



LOADIN MEDIA

## The Guide Scripts & Introductions

### Why Intros Matter

The opening of your property video is everything. In under 3 seconds, a buyer decides whether they'll keep scrolling or keep watching. At Loadin Media, we help you start strong. Use this simple guide to craft a script that converts.

## The 3 Script Formats

We recommend three styles: Short, Medium, and Long. Which one you use depends on the property, the platform, and how much presence you want on camera.

### Short Format —Intro Only + Emotional Hook

Length: 8–12 seconds

Style: Quick hello, hand over to visuals

Best For: Social reels, casual listings,

Structure: [Agent Hook Line] → [Quick Invite & Intro] → [Property Visuals]

Examples:

- “Looking for a lifestyle upgrade? I’m Elliot from Loadin Media and I can’t wait for you to see what’s through these doors”
- “This is lifestyle living at its best. I’m Elliot from Loadin Media, Let’s take a look Inside”
- Looking for a place that feels like home the moment you walk in? I’m Elliot from Loadin Media — come and take a look”

Tips:

- Keep energy high and natural.
- Smile as you say your name — it’s the moment buyers connect with your brand.
- Speak as if you’re talking to a friend, invite emotion, connect with the audience.

### Medium Format — Your Presence + Context

Length: 15–25 seconds

Style: This allows more context, short opportunity for B Roll overlay.

Best For: Listings where trust and features both matter

Structure: [Agent Hook Line] → [Key Detail + Add context] → [Invitation] → [Visuals]

Examples:

- “Cafés, schools, and the beach just minutes away, This home sits on 800sqm of prime north facing land, fully renovated and ready for family living. Let’s step inside.”
- “Looking for ocean views, a quiet street, and modern design? This property ticks every box. Come with me.”

Tips:

- Blend lifestyle with property info.
- Move naturally (walk toward camera, open a door)
- Make your last line the handover into the video tour.

## Long Format – Storytelling

Length: 60–120 seconds

Style: Cinematic walkthrough with narration

Best For: Premium listings, lifestyle blocks, YouTube & Trade me videos

Structure: This structure blends Pieces to camera, Broll overlay, and Shot List

Script Flow:

1. Hook + Agent and Property Intro
2. Street Appeal (Allows us to show aerial shots and Surrounding Grounds)
3. Room-by-Room Journey
4. Craftsmanship & Materials Focus- Detail Shots
5. Outdoors & Lifestyle-
6. Future Potential
7. Neighbourhood
8. Closing Hook

Example (Kitchen): “The kitchen is the heart of this home — marble benches, bespoke joinery, and premium appliances. A space made for quiet mornings and evenings entertaining.”

Shot Lists:

Agent Piece to Camera

Walking through Kitchen – Wide Angle

Hand Running over Marble bench- Detail Shot

Tips:

- Mix fact + feeling.
- Pick 3 main focus points and have them as pieces to camera
- Walk naturally through spaces.
- Capture details with you, using soft close draws, looking at feature lights.
- Don’t rush — let rooms breathe.

## **B Roll Highlights your Brand in every video**

B-roll should feel effortless. No acting, just you in the space. A smile, a glance to camera, or a natural gesture is often enough. These are 6 Ideas that you can personalise to every property.

### **1. Walking Toward the Property**

- Shot: Agent walking up the path, smiling, maybe giving a wave to the camera.
- Why: Establishes presence and adds energy right from the start.

### **2. Opening the Front Door / Stepping Inside**

- Shot: Agent opening the front door, looking back with a smile, then walking in.
- Why: Natural transition shot that invites viewers into the home.

### **3. Gesturing in the Kitchen / Dining Area**

- Shot: Agent leaning on the kitchen bench or gesturing toward the open-plan space.
- Why: Kitchen is always a hero shot — this makes the agent part of it without needing to talk.

### **4. Looking Out a Window or Sliding a Door Open**

- Shot: Agent pulls back the sliding doors to show indoor–outdoor flow or pauses at a window with a view.
- Why: Simple, elegant movement that connects agent + property.

### **5. Walking Through a Hallway or Lounge**

- Shot: Agent casually walking through a hallway, or into a living room and taking a seat.
- Why: Gives movement to the edit, and shows how the home flows.

### **6. Outdoor Lifestyle Action**

- Shot: Agent walking across a deck, standing by the pool, or pouring a coffee/wine at an outdoor table.
- Why: Reinforces lifestyle — not just bricks and mortar.

## Tips and Tricks

### On-Camera Presence

- Talk as if to one buyer, not the whole world.
- Keep tone conversational, not salesy.
- Smile — it softens delivery.
- Use natural gestures — don't freeze or overdo it.

### Delivery & Confidence

- Keep your intro short — 2–3 sentences max is perfect.
- Don't memorise word-for-word; bullet points sound more natural.
- Slow your pace slightly — the camera makes fast talk feel rushed.
- If you stumble, reset — we can edit, so don't stress.

### Body Language

- Stand tall, shoulders back, chin slightly lifted — it reads as confident.
- Angle your body slightly toward camera (not square-on) for a flattering look.
- Hands: relaxed by your sides, or use small natural gestures. Avoid crossing arms or fidgeting.
- Move with purpose — walking into a room or opening a door feels natural on film.

### Eye Contact

- Look just above the lens like you're speaking to one buyer.
- If walking, glance at the camera naturally rather than locking on.
- Avoid "darting" eyes — pick a spot and hold steady.

### Angles

- Think of a space in the property that suits a slightly higher camera angle
- Avoid square-on stance — angle your body slightly.
- We'll help frame you to look natural and confident.

## Hook Ideas

The right opening doesn't just look good — it connects, and that's what sells homes.

### Lifestyle Hooks

- "Looking for a lifestyle upgrade? Let's take a look."
- "This isn't just a home, it's a way of living. Come inside."
- "Space, light, and style — this one has it all."
- "Ready for a fresh start? You'll want to see this."

### Location Hooks

- "Right here in the heart of [Suburb], this home has more than meets the eye."
- "Minutes from the cafés, schools, and the beach — welcome to your new home."
- "If you love [local feature], you're going to love this property."
- "It doesn't get more convenient than this — let's step inside."

### Feature Hooks

- "Not your average family home — come and see why."
- "Big on space, big on style, and ready to move in."
- "If natural light is on your wish list, this home delivers."
- "Character on the outside, modern on the inside — let's take a look."

### Emotional Hooks

- "The moment you step inside, you'll feel at home."
- "Looking for something special? You've just found it."
- "Sometimes the right home just feels different — let's show you around."
- "This could be the one you've been waiting for."

## Want a little extra polish?

We offer personalised **script writing + on-camera coaching** as an additional service. We'll help you find the right words, nail your delivery, and step on set with confidence.