

AGENT ON CAMERA

TIP SHEET

1 Dialogue: Prepare Script & Practice Your Message

Example: “Welcome to 123 Apple St! This is John with ABC Properties, and I’m here to show you this amazing new listing in Grand Rapids, MI. Let’s take a look inside!” Take some time to recite your messaging prior to arrival.

2 Wardrobe: Choose Wisely!

Iron your clothes. Choose an outfit you feel comfortable and confident in. Choose colors that compliment the listing or your brand image. Attire should be well-fitting. Try on your outfit ahead of time to avoid last-minute stress.

3 Organize Listing Highlights

Think through the listing, what areas do you want to highlight? Have this outlined in your mind to collaborate more effectively with our video team!

4 Arrive On Time

It’s simple, but timeliness will help you feel more prepared for a great agent-on-camera session! Get a goodnight's rest and drink plenty of water in preparation for your session.

5 Take a Deep Breath!

We understand that being on camera can be a little nerve-wracking. After all, you're not a trained actor! It's our job to make you look good, so always trust the professionals behind the camera.