

Spec Ad Real Estate Video Commercial

“I will be included in a real estate commercial November 3. I am to give both a 15 second script for the commercial and a 30 second script for a personal video for this filming.

Here are the copied and pasted examples and instructions they gave me:

"Please prepare a thirty second script that will be used for filming your thirty second personal video. In addition, please prepare a 10-15 second script that will be used for your commercial segment. Below are several examples to use as inspiration when drafting your script. Once composed, read your script out loud and time yourself to ensure it meets the time marks."

Hi

Below is a 30 second script which uses a ‘unique selling proposition’ of ‘how do you judge value?’ My aim is to provide an advertisement that calls out to your potential client by advertising what they want. They both just come under the maximum time limits.

Let me know what you think.

Sincerely Rob Ashford

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30 Second Commercial Script

“Hi, My name’s Are you looking for that beautiful home, in a quiet neighborhood, where families come together and your kids play safely outside? Many people have given up on this idea. Most find themselves accepting second best, purely because expectations have dropped so low. These places do still exist, let me show you. How do you judge value? Pick up the phone right now, call me on this number and find out.”

15 Second Commercial Script

“Hi My name’s Did you know most people accept second best when searching for a home? Don’t lower your expectations. How do you judge value? Call me right now and I’ll show you.”

These scripts were not used.