

Reel Shot List + On-Site Plan

Shoot Day April 14, 2026	Location Nest Realty Office	Time 10:00 – 11:00 a.m.
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Reels

Reel 1 “Unfortunately, the whole ‘move to the valley’ thing actually does make life better...”

Visuals	10 different clips of life in the Shenandoah Valley
Examples	<ul style="list-style-type: none"> • Scenery and views • Activities • Beautiful homes • Restaurants and dining
Text Overlay	“Unfortunately, the whole ‘move to the valley’ thing actually does make life better.”
Caption	<ul style="list-style-type: none"> • Share personal experiences living in the Valley — what it means to you and why you love it • Speak to prospective buyers and what they’re looking for when moving here • CTA: Offer to chat with anyone considering a move to the Valley

Reel 2 “Getting ready to sell you your dream home.”

Visuals	Multiple clips of a realtor stretching and warming up
Text Overlay	“Me getting ready to sell you your dream home” — Optional add: “in 2026” or “in the Shenandoah Valley.”
Caption	Keep it short and sweet — tie back to finding the perfect home.

Reel 3 “5 things I will ALWAYS do as your realtor...”

Visuals	Realtor doing a casual action (sipping coffee, typing, reading), then looks to camera with a head shake or tilt
Text Overlay	“Here are 5 things I will ALWAYS do as your realtor.” + finger point or down arrow emoji on camera look
Caption — 5 “Will” examples	<ul style="list-style-type: none"> • I will make the small fixes that need to happen before we list — what seems minor to you can look like a big expense to a buyer. • I will tell you what a buyer will actually pay so it sells, not stalls. • (Fill in the remaining 3 as needed)

Closing Line	“What I WILL do? Everything humanly possible to get you the highest price, in the least amount of time, with the least amount of stress.”
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Reel 4 **“Allow me to introduce myself.”**

Visuals	Realtor spinning in a chair, doing multiple actions/outfits
Text Overlay	“Let me introduce you to my team...” “The one who takes you to tour homes” “The one who negotiates” “The one who goes to inspections” “The one who reviews the contracts”
Caption	“Allow me to introduce you to the dream team!”

Reel 5 **“I can make your life so much easier.”**

Visuals	Realtor doing a casual action (spinning in a chair, walking towards the camera), then looks to the camera to lip-sync
Text Overlay	“I can make your life so much easier.” “And so much cooler.” “As your realtor.”
Caption	“Your daily reminder to let me help you find your dream home, and make your life so much easier and cooler.”

Static Posts

Post 1 **“Signs you hired a lifestyle matchmaker, not just a real estate agent.”**

Format	Carousel — 7 slides. Each slide is a photo of the realtor with a different text overlay.
Slide Overlays	<ol style="list-style-type: none"> 1. “Signs you hired a lifestyle matchmaker, not just a real estate agent.” 2. “They start with your life, not the listing.” — Routines, priorities, hobbies, etc. 3. “They notice what you don’t say.” / “Because the fit is often found between the lines.” 4. “They think beyond the purchase.” / “Resale, rhythm, long-term value.” 5. “They don’t just show — they curate.” / “Every home is filtered with intention.” 6. “They’re invested in your life here.” / “Not just the closing date.” 7. “Thinking about buying or selling in [location]?” / “Send me a DM!”

Post 2 **“You Now vs. You Then”**

Format	Carousel — 5 slides. Each slide layers a current photo of the realtor over a childhood photo. <ul style="list-style-type: none">• Current photo = “negative” thought overlay (e.g., “It’s so hard keeping up with the house.”)• Childhood photo = excited/positive thought overlay (e.g., “We have a house?”)
Caption	Reinforce a positive mindset for buyers and sellers. If you focus on the negatives, you’ll only see more negatives — but staying optimistic keeps you open to real opportunities when they come.