



OTBx Listing Reel Prep Sheet

Goal: Stop the scroll, showcase the listing, and drive inquiries.

The 4-Scene Structure

Break your video into 4 strategic parts for maximum impact.
Think: Attention, Interest, Desire, Action.

1. THE HOOK (The Most Important Part)

Grab attention in the first 3 seconds. Use dynamic movement, a unique feature, or a compelling question.
Example: Start with a drone fly-through of the backyard or a quick, exciting transition into the front door.

2. FEATURE #1 (The Hero)

Highlight the most impressive aspect of the property. Show it in its best light with smooth, cinematic shots.
Example: Showcase the gourmet kitchen with high-end appliances or the luxurious primary suite bathroom.

3. FEATURE #2 (The Lifestyle)

Demonstrate how this home fits the target buyer's life. Show functionality and flow.
Example: Film a cozy reading nook with a book and coffee, or kids playing in the backyard.

4. THE CALL TO ACTION (The Close)

Tell viewers exactly what to do next. Be clear, direct, and professional.
Example: "Message us for a private showing!" or "Visit the link in our bio for more details."

Delivery Tips & Pro Secrets

DO THIS

- Use bright, natural lighting.
- Keep it short (15–45 seconds).
- Use trending but relevant audio.
- Add captions for accessibility.
- Share across multiple platforms.

AVOID THIS

- Shaky, unstable footage.
- Cluttered backgrounds.
- Overly complex effects.
- Ignoring platform-specific formats.
- Waiting too long to post.

Final Checklist

- | | |
|--|--|
| <input type="checkbox"/> Property Clean & Staged | <input type="checkbox"/> Audio Selected |
| <input type="checkbox"/> Shot List Prepared | <input type="checkbox"/> Captions Added |
| <input type="checkbox"/> Equipment Charged | <input type="checkbox"/> Call to Action Included |
| <input type="checkbox"/> Lighting Checked | <input type="checkbox"/> Ready for Upload |