

Video Marketing Production Checklist & Calendar

Date	Video Type	Target Audience	Scene	Script	Call to Action
	Coming Soon				
	Open House				
	Listing Walkthrough				
	Highest Priced				
	Lowest Priced				
	Just Sold				
	New Development				
	Community Videos				
	Neighborhood				
	Highrise / Condo				
	Senior Communities				
	Airbnb Rentals				
	Dog Parks				
	City Parks				
	Schools				

	Day Care				
	Swim Schools				
	Senior Care Homes				
	Community Events				
	How-to Videos				
	Home Improvement Tips				
	Mistakes to Avoid				
	Review Listing Contract				
	Purchase Agreement				
	Buying a Condo / HOA				
	Rent vs. Own				
	Client Stories				
	Contingent Offers				
	Probates				
	Foreclosures				
	Bankruptcy				
	Divorce				
	Taxes of Selling				

	Short Sale				
	Owner Occ 2-4 Units				
	Home Inspection tips				
	Special Financing				
	Using a Gift Down Pmt				
	Rental Properties				
	Market Update Videos				
	Real Estate Market				
	Rental Market Update				
	Mortgage Rates				