

The 3-Step Reel Formula

Hook → Share 3 Points → Call to Action

1. HOOK (15 Each)

Listing Hooks

- This is not your average Highlands Ranch home.
- You're going to love this one.
- If you've been waiting for something in Wash Park...
- This one checks a lot of boxes.
- Let me show you something special.
- This backyard is going to sell this house.
- If location matters to you, watch this.
- This might be the best value in the neighborhood.
- You don't see homes like this very often.
- This one stands out immediately.
- Wait until you see inside.
- This home truly has it all.
- If space is what you need, take a look.
- This layout just makes sense.
- I'm excited to show you this one.

Neighborhood Hooks

- Here's why people love living here.

- Thinking about moving to this area?
- This is what life looks like in this neighborhood.
- Let me show you around one of my favorite spots.
- If walkability matters to you...
- Here's what makes this neighborhood special.
- This area has a strong community feel.
- Let me show you what living here looks like.
- You'll love the vibe here.
- This neighborhood has so much to offer.
- Here's what residents love most.
- If lifestyle is important to you...
- This area continues to grow in popularity.
- There's a reason people move here.
- Let's explore this neighborhood together.

Market Hooks

- Here's what's happening in the market right now.
- If you're thinking about selling this spring...
- Buyers are asking me this question lately.
- The market just shifted.
- Inventory changed this month.
- Here's what sellers need to know right now.
- The market is more balanced than last year.
- If you're waiting for the right time, watch this.
- Interest rates are impacting buyers.
- Homes are sitting slightly longer.
- Pricing strategy matters more than ever.
- Here's what today's buyers expect.
- We're seeing more negotiation.
- Luxury inventory is tightening.
- Let's talk about what this means for you.

2. VALUE (15 Ideas Per Category)

Emotional Features

- The natural light in this home is incredible.
- The layout just flows.
- It feels open and inviting.
- The primary suite feels like a retreat.
- The kitchen really is the heart of the home.
- This home has a warm, welcoming feel.
- The design feels modern and clean.
- There's a great sense of space throughout.
- It has a very peaceful atmosphere.
- You immediately feel at home here.
- The finishes are timeless.
- The open concept makes it feel larger.
- It's bright and airy throughout.
- The attention to detail stands out.
- It blends comfort and style perfectly.

Practical Features

- Four bedrooms and three bathrooms.
- Fully updated kitchen.
- Finished basement.
- Large corner lot.
- Brand new roof.
- Oversized garage.
- Top-rated school district.
- Low HOA fees.
- Energy-efficient upgrades.
- New HVAC system.
- Updated plumbing and electrical.
- Ample storage space.
- Dedicated home office.
- Open floor plan.

- Recently renovated bathrooms.

Lifestyle Features

- Perfect backyard for entertaining.
- Walking distance to restaurants.
- Close to parks and trails.
- Minutes from downtown.
- Mountain views from the patio.
- Great space for hosting friends.
- Quiet street with little traffic.
- Easy commute to major employers.
- Community pool nearby.
- Access to hiking and biking paths.
- Nearby shopping and dining.
- Family-friendly neighborhood.
- Close to top-rated schools.
- Low-maintenance outdoor space.
- Ideal for work-from-home living.

3. CALL TO ACTION (15 Each)

Listing CTAs

- DM me for a private showing.
- Message me to see it in person.
- This one won't last.
- Link in bio for full details.
- Call or text me for more info.
- Schedule your showing today.
- Let's get you in before it's gone.
- Reach out for pricing details.
- Contact me to learn more.
- Tour this home before it hits the market.
- Book your appointment now.
- Let's set up a time to view it.
- I'd love to show you this home.
- Send me a message for availability.
- Ask me about private showings.

Neighborhood CTAs

- Reach out if you'd like to explore homes here.
- I'd love to show you around.
- Let me know if you're considering this area.
- Message me for available listings here.
- Let's tour the neighborhood together.
- I can send you homes in this area.
- Happy to answer questions about this location.
- Let's talk about your move.
- Call me to learn more about this neighborhood.
- I'd be happy to share current listings.
- Schedule a neighborhood tour.
- Let's find the right home here.
- Reach out for off-market opportunities.
- Ask me about upcoming listings.

- Let's explore your options.

Market CTAs

- Message me for a custom update.
- Reach out if you're thinking about selling.
- Let's talk about your plans.
- Save this for later.
- Call me for a personalized strategy.
- I can run numbers for your home.
- Let's discuss timing.
- Happy to answer your questions.
- Reach out for a home value estimate.
- Let's build your plan.
- Contact me for a consultation.
- Ask me about current buyer demand.
- Let's review your goals.
- Message me for a pricing strategy.
- I'd love to help you plan your next move.