

GGMS x Ad Scripts

15/s video scripts for Facebook & Instagram ads, pushes traffic to GGMS Landing Pages.

1. Selling A Property? Here's How To Add Value!

/adding-value/

Script 1: Are you thinking about selling your home? Making updates to your house can help increase the value and make your home sell faster. Click the link to find out the best updates to implement before listing your home!

Script 2: Do you need to remodel your home before selling? Our team created a list of the three most valuable updates that are recommended before listing your home. Click the link to read more about it!

Script 3: Homeowners often ask what updates will add the most value to their home before selling, so our team compiled a list of the top 3 updates that will increase a home's value. Click the link to find out what they are!

2. Looking For A New Career Opportunity?

/careers/

Script 1: Have you ever considered a career in real estate? The industry is booming and there are a lot of jobs with upward potential available! Click the link below and fill out the form for more information on how to start your career in this industry.

Script 2: The real estate industry is booming right now! If you've ever considered a career in real estate, now is a great time to get involved. It's not as difficult as you think. Click the link and fill out the form for more information!

Script 3: Many people ask us how to get a career in real estate, or they want to find new opportunities. Click the link and fill out the form so a team member can get in touch and help you get started in the industry!

3. Offer Accepted, Now What?

/offer-accepted/

Script 1: Is your offer accepted? What can you expect during this stage? Click the link to find out what goes on during this process, so you can go into it fully knowledgeable and prepared.

Script 2: Are you ready to begin the process of buying or selling your home? Our team curated a list that covers exactly what the offer accepted process entails. Learn more about what you can expect during this period by clicking the link.

Script 3: Many home buyers and sellers ask us what they can expect during the offer accepted period. Between inspections, financing, title requirements and securing insurance, there's a lot that goes on. We compiled a list of what items you can expect during this time. Click the link to read the article!

4. Did Your Listing Expire?

/expired/

Script 1: Did you try listing your home for sale, but the listing expired? This is a common issue, but there are solutions! Click the link to find out common reasons why homes don't sell, and what you can do to fix that.

Script 2: Are you struggling to sell your home? There are a variety of reasons this may be happening, all of which are fixable. Click the link to find out why your home isn't selling, and learn what you can do to change that.

Script 3: Many homeowners ask why their home isn't selling. If your listing expired or you're struggling to sell your home, there are a variety of different factors at play, all of which can be fixed. Click the link to find out potential reasons your home isn't selling and what you can do to change that!

5. Are You A First-Time Homebuyer?

/first-time-buyers/

Script 1: Are you a first-time homebuyer? We compiled video resources for first-time homebuyers that will cover the basics and prepare you for the process. Learn the ins and outs of what you can expect when buying a home for the first time. Click the link to find out more!

Script 2: Are you wanting to buy your first home? The process can seem overwhelming at first, but it doesn't have to be that way! Click the link to find out some of the most commonly asked questions and gain access to valuable resources that will assist with the purchase of your first home.

Script 3: Many first-time homebuyers ask us what they can expect from the process. We compiled resources to cover some of the most frequently asked questions, to prepare buyers for the big transaction. Click the link to learn more!

6. Find Out Your Property Value For Free.

/free-market-analysis/

Script 1: Want to find out how much your home is worth? Even if you're not thinking about selling anytime soon, it's fun to know how much you can get for it! Click the link for a free property valuation.

Script 2: Are you thinking about selling your home? We offer free property valuations in which we will analyze a variety of stats to come up with the market value. It's easy and fast! Click the link to start the process!

Script 3: Many homeowners wonder what their home is worth when thinking about selling their home. That's why we offer free property valuations! Click the link to start the market analysis process to find out your home's current market value and suggested selling price.

7. Just Listed Properties

/just-listed/

Script 1: Are you starting the home-buying journey? We constantly update our website with the latest listings on the market, so you'll be the first to see them. Click the link to see newly listed properties in your area!

Script 2: As a buyer in today's hot market, it's important to keep up with the newest listings so you can act fast when you find a property you like! Our database updates the search algorithm the moment a new listing is active. Click the link to see newly listed properties in your area!

Script 3: Want to see listings that fit your criteria the moment they are active? Our database allows you to categorize homes and view just-listed properties, so you can find your dream home the moment it is listed. Click the link to find out more!

8. Ready To Make An Offer? Watch This.

/making-an-offer/

Script 1: Are you finally ready to make an offer on your home? Before you do so, you should be fully aware of what the process entails. Click the link to find out the steps of making an offer, to ensure a seamless experience!

Script 2: After you have found the right home and are ready to make an offer, there are some steps you should follow to ensure a seamless experience. Our experts curated a list of steps that will help with the process. Click the link to read more!

Script 3: Many buyers ask us what steps they should take before making an offer, so we compiled a list for prospective buyers who are ready to take the next step. Click the link below to find out what you need to do before purchasing a home!

9. Market Watch

[/market-watch/](#)

Script 1: The real estate market is hot right now for both buyers and sellers. Sellers are getting top dollar for their properties, while buyers are locking in record-low interest rates. If you have any questions about the home buying or selling process, click the link to get in touch with our team!

Script 2: Are you ready to buy or sell your home? Now is a great time. Sellers are getting top-dollar for their properties, while buyers are enjoying extremely low interest rates. Click the link for our market watch and get prepared to start your buying or selling journey!

Script 3: Many prospective home buyers and sellers reach out to us with a variety of real estate questions. Our market watch is top-notch and our experts are available to help with the process. Click the link for more information and to get in touch with our team for answers to all of your real estate questions!

10. Our Marketing Strategy

[/marketing-your-home/](#)

Script 1: If you're planning to sell your home, it's important to implement a marketing strategy that ensures the right buyers will see it. Our real estate experts created a list of the best traditional and online strategies to promote your home. Click the link to find out more!

Script 2: Did you know that 79% of homebuyers look online to find the home they end up purchasing? It's crucial to make sure your home stands out to potential buyers and is marketed effectively. Click the link for a full list of traditional and online strategies that will promote your home and help it sell quickly!

Script 3: Many buyers ask us how to sell their home quickly and effectively. We always stress the importance of implementing a marketing strategy both online and traditionally. Click the link for a list of the best strategies that will make your home appealing to buyers!

11. Mortgage Calculator

[/mortgage-calculator/](#)

Script 1: If you're thinking about purchasing a home, it's important to figure out a comfortable budget that suits your needs. We created a mortgage calculator that will help point you in the right direction! Click the link to access it and start the path toward buying a new home.

Script 2: If you're going to buy a new home, the process of determining your price range can seem overwhelming at first... But it doesn't have to be! Click the link to access our mortgage calculator, which makes it easier than ever to find out the cost of mortgage payments.

Script 3: Many potential home buyers come to us with questions about creating a budget. It's important to consider your debts, the down payment percentage, your income and more. We created a calculator that makes it easy to figure out your mortgage costs. Click the link to get started!

12. Mortgage Pre-Approval

[/mortgage-pre-approval/](#)

Script 1: If you're thinking about buying a new home and aren't going to pay cash, then you probably need a mortgage. A quick consultation with a mortgage lender will put you on the right path toward buying a home. Click the link to connect with local lenders who will guide you through the process!

Script 2: Are you thinking about buying a home? First things first, you'll need to get approved for a mortgage! Click the link to connect with mortgage lenders who will go over your needs and help you through the journey to home ownership.

Script 3: Many buyers ask us how to start the process of getting a mortgage. The first step is to speak with a local lender. Click the link to connect with the best lenders in your area for a consultation, who will help you throughout the process! Knowledge is power and there's no impact to your credit score.

13. Personalized Home Search

[/personalized-home-search/](#)

Script 1: Are you searching for a new home? We created an advanced algorithm that will notify you any time a new home matching your criteria becomes available. Just click the link and fill out the form with your preferences to be the first to know when new listings go live!

Script 2: Are you starting the home buying journey? Our real estate experts created a system that notifies you any time a home matching your criteria is listed. Click the link and fill out the form with your preferences, then wait for new listings to roll in! It's just one of the many ways we make the real estate process easy and efficient for buyers.

Script 3: Do you want to purchase a new home, but you're overwhelmed by the options? Our search engine enables you to search based on your unique preferences, and best of all, you will be notified any time a new listing matching your criteria goes live. Just click the link to get started!

14. Price Reductions

/price-reductions/

Script 1: Want to get a great deal on a home? Finding listings that have been reduced is a great way to narrow down sellers who are motivated to sell. Click the link to see recent price reductions in your area and buy for a great price!

Script 2: Are you in the process of buying a home? One of the top secrets to finding a home at a great price is to find properties with price reductions. Our advanced algorithm enables buyers to search specifically for reduced homes in their area. Click the link to get started!

Script 3: Many buyers ask us how to get a great deal on a new home. We recommend searching for homes that have been reduced recently, which often indicates that a seller is motivated to sell. Our advanced algorithm enables buyers to search for reduced homes in their area. Click the link to get started!

15. Pricing Your Home

/pricing-your-home/

Script 1: If you're selling your home, it can be overwhelming to settle on a price point for the listing! You don't want it to be too high or too low. By preparing a comparative market analysis, you can determine a sweet spot for the price based on similar properties in your area. Click the link to find out more!

Script 2: Coming up with a price to list your home can be a challenge! The most effective way of settling on a price is to perform a comparative market analysis with similar properties in your area. Click the link to find out all the nuances of this process, to find the best listing price for your home!

Script 3: Many sellers ask us how to come up with a listing price for their home. Real estate professionals generally perform a comparative market analysis based on similar properties in

the area to determine the listing price. Click the link to find your property's value and gain access to free resources that will help when selling your home!

16. Schedule A Call

[/schedule-call/](#)

Script 1: Do you have questions about selling or buying a new home? The first step is to speak with an experienced real estate professional who can answer any of your questions and guide you through the process. Click the link to schedule a free, no-obligation call and start the journey toward buying or selling your home!

Script 2: Are you starting the home buying or selling process? You likely have a lot of questions, and we are here to help! Our real estate experts are available to assist you throughout the process. Click the link to schedule a free, no-obligation consultation with an agent and start the path toward selling or buying your property!

Script 3: Even people who have bought or sold a home before have questions when starting the real estate journey again. Our real estate experts are happy to discuss the process with you and answer any of your questions in a free consultation call. Click the link to schedule a time with an agent!

17. Thinking about Selling?

[/selling-a-home/](#)

Script 1: Are you thinking about selling your home? The process doesn't have to be overwhelming. Our real estate experts created a series of videos that will answer some of the most commonly asked questions by sellers. Click the link for a wealth of resources!

Script 2: If you're in the process of selling your home, you likely have a lot of questions! We created a variety of resources that will answer your questions and provide tips and tricks to selling your home efficiently, and for top dollar. Click the link to access these resources for free and start the journey toward selling your home!

Script 3: Many people come to us before selling their home and have a lot of questions. For that reason, we created a library of video resources that will go over these questions, along with various tips that are beneficial in selling your home. Click the link to make the process of selling your home more efficient!

18. Tips for a successful home showing

/showing-your-home/

Script 1: Are you selling your home? Hosting a home showing is a great strategy for selling quickly. Our real estate experts created a list of the top 10 tips for a successful showing that can drastically improve the results. Click the link to find out what they are!

Script 2: Home showings are a great way to bring prospective buyers through your door when selling your home, but there are some very common mistakes that many sellers make. We created a list of the top 10 tips for having a successful showing so you can avoid these errors! Click the link to read the list!

Script 3: Many home sellers ask us how to host a successful showing, so we created an in-depth list of the top 10 tips for a successful showing. The list covers the ins and outs of preparing for a showing, so you can maximize the results and sell your home quickly and for top dollar. Click the link to read more about this!

19. Thinking about buying?

/thinking-about-buying/

Script 1: Are you thinking about starting the process of buying a home? This doesn't have to be overwhelming! Preparing yourself ahead of time is key. We created a series of video resources that cover some of the most commonly asked questions about buying a home, to get you started on the path to success. Click the link to access free resources that will make the process easy and efficient!

Script 2: Do you want to buy a home, but you have a lot of questions before getting started? Our real estate experts understand what it's like and created video resources to answer all of your questions. Access these resources for free by clicking the link!

Script 3: Many prospective home buyers come to us with questions about how to start the process, so our real estate experts created a variety of different resources to prepare them accordingly. Click the link to access our free video series that covers everything you need to know before buying a home!

20. Welcome to our home search

/welcome/

Script 1: Are you searching for a new home? Some of the most common home search websites thrive off of advertising and leads and will connect you with a random agent who is willing to pay

for your information. We created a search algorithm that will notify you any time a property that meets your criteria goes live. Click the link to learn more.

Script 2: If you're looking for a new home, working with a locally owned and operated company will ensure the best experience. Our real estate professionals developed an advanced search algorithm that will notify you whenever a listing is available that matches your criteria. Click the link to get started finding your dream home!

Script 3: If you've been searching for homes online but are overwhelmed with the selection and it's taking up a lot of your time, listen up! Our real estate experts developed an advanced search tool that will search for homes based on your unique criteria, and you will be notified whenever a new listing is available. Click the link to find your dream home!

21. What are closing costs?

/what-are-closing-costs/

Script 1: If you're about to buy a home, it's important to be prepared for all of the different charges that come along with the down payment. Closing costs encompass a variety of different fees. For a full list of what these charges entail and valuable assets that will help with buying your next home, click the link!

Script 2: When buying a home, it's important to be aware of and prepared for all of the closing costs. The term "closing cost" refers to a variety of different fees that are due when purchasing a home. Click the link for a full list of closing costs so you can be fully prepared and informed when buying a home!

Script 3: We are often asked what costs are due when purchasing a home. There's a lot more to buying a home than just sending a down payment. You will owe loan origination and title fees, transfer taxes, prepaid interest and more. Click the link for more information about closing costs, along with a wealth of resources that will prepare you when buying a home!

22. Selling FSBO?

/fsbo/

Script 1: Are you thinking about listing your home yourself? Listing your home on the market as "for sale by owner" comes with advantages and disadvantages. We compiled video resources that cover everything you need to know about selling your home. Click the link for more information!

Script 2: Don't list your home as "for sale by owner" before viewing our resources! We compiled a series of videos that cover everything you need to know about selling your home. Click the link for more information!

Script 3: Many home sellers ask us what to expect when listing a property as “for sale by owner.” We compiled a series of videos that cover everything you need to know when starting the process of selling your home. Click the link to find out more!