POV: you’re tired of scrolling overpriced homes

REEL · 15–30 SEC POV

A point-of-view reel that speaks straight to a frustrated buyer, then shows them a better way to find homes: the ones that never hit the portals. It explains your off-market approach without a sales pitch.

ON-SCREEN TEXT OPTIONS

- POV: you’ve refreshed the listing app 40 times today
- POV: every home you like is overpriced or already gone
- POV: your agent finds homes before they’re online

The outline

0–3 sec	On-screen POV line, you scrolling a phone, frustrated.
3–12 sec	Cut to you making calls, door-knocking, checking your notes.
12–22 sec	Text: how you find homes before they list.
22–30 sec	Call to action on screen.

Make it local

Method	How you actually find off-market homes
Proof	A buyer you placed in a home that never listed
Area	Neighbourhoods where you have the best network
Rules	Your board's rules on off-market marketing

Example · Edmonton: a buyer who found a Bonnie Doon character home through a neighbour letter, before it listed.

CAPTION · COPY AND ADAPT

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Not every home for sale is online. Some of
the best ones in [Area] change hands
quietly. If you're tired of scrolling,
message me “FIRST” and tell me what you're
looking for.
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Post it

01 Film it vertical, on your phone, in under five takes. Polish hurts POV.

02 Use a trending audio track, quiet under the text.

03 Keep text on screen long enough to read twice.

04 Save every buyer who messages “FIRST” to a list you work weekly.

WHY IT WORKS

POV puts the viewer in the story, and “homes before they’re online” is the one thing a portal can’t offer.

IMAGE PROMPT · PASTE INTO CLAUDE

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Use my brand guide. Design a 1080 × 1920 px
Reel cover: with the line “POV: [your line]”
in large type over a space for my photo. Leave
a clear space for my own photo; don't invent
one. Keep text large and readable on a phone.
Give me the finished files to download.
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