MIXCASTERS

FREE SCRIPT PACK

10 AI Video Scripts for Real Estate Agents

Ready to paste into HeyGen and post today. Every script includes customization notes, stage directions, and the exact render settings to use.

10	35–60s	4-Part
FULL SCRIPTS	RUNTIME EACH	REUSABLE FORMULA

David Rosemill
Mixcasters

2026

START HERE

How to use these scripts

01 **Pick a script**

Start with Script 1, the Monthly Market Snapshot. It is the easiest to customize and the fastest to get live.

02 **Customize it**

Swap the [BRACKETED PLACEHOLDERS] with your local data. Each script tells you exactly what to change and where to pull the numbers from.

03 **Read it out loud**

If a sentence sounds like something you would never say to a client at a coffee shop, rewrite it in your words. The AI reads whatever you write, so make it sound like you.

04 **Paste into HeyGen**

Use the recommended settings below, plus the per-script background and tone notes.

05 **Export and post**

Upload natively to LinkedIn, Instagram, Facebook, or TikTok. Never post an external link in the post itself. Always upload the video file directly.

RECOMMENDED SETTINGS FOR EVERY SCRIPT

Voice speed	0.95x. It sounds more natural than 1.0x.
Pauses	Use periods or an ellipsis where you would naturally breathe.
Export format	Vertical 1080 x 1920 for Reels, TikTok, and Shorts. Horizontal 1920 x 1080 for LinkedIn.
Captions	Always on. Bold white text with a dark outline or background bar.
Background	Professional but not sterile. An office, a cityscape, or a clean neutral.

01

45–55 SECONDS · EASIEST, START HERE

Monthly Market Snapshot

Hey, it's **[YOUR NAME]** with your monthly market update for **[YOUR CITY/AREA]**.

If you're thinking about buying or selling right now, here's what you need to know.

[Pause]

We've got **[NUMBER]** active listings in **[AREA]** right now, which is **[up/down] [PERCENTAGE]** from last month. Homes are selling in an average of **[NUMBER]** days on market. And the median sale price is sitting at **[PRICE]**.

So what does that mean for you?

If you're a buyer, there's **[more/less]** to choose from than we've seen in months. And sellers are **[more/less]** open to negotiation than they were six months ago.

If you're a seller, well-priced homes in good condition are still moving fast. The key is pricing it right from day one. Overpriced homes are sitting.

Want to know what this looks like for your specific neighborhood? Drop me a comment or send me a message. I'll pull the numbers for your street.

[Smile] Talk soon.

> SUGGESTED CTA
>
> "Comment 'update' below and I'll DM you the full breakdown for your zip code."

CUSTOMIZE	[YOUR NAME], [YOUR CITY/AREA], active listings, percentage change, days on market, median price. Pull all data from Zillow, Redfin, or your local MLS.
SETUP	**Background:** professional office or local skyline. **Tone:** warm, confident, approachable. **Post to:** LinkedIn, Instagram Reels, Facebook.

02

40–50 SECONDS · GREAT FOR BUYER AUDIENCES

Interest Rate Reality Check

I keep hearing people say they're waiting for rates to drop before they buy. Let me give you a quick reality check.

Right now, the average 30-year fixed rate is sitting around **[CURRENT RATE]**%. And yes, that's higher than the 3% rates we saw a few years ago.

But here's what most people miss.

When rates were at 3%, there were 15 offers on every house and buyers were paying **[AMOUNT]** over asking. Today? You can actually negotiate. You can get seller concessions. You can get the house you actually want without a bidding war.

[Pause]

The saying in real estate is: date the rate, marry the house. You can always refinance later when rates come down, but you can't go back in time and buy at today's prices.

If you want to see what your actual monthly payment would look like at today's rates, send me a message. I'll run the numbers for you in 5 minutes.

[Smile] It's probably less scary than you think.

> SUGGESTED CTA
>
> "DM me your price range and I'll send you a payment breakdown in 5 minutes. No strings."

CUSTOMIZE	[CURRENT RATE] from the Freddie Mac weekly update. [AMOUNT] over asking, using a figure from your local market's 2021 to 2022 peak.
SETUP	**Background:** clean, modern. **Tone:** authoritative but empathetic. **Post to:** all platforms, this topic resonates everywhere.

03

35–45 SECONDS · HIGH ENGAGEMENT, TRIGGERS DEBATE

Should I Buy Now or Wait?

So you're wondering: should I buy now, or should I wait?

Here's my honest answer.

If you can afford a home today, meaning you have stable income, some savings, and a monthly payment that doesn't stretch you thin, then waiting is probably costing you money.

Here's why. Home prices in **[YOUR AREA]** have gone up an average of **[PERCENTAGE]**% over the past year. That **[PRICE]** home you're looking at? In 12 months it could be **[HIGHER PRICE]**.

And while you're waiting for the perfect time? You're paying someone else's mortgage in rent.

[Pause]

Now, if your finances aren't ready yet, that's a different conversation and I'm happy to help you build a plan.

But if you're ready and just nervous? That's normal. Send me a message and I'll walk you through what your first step actually looks like.

It's simpler than you think.

> SUGGESTED CTA
>
> "Send me a message and I'll walk you through the first step. No commitment, just a conversation."

CUSTOMIZE	[YOUR AREA], annual appreciation percentage, and both prices using your local median. Make the dollar difference specific. "$450K today could be $475K" hits harder than a percentage.
SETUP	**Background:** friendly, casual setting. **Tone:** direct but not pushy. **Post to:** Instagram Reels, TikTok, LinkedIn.

04

45–55 SECONDS · HIGHLY TARGETED, GREAT FOR LOCAL REACH

Neighborhood Spotlight

If you're looking at real estate in **[NEIGHBORHOOD]**, here's something worth knowing.

[NEIGHBORHOOD] has seen **[NUMBER]** homes sell in the past 30 days, with an average sale price of **[PRICE]**. That's **[up/down]** **[AMOUNT]** from this time last year.

What makes this neighborhood stand out right now is **[UNIQUE FEATURE]**.

For buyers: this is one of the few areas where you can still find **[VALUE PROPOSITION]**.

For sellers: demand is **[strong/steady/growing]** and well-priced homes are moving in **[NUMBER]** days or less.

Want the full breakdown for **[NEIGHBORHOOD]**? Send me a message and I'll send you the numbers.

[Smile] Talk soon.

> SUGGESTED CTA
>
> "Comment your neighborhood below and I'll pull the numbers for you."

CUSTOMIZE	Use a specific area, not the whole metro. [UNIQUE FEATURE] can be the school district, walkability, new development, or price point relative to surrounding areas. [VALUE PROPOSITION] is what buyers can still get here: homes under a threshold, larger lots, newer builds. Specificity is everything on this one.
SETUP	**Background:** a local landmark or area photo if you have one. **Tone:** knowledgeable insider. **Post to:** Facebook for local reach, Instagram, LinkedIn.

05

30–40 SECONDS · QUICK WIN, GREAT AFTER CLOSINGS

Just Sold Announcement

Just closed on a home in **[NEIGHBORHOOD/AREA]** and here's something worth knowing if you live nearby.

This **[BEDS]**-bed, **[BATHS]**-bath home on **[STREET TYPE]** listed at **[LIST PRICE]** and sold for **[SALE PRICE]** in **[NUMBER]** days.

Here's what that means for you if you're a homeowner in **[AREA]**: demand is **[still strong / picking up / holding steady]** for **[TYPE OF HOME]** in this area. Buyers are particularly drawn to **[DESIRABLE FEATURE]**.

Curious what your home might be worth right now? Send me a message with your address and I'll send you a quick market snapshot in 10 minutes. No strings.

[Smile] Talk soon.

> SUGGESTED CTA
>
> "Send me your address and I'll pull the comps for your street. Free, no obligation."

CUSTOMIZE	Use a real recent sale from Redfin or your MLS. [DESIRABLE FEATURE] can be an updated kitchen, a larger lot, or proximity to schools.
SETUP	**Background:** professional. **Tone:** excited but not braggy. **Post to:** Facebook for local reach, Instagram, LinkedIn.

06

30–40 SECONDS · EVENT-DRIVEN, TIME-SENSITIVE

Open House Promo

I've got an open house this **[DAY]** that I think you should see.

[ADDRESS] in **[NEIGHBORHOOD]**. **[BEDS]** beds, **[BATHS]** baths, **[SQFT]** square feet. Listed at **[PRICE]**.

Here's what makes this one stand out: **[KEY FEATURE 1]**, **[KEY FEATURE 2]**, and it's **[LOCATION BENEFIT]**.

The open house is **[DAY]**, **[DATE]**, from **[TIME]** to **[TIME]**.

If you can't make it in person, send me a message and I'll send you the full listing details and photos.

[Smile] Hope to see you there.

> SUGGESTED CTA
>
> "Can't make it? DM me and I'll send you the full details."

CUSTOMIZE	Key features could be a renovated kitchen or a large backyard. Location benefit could be walking distance to the best elementary school in the district. Post 2 to 3 days before the open house for maximum reach.
SETUP	**Background:** the property itself if possible, otherwise a professional office. **Tone:** enthusiastic, inviting. **Post to:** Facebook, Instagram Stories, LinkedIn.

07

40–50 SECONDS · EVERGREEN, ALWAYS RELEVANT

First-Time Buyer Tips

If you're thinking about buying your first home, here are 3 things I wish every first-time buyer knew before they started.

Number one: get pre-approved before you start looking. Not pre-qualified. Pre-approved. It's the difference between "you might be able to afford a home" and "here's exactly how much you can spend." Sellers take pre-approved buyers seriously.

Number two: don't drain your savings for the down payment. A lot of first-time buyers think they need 20% down. In most cases, you don't. There are programs that let you put down as little as 3%. Keep a cushion for closing costs, moving, and the unexpected stuff that always comes up.

Number three: buy for your life today, not your life in 10 years. Your first home doesn't need to be your forever home. Get in, build equity, and trade up when the time is right.

[Pause]

If you're thinking about buying and have no idea where to start, send me a message. I'll walk you through the first 3 steps.

It's less overwhelming than you think.

> **SUGGESTED CTA**
>
> "First-time buyer? DM me and I'll walk you through the first 3 steps."

CUSTOMIZE	Adjust the 3 tips for your market. If your area has specific first-time buyer programs, name them. Keep it to exactly 3 tips. More than that and the video runs long.
SETUP	**Background:** warm, approachable. **Tone:** supportive, encouraging. **Post to:** Instagram Reels, TikTok for a younger audience, LinkedIn.

08

40–50 SECONDS · GREAT FOR FARMING NEIGHBORHOODS

Seller's Market Update

If you're a homeowner in **[AREA]** and you've been thinking about selling, here are 3 numbers worth knowing.

Number one: homes in **[AREA]** are selling in an average of **[NUMBER]** days. That's **[faster/slower]** than this time last year.

Number two: the average sale price is **[PRICE]**, which is **[up/down]** **[PERCENT]** from 12 months ago.

Number three: there are currently **[NUMBER]** active listings in **[AREA]**. That's **[more/fewer]** homes competing with yours if you decide to list.

What do these numbers mean for you? It depends on your specific neighborhood, your home's condition, and your timeline.

If you want a no-pressure breakdown of what your home could realistically sell for right now, send me a message. I'll pull the comps and give you an honest picture in 24 hours.

[Smile] Talk soon.

> SUGGESTED CTA
>
> "Send me your address and I'll pull the comps. Free, and no obligation."

CUSTOMIZE	Use a specific neighborhood or zip code rather than the whole metro. All figures from Zillow, Redfin, or your MLS.
SETUP	**Background:** professional, established. **Tone:** authoritative but friendly. **Post to:** Facebook for a homeowner audience, LinkedIn, Instagram.

09

35–45 SECONDS · LEAD GENERATION MACHINE

What's My Home Worth?

Want to know what your home is actually worth right now? Not the Zillow estimate. The real number.

Here's the thing about Zestimates and online valuations: they're based on algorithms that don't walk through your front door. They don't see your renovated kitchen. They don't know about the new roof you put on last year. They don't factor in the lot size or the neighbor's house that just sold for way over asking.

Online estimates can be off by 10%, 15%, sometimes more. On a **[PRICE]** home, that's **[DOLLAR AMOUNT]** you might be leaving on the table, or overpricing by.

The only way to get a real number is a comparative market analysis using recent sales on your street, in your neighborhood, with similar features.

I do these for free. Takes me about 15 minutes, and I'll give you an honest number even if it's not what you want to hear.

Send me your address and I'll have it for you within 24 hours. No obligation, no follow-up calls you didn't ask for. Just the number.

> SUGGESTED CTA
>
> "Send me your address. I'll send you the real number within 24 hours. Free, no strings."

CUSTOMIZE	Use your area's median for [PRICE], and 10 to 15% of that for [DOLLAR AMOUNT]. If your market has a known Zillow accuracy problem, name it specifically.
SETUP	**Background:** professional. **Tone:** honest, slightly contrarian. **Post to:** Facebook, where homeowners love this topic, Instagram, LinkedIn.

10

50–60 SECONDS · SEASONAL, POST IN DECEMBER OR JANUARY

End-of-Year Market Wrap-Up

Let's talk about what happened in the **[AREA]** real estate market this year, and what it means for next year.

The big picture: **[TOTAL HOMES SOLD]** homes sold in **[AREA]** in **[YEAR]**. The average sale price was **[PRICE]**, which is **[up/down]** **[PERCENT]** from last year. And homes spent an average of **[NUMBER]** days on market.

Here are the 3 biggest takeaways.

Number one: **[TAKEAWAY 1]**

Number two: **[TAKEAWAY 2]**

Number three: **[TAKEAWAY 3]**

[Pause]

If you're thinking about buying or selling in **[NEXT YEAR]**, now is the time to start planning. The best deals happen when you're prepared before the market heats up.

Send me a message and I'll give you a personalized outlook for your specific situation.

[Smile] Here's to a great **[NEXT YEAR]**.

> SUGGESTED CTA
>
> "Planning to buy or sell next year? DM me and I'll give you a personalized outlook."

CUSTOMIZE	This is your most data-heavy script. Spend 10 minutes pulling year-end stats from your MLS or Redfin's market data page. Takeaways could cover tight inventory, price stabilization, first-time buyers returning, or how rates moved against expectations.
SETUP	**Background:** professional, reflective. **Tone:** authoritative, forward-looking. **Post to:** LinkedIn, Facebook, Instagram. Time it for late December or early January.

BONUS

The universal script formula

Every script in this pack follows the same four-part structure. Once you understand it, you can write your own scripts for any topic in about five minutes.

Hook	3–5 sec	Ask a question or make a bold statement. No introductions. Jump straight into what your audience is already thinking about.
Context	10–15 sec	Set up the situation with one or two facts. Not a data dump. Just enough to establish credibility.
Insight	15–20 sec	Translate the data into personal impact. This is the "here's what that means for you" section, and it's where trust gets built.
CTA	5 sec	One clear next step. Not three. Not "visit my website and follow me and call my office." One thing.

Total runtime: 35 to 45 seconds. That's the sweet spot for social video.

Want the scripts written for you?

The free HeyGen Script Generator writes a custom script for any listing or market update in about 30 seconds. Drop in the details, pick your tone and length, and it hands you a script plus captions ready to paste straight into HeyGen. No cost, no credit card.

Find it at **scripts.mixcasters.com**

© 2026 Mixcasters