

FOR CAMERA-SHY ARIZONA AGENTS

The On-Camera Playbook

Go from never-posted to one video a week in 30 days: a ramp that starts where nobody can see you, a phone setup under \$150, and the first five scripts written for you.

Five fill-in scripts

The 30-day ramp

\$150 pocket studio

Every stat sourced



WHY THIS MATTERS

Your face is the product now

Buyers hire the agent they already feel like they know. 33% of buyers say online research played a key role in choosing their agent, and while 79% of repeat buyers would consider their previous agent again, only 13% actually rehired them (Zillow, December 2025). Video is the anti-forgetting machine, and the bar for making it is lower than you have been told.

Zillow Consumer Housing Trends Report for Agents, December 2025 release

84%

of US adults use YouTube, with Facebook at 71% and Instagram at 50%

Pew Research Center, November 2025

200B

daily views on YouTube Shorts, the scale of vertical video today

YouTube CEO Neal Mohan, June 2025

4 yrs

running that short-form video ranks as marketers' highest-ROI format

HubSpot State of Marketing, 2025

THE FEAR MATH

Most agents get this wrong: public speaking is not America's top fear. 29% of Americans fear it, fewer than fear heights at 34.7% or even sharks at 34.6% (Chapman University Survey of American Fears, 2024). Camera nerves are common, not universal, and they train out with reps. And remember who you are up against: the median Realtor is 57 with 13 years in the business (NAR 2026 Member Profile), not an influencer. In a feed with almost no local faces, the agent who simply starts is the one who gets remembered.

THE PLAN

The 30-day ramp

You do not fix camera shyness with courage. You fix it with reps nobody sees. This ramp starts with videos only one past client ever watches, and nothing goes public until day 15.

1-7

Private reps: one video text a day

Twenty seconds to one past client: happy closing anniversary, congrats on the new job, saw a sale on your old street. Three takes max, send it, and rewatch nothing until day 7.

8-14

Two Stories, then film script 1

Stories vanish in 24 hours, which makes them the perfect middle stakes. Post two, then film the intro script from the Steal These page and save it without posting.

15

Post your first public video

Post the intro to Instagram and Facebook, then text the link to five people who already like you. Skip the view count today: pressing post was the win.

16-21

Engage, then film the market update

Answer every comment with a comment and every DM with a voice note or a short video reply. Then film the market update script with fresh numbers from your MLS.

22-30

Batch once, calendar forever

Film 3 to 4 videos in one 45-minute batch, post one, bank the rest. Put a weekly 30-minute filming slot on your calendar: the slot, not motivation, is the system.

WHY WEEK ONE IS TEXTS

Week one is already marketing: 50% of buyers who worked with an agent prefer texting or messaging apps, against 33% who prefer calls (Zillow, December 2025). A private video text is not pretend practice. It lands in the exact channel your past clients already choose, from the one agent whose face they know.

THE SETUP

The pocket studio

The whole setup costs less than \$150, and most of it costs nothing. The order matters: audio first, light second, camera last. Viewers forgive a soft image and quit on bad sound in seconds.

- ☐ Wipe the lens: pocket lint is the number one image upgrade
- ☐ Window light in front of you, never behind you
- ☐ Phone at eye level: a stack of books beats a low angle
- ☐ Stand arm's length to 3 feet from the phone
- ☐ Clip-on lav mic, \$20 to \$100, or film in a quiet carpeted room
- ☐ Vertical 9:16 for Reels, Shorts, and Stories
- ☐ Captions on every video, no exceptions
- ☐ Three takes, post the best, delete nothing until tomorrow

- 1 Audio outranks image.** A \$30 lav mic on last year's phone beats a new phone with no mic. Wind is the Arizona killer: film patio clips early, or clip the mic under your collar.
- 2 Captions are not optional.** Half of Americans watch video with subtitles on by default, and 7 in 10 Gen Z viewers do (Preply, 2024). Auto-captions in CapCut or Instagram take one tap. Proofread the street names.
- 3 Use the phone you own.** Any phone from the last five years shoots sharper video than a talking head needs. The upgrade that changes results is reps, not equipment.
- 4 Respect the Arizona sun.** June through September, film exteriors before 9am. Monsoon skies are free b-roll. October through April is golden hour most of the day, and indoors you just face the window and let it work.

BEFORE YOU BUY ANYTHING

Gear never fixed a delivery problem. If you feel stiff on camera, a \$1,500 camera records you feeling stiff in higher resolution. Run the 30-day ramp on the phone you own. Buy the mic. Skip everything else until video is a habit you have kept for 90 days.

STEAL THESE

The first five scripts

Each script runs under 30 seconds on camera. Read it out loud twice, then film from a three-word sticky note: a teleprompter reads like a hostage video. The Arizona broker line you must say anyway doubles as your opener, so compliance breaks the ice for you.

1 • THE INTRO

I'm [Name] with [Brokerage] here in [City]. I'm doing something a little uncomfortable: one video a week for the next month, answering the questions clients actually ask me. First up: [the question you hear most]. If you have one about [City] real estate, send it over and I'll answer it on camera. See you next week.

2 • THE MARKET UPDATE

I'm [Name] with [Brokerage]. Three numbers from [City] this month. Median sale price: [\$ amount]. Days on market: [number]. Months of supply: [number]. Here is what that means if you are thinking about [buying or selling]: [one plain sentence]. I pull these from my MLS every month. Want your neighborhood's numbers? Message me the name.

3 • THE NEIGHBORHOOD TOUR

[Neighborhood] in 60 seconds. I'm [Name] with [Brokerage]. Coffee worth the line: [spot]. Where everyone walks: [park or trail]. Commute: about [minutes] to [job center]. Homes here mostly run [\$ low] to [\$ high]. One thing people miss until they live here: [detail]. Want to see what is for sale in [Neighborhood] right now? DM me the word TOUR.

4 • THE BUYER-AGENCY EXPLAINER

I'm [Name] with [Brokerage]. Before you tour homes in Arizona, you will sign a buyer agreement first. In plain English, it covers three things: what I do for you, how long we work together, and how my compensation works. Those terms are negotiable, and we walk through every line before you sign anything. If you want the no-pressure version of that conversation, that is exactly what I am here for.

5 • THE JUST-LISTED TEASER

This [best feature] is why [Neighborhood] listings stop the scroll. I'm [Name] with [Brokerage], and this one is brand new to market. Three things to know: [beat one]. [Beat two]. [Beat three]. [Beds] beds, [baths] baths, offered at [\$ full price]. DM me the word [keyword] and I will send you the full tour.

ONE LINE, TWO JOBS

The opener is the compliance: ADRE rule R4-28-502(E) treats social video as advertising, and it must clearly identify your employing broker. Per AAR guidance, May 2026, a spoken I'm [Name] with [Brokerage] at the start of the video satisfies it. Two flags before you post: script 4 touches compensation, so run the exact wording past your broker first, and script 5 needs the seller's written permission to film.

THE REPURPOSING MAP

Film once, post five times

One filming should never die as one post. Cut it five ways, then build for the forward: Instagram ranking runs on watch time, likes per reach, and DM sends, and sends are the door to non-followers (Instagram chief Adam Mosseri, 2025). End videos with a forwardable ask: send this to the friend who keeps talking about moving to [City].

ONE FILMING BECOMES	THE CUT	WHY IT WORKS
Reel / Short	Best 30 to 60 seconds, vertical, captions on, hook in the first 2 seconds	Discovery. Shorts allow up to 3 minutes (YouTube, official); stay under one
Story	One 15-second slice plus a poll or question sticker	Low stakes, gone in 24 hours, warms the followers you already have
YouTube upload	The full take with a searchable title: Moving to [City], what \$500,000 buys	Search shelf life: it answers the same question for years
Email to your list	Thumbnail linked to the video in your regular newsletter	Your list already knows you; a face in the inbox fights forgetting
Blog or site page	Cleaned-up transcript pasted under the embedded video	Turns one filming into a page search engines can actually read

**Market updates**

Script 2 on repeat: three numbers from your MLS in the same format every month. The repetition is the brand. People learn to expect you the way they expect a weather report.

Cadence: [monthly](#)

**Neighborhood tours**

Arizona netted 31,107 domestic movers in the year ending July 2025, with Pinal County the state's fastest growing at 3.7% (U.S. Census Bureau, May 2026). Moving-to videos reach those buyers before any local referral can, and snowbirds start researching from Minnesota in July.

Cadence: [2 per month](#)

**Process explainers**

Buyer agreements, inspections, appraisal gaps, earnest money, all in plain English. Buyers now sign agreements before touring, and almost nobody films this well yet. Script 4 leads.

Cadence: [2 per month](#)

**Listings**

Teasers you film on your phone, walkthroughs shot properly. ListerPros captures walkthrough and vertical social video in one visit, so every listing hands you a week of content.

Cadence: [every listing](#)

THE ARIZONA RULES

Rules that keep you out of trouble

None of these are hard, and all of them are cheaper to follow than to untangle. When one gets fuzzy, a question to your broker beats a guess.

- 1 Name your broker on camera.** ADRE rule R4-28-502(E) covers social video as advertising, and it must clearly identify your employing broker. Per AAR guidance, May 2026, saying I'm [Name] with [Brokerage] at the start complies. Team-name rules vary, so ask your broker.
- 2 Keep MLS media unbranded.** Under ARMLS Rule 8.23, updated May 2026, video and tours attached to a listing cannot carry your branding or contact info: check the contains-branding box and supply a separate unbranded link. Social posts are exempt. In Tucson, check current MLSSAZ policy.
- 3 License the music or skip it.** Meta's music guidelines bar commercial use of popular tracks without a license, and trending audio on a business account is a takedown waiting to happen. Use the in-app business-approved libraries, or let your voice carry the video.
- 4 Describe the place, never the people.** Fair housing applies to video word for word. Talk prices, amenities, commutes, and square footage. Skip who a neighborhood is for, safe, exclusive, and any line about the people who live there.
- 5 Say negotiable, never standard.** If compensation comes up on camera, the only safe sentence is that terms are negotiable. No rates, no ranges, no what everyone charges. Run script 4's wording past your broker before it posts.
- 6 Leave the drone to a certified pilot.** Paid aerial video requires an FAA Part 107 certificate, and flying it yourself for a listing without one risks federal fines. Every ListerPros drone pilot is Part 107 certified, which is the boring reason to outsource exactly one thing.

FILMING INSIDE A LISTING

Get it in writing first. Written seller permission before any camera comes out, even for a 10-second teaser. Then sweep the frame: mail, prescriptions, family photos, valuables, anything with a name on it. And this page is guidance, not legal advice: confirm specifics with your broker or attorney.

PRINT IT, PIN IT, RUN IT

The on-camera checklist

- ☐ Day 1: send one 20-second video text to a past client
- ☐ Week two: post two Stories, then film the intro script
- ☐ Reply to every comment and DM within a day
- ☐ Batch 3 to 4 videos in one 45-minute session
- ☐ Open every video with I'm [Name] with [Brokerage]
- ☐ Days 2 to 7: one private video a day, rewatch nothing until day 7
- ☐ Day 15: post the intro video and text it to five people
- ☐ Film the market update with numbers from your MLS
- ☐ Claim a weekly 30-minute filming slot on your calendar
- ☐ Captions on, music licensed or skipped, seller OK in writing



ListerPros

ListerPros has photographed Arizona real estate since 2013, for thousands of agents across Phoenix and Tucson. One visit captures photos, vertical video, aerials, 3D tour and floor plan, and everything is back within 5 hours of the end of the shoot. Guaranteed.

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