

Video Verification Script

For Real Estate Agents & Brokerages

Camera & Time Guide:

Exterior Shot (10-15 sec)

- *Show the outside of the office or home office, including address/signage.*

Interior Shot (10-15 sec)

- *Show entryway and workspace.*

Workspace Tour (20-30 sec)

- *Walk through office, desk setup, and branding.*

Signage & Branding (10-15 sec)

- *Focus on business cards, marketing materials, or license.*

Equipment & Documentation (15-20 sec)

- *Show logging into systems and business documentation.*

Final Verification (10-15 sec)

- *Show GBP verification screen.*

[Scene: Introduction]

[Camera: Medium shot, eye level, facing camera]

"Hi, I'm [Your Name], a [Real Estate Agent/Broker] with [Your Brokerage Name]. Today, I'm filming this video to verify my Google Business Profile. This will show that my business is real, that I operate at this location, and that I actively work with clients. Let's take a quick tour."

**Optional: If you have a business catchphrase or brand slogan, you can include it here.*

[Scene: Exterior Shot]

[Camera: Wide shot, steady pan] (10-15 sec)

"This is my office at [Your Address]. This is where I run my business, meet with clients, and manage real estate transactions."

[Scene: Interior Shot]

[Camera: Steady walking shot, no fast movements] (10-15 sec)

"Now, let me take you inside to show where I work every day."

[Scene: Workspace Tour]

[Camera: Smooth pan or slow walkthrough] (20-30 sec)

"This is where I manage my real estate business. I coordinate property listings, communicate with clients, and handle contracts from here."

[Scene: Signage and Branding]

[Camera: Close-up shots] (10-15 sec)

"Here are my business cards, marketing materials, and my official real estate license. These are what I provide to clients and use in my business daily."

[Scene: Equipment and Documentation]

[Camera: Screen recording or over-the-shoulder shot] (15-20 sec)

"This is where I log into my MLS and CRM systems to manage transactions, track client activity, and access market data."

[Scene: Final Verification]

[Camera: Screen recording or handheld close-up] (10-15 sec)

"And finally, here's my Google Business Profile, where I'm completing the verification process to confirm my business details."



Materials & Prep Checklist

Before filming, have the following ready:

✓ Physical Items:

- Business cards with your name & brokerage logo
- Printed real estate license
- Any branded signage (office plaque, nameplate, etc.)

✓ Computer Tabs Open & Ready:

- MLS login screen
- CRM or transaction management system login screen
- Google Business Profile page (navigate to 'Get Verified' section)

✓ Filming Prep:

- Ensure your address and business name are clearly visible in the exterior shot.
- Make sure your workspace is organized and shows a professional setting.
- Avoid background noise and film in good lighting for clarity.