's kitchen with a waterfall island. Wait until you see it at twilight.”

QUICK FIXES

- **Sound missing/greyed out?** Business-account licensing — pick another track or use voiceover. Not your fault.
- **Blurry post?** Settings → Media quality → “Upload at highest quality” ON; re-post on strong Wi-Fi.
- **Text hidden?** Move it to the middle band — it's sitting in the caption/button zone.
- **Too long/draggy?** Fewer clips, cut the static middles.
- **No “Use Template” button?** That Reel wasn't templated. Use a saved one from “Listing Inspiration.”

BEFORE YOU POST ANY LISTING — 30-SECOND CHECK

[ ] Price/facts accurate? [ ] Seller's permission? [ ] AI/virtual staging **disclosed**? [ ] Language describes the *property*, not a type of buyer/neighbor? [ ] Location tagged + CTA included?
Never post AI-generated or staged imagery as a real listing without disclosure. When in doubt, ask your broker first.

YOUR 7-DAY CHALLENGE

Post ONE listing Reel this week from a saved template. Send the link to your instructor for one tip back. At 24 hours check Insights: watch time, shares, and saves beat likes.