



Realty Alive - PREDICT® Script v3 (14/8/17)

A revolutionary online marketing system that ensures sellers' properties gain maximum visibility from potential buyers.

Scene #1 - Introduce property with sale badge

Scene #2 - Introduce PREDICT® system

Scene #3 - Explanation of service

Scene #4 - Visual guide to online marketing

Scene #5 - How the PREDICT system is different

Scene #6 - Develop on video listings

Scene #7 - Predictive Analytics, Statistical Data and Data Mining graphics

Scene #8 - Possible Case study (TBD) 26,000 views

Scene #9 - A new way of selling property

Scene #10 - Concluding benefits of the service

Scene #11 - Outro with contact information

SCENE #	VOICE-OVER SCRIPT	SCENE DESCRIPTION
1	Looking to sell your property? Tired of waiting for your home's online listing to pull customers in? Well now that is a thing of the past! Introducing PREDICT®, a revolutionary new way of selling homes brought to you by the experts at Realty Alive.	A logo for Realty Alive animated on screen, followed by an image of a large property. The image turns black & white and a logo stamps on, reading "Sold with PREDICT®".
2	PREDICT® is a suite of new technologies that help your home's visibility sore in potential buyers' search results. It combines two essential elements that are crucial to securing a good sale price for your property.	A variety of properties of various different styles and sizes is displayed, with graphics showing their pricing and also displaying the "Sold with PREDICT®" sign prominently.
3	The first tool is Predictive Analytics, which is crucial in pre-empting when a buyer is searching for homes with the same characteristics as your property. This combines with a strong visual presence in the form of beautifully polished listing videos.	Illustrate the two key points with graphical interface showing the two separate systems, as well as a dropdown of listing videos.
4	Our Predictive Analytics takes statistical data and data mining techniques to the next level by learning what buyers want based on their web searches	Web listing presented, with various property sites showing still images.
5	and offering it to them at exactly the right moment. Images can be very useful when listing a property, but they don't provide that sense of livability that attracts customers	We cut to the Realty Alive site's dynamic, moving images. These will then zoom or enlarge into a specific property video.
6	to view a listing in the way a moving image does.	Show a specific property, showing all the areas of a room, later zoom this out to show the video alongside a still image.

7	Our Listing Video Tools are a crucial component of our selling process and essential for attracting buyers.	Show a user searching a listing on the Realty Alive website and coming across a specific set of similar properties. Show further engagement by clicking into a property.
8	One of our recent home listing videos saw over twenty-six thousand views, before it went under contract. This is the kind of effectiveness that comes from combining our Predictive Analytics system with beautifully presented Video Listings.	Show a video listing with a numerical interface below as the numbers keep rising up to 26,000
9	It is an entirely new way of selling property that is both elegant and accurate. It also allows buyers to get a truer experience of the property with moving images.	A graphic combines both the Predictive Analytics and Video Listing tools into a package that is emblazoned with the PREDICT® by Realty Alive logo.
10	With PREDICT®, you not only get a revolutionary new way of marketing your property, but gain a real partner in your property sale. Realty Alive's team has the proven experience in providing the best service to both buyers and sellers in handling property transfers. We've become a trusted source for both sides, able to guide them through the complex world of Real Estate with the most detailed and up-to-date information on how to handle their property.	Combine images of property, with images of the site, as well as images of Realty Alive's team [Request images]
11	So don't just list your property and wait for months on end for a reaction. Gain a valuable and proactive partner by using PREDICT® by Realty Alive today.	Contact information for viewers, as well as links to directly sign up for PREDICT®.