

# VIRTUAL TOUR & OPEN HOUR blueprint

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## INTERVIEW THE HOME OWNER

- What are your top 3 living spaces in your home?
- What attracted you to this neighborhood?
- What are your favorite local business nearby?
- When you have a party/event, where do people gather the most?
- What improvements/amenities are you most proud of?

**STORYBOARD YOUR VIDEO** | Sketch out the story for your video.

**WELCOME TO** | Use descriptive language i.e. neighborhood, type of home, adjectives your picked up from the home owner. **Sample: Welcome to this Mulberry Entertainer's Dream Kitchen and Home!**

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**TOP 3 LOCATIONS & MINI STORIES WITHIN THE VIDEO TOUR** | Start your video tour in one of the top 3 locations, and point each of them out as your move through the home. This will help keep attention as they wait to see all 3 locations. Use the inspiration from the home owner interview to transition from room to room.

**Sample: I'm excited to share the top 3 must-see's in this home. I'll highlight them along the tour, let me know if you love them as much as I do!**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**CALL TO ACTION** | What should they do next? **Sample: If you can see yourself in this home, let's connect. You can message me directly or find me at [wendylunt.com](http://wendylunt.com).**

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