

1-Minute Video Script for REALTOR Alicia Parker

Word Count: 202

**VIDEO**

**Alicia to Camera**

**CHYRON:**

**“Tip #1: Create a Business Plan”**

**Alicia to Camera**

**B-ROLL:**

**Sample Budget and Marketing Materials**

**Alicia to Camera**

**CHYRON:**

**“Tip #2: Learn Your Area.”**

**Alicia to Camera**

**B-ROLL:**

**Orange County Map with Alicia’s Area  
Outlined**

**Alicia to Camera**

**AUDIO**

**ALICIA PARKER:**

Hello, my name is Alicia Parker, and I’ve been a successful Orange County REALTOR for 30 years. I’m here to share my tips on how you too can find success in real estate.

**ALICIA PARKER:**

Tip #1: Create a business plan.

**ALICIA PARKER:**

Before you begin, do your research.

**ALICIA PARKER:**

Create a budget, establish sales goals, and formulate a marketing strategy.

**ALICIA PARKER:**

One of the biggest mistakes that beginning agents make is skimping on marketing. It’s an important part of growing your business.

**ALICIA PARKER:**

Tip #2: Learn your area.

**ALICIA PARKER:**

Decide where you’ll focus your efforts.

**ALICIA PARKER:**

I work primarily in central Orange County in California, including the cities of Anaheim, Garden Grove, Orange, Santa Ana, and Tustin.

**ALICIA PARKER:**

I know the ins and outs of each city, including average home prices, the best neighborhoods, and school districts. The more you know up front, the better prepared you’ll be.

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**CHYRON:**

**“Tip #3 Find a Mentor.”**

**Alicia to Camera**

**ALICIA PARKER:**

Tip #3: Find a mentor.

**ALICIA PARKER:**

Even if you’ve lived there for years, you’ll be surprised how much you still have to learn about the region! Your mentor can also share advice on your business. I encourage you to send questions my way as well.

**CHYRON:**

**“AliciasHomes.com”**

**Alicia to Camera**

**END**

**ALICIA PARKER:** You can find my contact information at [AliciasHomes.com](http://AliciasHomes.com).

**ALICIA PARKER:** I wish you the best of luck in your new career!