

The 5-Minute Agent Intro Formula

Write a listing intro that sounds natural, positions you as the expert, and gets buyers to take one clear action.

WHAT'S INSIDE

- A 1-page fill-in-the-blank script - reusable for every listing
- Hook Vault: 30 scroll-stopping openers to steal
- Value Vault: expert insight prompts that build authority
- Close Vault: CTAs for showings, DMs, and off-market lists
- A 15-minute filming checklist so you stop winging it

QUICK START

Stop creating and performing at the same time.

If you freeze on camera, it is usually not a confidence problem - it is a structure problem. When you have a flow, you show up calm. When you do not, you overthink and stall.

1

Hook

First 3 seconds.

Start with the property, not your name.

Earn the next 10 seconds.

2

Value

Pick 2–3 features that matter. Add 1 expert insight only you would know.

Build trust fast.

3

Close

One clear call to action.

Tell them exactly what to do next. No extra hoops.

THE 5-MINUTE WRITING TIMER

- **Minute 1:** Choose one hook from the Hook Vault.
- **Minute 2–3:** Pick 2–3 features. One sentence each.
- **Minute 4:** Add 1 expert insight - a local, timing, or market detail.
- **Minute 5:** Choose 1 CTA from the Close Vault.

Rule: One video. One goal. One CTA.

FILL-IN SCRIPT

Print this page. Fill it in. Record in one take.

Set a 5-minute timer. Do not edit while you write. Fill in each section, then record.

HOOK

1 sentence

Start with the property. No greeting. No brokerage name

VALUE

2 to 3 features

Each feature should answer: why should a buyer care?

EXPERT INSIGHT

1 line

A detail only an agent who knows this market would say.

CLOSE

1 CTA

What do you want them to do next? DM, link, book, or list.

OPTIONAL: Your 5-second credibility line

One sentence max. Example: *"I have been watching this pocket for two years - this is the best value I have seen under \$X."*

HOOK VAULT

30 openers you can steal.

You have about 3 seconds to earn attention. Pick ONE hook. Say it with conviction. Move on.

FEATURE

- This kitchen has something I have never seen in [neighborhood].
- The one upgrade in this home that changes everything is...
- If you care about light, wait until you see this room.
- This backyard is the reason people fight over this street.
- The layout in this home solves a problem most buyers hate.

LIFESTYLE

- Imagine waking up to this view every morning.
- Picture hosting your friends here on a summer night.
- If walkability matters, this is the sweet spot.
- This home feels like a weekend getaway - but it is in the city.
- This is what quiet looks like, right in the middle of everything.

CURIOSITY

- Most people walk right past this house. Here is what they miss.
- There is one detail in this home buyers do not notice at first.
- This is the feature that makes this home underpriced.
- You will either love this, or you will hate it. Let me show you.
- Before you scroll, look at this corner of the home.

PROOF

- Homes like this rarely come up on this street.
- The last home with this layout sold in [X] days.
- This is one of the few lots in the area with this depth.
- Buyers are paying a premium for this exact feature right now.
- This is the best value I have seen under \$[X] in months.

CONTRARIAN

- Everyone sells the finishes. Here is what actually matters.
- If you are comparing condos, this is the one question to ask.
- Do not judge this home until you see the second floor.
- The photos do not show the best part of this property.
- The smartest buyers look for this - and most people ignore it.

STORY

- I walked in and immediately knew who this home is for.
- The seller did one thing that made this home feel brand new.
- Buyers always ask for this - and this home actually has it.
- This home fixes the number one complaint I hear every week.
- If you've said 'I want space but not the commute' - this is it.

VALUE VAULT

2–3 features + 1 expert insight.

Your value section is not a room-by-room tour. It is a short argument for why a buyer should care - and why you are the right guide.

FEATURE PROMPTS

Pick 2–3. Make each buyer-relevant.

- Light: exposure, windows, skyline, private views
- Layout: flow, separation, storage, WFH space
- Upgrades: roof, HVAC, windows, kitchen, bathrooms
- Outdoor: yard depth, terrace, balcony, privacy
- Parking: spots, garage height, EV readiness
- Convenience: transit, schools, walk score, errands
- Fees: condo fees, utilities, what is included
- Noise: interior placement, street type, insulation

EXPERT INSIGHT PROMPTS

Pick 1. This is your authority moment.

- Market timing: what buyers are paying for right now
- Street rarity: how often homes here come up
- Pricing context: why this is strong value at \$X
- Buyer fit: who this is perfect for, and why
- Zoning or rules: rentals, short-term, HOA limits
- Renovation upside: what is easy to improve later
- Commute logic: how this location changes daily life
- Offer strategy: what typically wins in this pocket

EXAMPLE VALUE SECTION

"The primary suite is completely separated from the other bedrooms - huge if you work from home."

"The backyard faces west, so you get sunsets from the patio. They replaced the roof and HVAC recently, so you are not inheriting expensive surprises."

"One more thing: homes on this street almost never come up. The last one sold in under a week."

BEFORE YOU RECORD

Choose features *buyers care about*, not what the seller loves most.

Your expert insight is your authority moment - it shows you know this market, not just this home.

Value is not a list of rooms.
It is an argument for why to buy.

One strong expert insight beats three generic features every time.

CLOSE VAULT

Choose one CTA. Make it stupid simple.

The close is where most agents get vague. Do not. Tell people exactly what to do. One action only - never stack CTAs.

SHOWINGS & DMs	DRIVE TRAFFIC	BUILD YOUR LIST
<ul style="list-style-type: none"> DM me 'TOUR' and I will send you the full walkthrough. Comment 'INFO' and I will message you the details. Want a private showing? DM me and I will book a slot. Curious about price and comps? DM me 'COMPS'. 	<ul style="list-style-type: none"> Link in bio for photos, floor plan, and full details. Swipe up to see the full gallery and specs. Tap the link for the listing page and showing schedule. Save this post and check the link when you are ready. 	<ul style="list-style-type: none"> Want listings before they hit MLS? DM 'OFF MARKET'. One weekly list of the best opportunities. DM 'LIST'. Want my buyer checklist? DM 'CHECKLIST'. Thinking of selling? DM 'VALUE' for a quick price opinion.

If you do not tell them what to do next, they will do nothing.

KEYWORD EXAMPLES AND USE CASES

Keyword	What it triggers	Best for
TOUR	Full video walkthrough	Active buyers ready to view
COMPS	Price and comparable sales	Price-conscious buyers
OFF MARKET	Exclusive pre-MLS listings	Serious buyers, list building
VALUE	Quick home price opinion	Potential sellers

15-MINUTE FILMING CHECKLIST

Stop winging it. Get in. Get out.

Most people fail because they improvise. Your job is not to be perfect. It is to be clear and consistent.

SETUP

5 min

- Camera at eye level
- Face lit - window light or ring light
- Audio check - lapel mic or phone close
- Background clean and neutral
- Teleprompter or notes just below lens

RECORD

5 min

- Read script 2 times out loud first
- Record 2 takes max
- Pause between Hook, Value, and Close
- Speak slower than feels natural
- Smile only when it matches the line

EDIT + POST

5 min

- Trim long pauses
- Add text overlays: Hook, Value, Close
- End card: one CTA only
- Export vertical 9:16
- Post within 24 hours of the shoot

Constraint creates confidence. Cap it. Ship it.

QUICK REFERENCE - COMMON MISTAKES

- | | |
|--|--|
| <p>✗ Recording without a script/ talking points</p> | <p>→ Always fill in the template first. 5 minutes now saves 30 minutes of retakes.</p> |
| <p>✗ Starting with your name</p> | <p>→ Start with the property. A standout feature, striking visual. Earn their attention first.</p> |
| <p>✗ Stacking two CTAs</p> | <p>→ One action only. DM, link, or book - pick one and commit to it.</p> |
| <p>✗ Recording in landscape</p> | <p>→ Always shoot vertical 9:16 (if you're posting to IG/Tiktok).</p> |
| <p>✗ Waiting until it is perfect</p> | <p>→ Two takes max. Post within 24 hours. Consistency beats perfection every time.</p> |

POSTING TEMPLATES

Make the post as easy as the video.

Most agents lose momentum after filming. Use these templates so you post the same day.

3 CAPTION FRAMEWORKS

- **Short and punchy:** [1 hook line] + [2 key features] + CTA: DM 'TOUR'.
- **Buyer logic:** Who this is for + why the layout matters + one market insight + link in bio.
- **Story:** The one thing that surprised you in this home + what buyers should notice + CTA.

PIN A COMMENT

- Price, specs, and listing link
- How to book a showing
- DM keyword: TOUR, COMPS, or OFF MARKET

TROUBLESHOOTING

- **If you freeze:** Read the hook only, hit record, then continue.
- **If you ramble:** Cut to 2 features, not 3.
- **If you hate your voice:** Speak slower and lower your pitch slightly.
- **Short on time?** Record Hook + 1 feature + CTA. Done.

**You do not need confidence first.
You need a repeatable system.**

Ready to bring this to life on camera?

TRE Media offers scripting, on-camera coaching, and full listing production for agents who want to show up like the obvious choice in their market.

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