

# Script Template: Interactive Virtual Neighborhood Tour for Real Estate Agents and Teams

To use this script template, go to **File** → **Make a copy**. Once you've made a copy, you may customize it.

To see an example of this script in action, [join a neighborhood tour of the Big Island of Hawaii](#) given by Alethea Lai of Venture Sotheby's International. (We've included her script below, for reference.)

This neighborhood tour script was designed to be delivered via [eWebinar](#) using [this webinar template](#) and its [suggested interactions](#) (noted in the script below where they should appear in your video).

## [ OPENER ]

Hi, my name is <name>, I'm a realtor at <brokerage> in <area or location>.

INTERACTION:

Tip

"Welcome to my neighborhood tour"

Welcome to my neighborhood tour. I'm here today to familiarize you with a few amazing areas in <area or location>.

INTERACTION:

Contact form

For people to request you contact them

INTERACTION:

Logo overlay

To display your logo throughout the tour

## [ SET THE AGENDA ]

During our time together, I'm going to:

1. Give you a quick introduction of myself
2. Share some of the key characteristics of neighborhoods in <area or location> that you might be interested in, focusing on <Neighborhood 1>, <Neighborhood 2>, and <Neighborhood 3>.
3. And then tell you about the services our team can provide and how to get in touch

## [ EWEBINAR HOUSEKEEPING ]

If you have any questions for me, make sure you type them in the chat and I'll get back to you as soon as I can. If I don't get back to you right away, you will hear back from me by email.

INTERACTION:

Tip

"Be sure to ask questions in chat"

I'm also going to ask **you** a few questions. You'll see them pop up as I talk. Please take a moment to answer each one. The more I can get to know you, the better I'll be able to help.

Here's one to start: Where do you live right now? I'd love to hear! (*Short pause.*)

INTERACTION:

Question

"Where are you living right now?"

I'll also be sharing some links with you today — to available listings, insider tips about the neighborhoods, and more information about me and my team. So please look out for those too!

Alright, so why don't we get started with a quick introduction?

## [ INTRODUCE YOURSELF ]

My name is <name> and I've lived in <location or area> for <#> years.

**<Tell your story. Give people a sense of who you are and of your experience in real estate.>**

**Example script:** "My name is Alethea and I've lived on the Big Island for 28 years. Even though I'm not from here, I consider myself kama`aina at this point. Kama`aina just means long term Hawaii resident. I got my Bachelors from UHHILO in Marine Science and then a Masters in Geography from UHManoa. I worked in the non-profit field for 15 years before I got into real estate in 2015."

INTERACTION:

Link

[To your LinkedIn profile](#)

"I bought my first home on the Big Island at 18 and have lived everywhere from Puna to Kona, however, North Hawaii is my place. I raised my son here and I love the Big Island. I work with another real estate powerhouse Megan MacArthur, together we have over 27 years of experience and are top producers at our firm."

INTERACTION:

Link

[To team profile on brokerage website](#)

The thing that sets me/our team apart is **<a couple of simple points expressing how you are different – why people should work with you>.**

## [ THE PROBLEM — WHY THEY NEED YOU! ]

**<Explain what it is about your area that makes it hard for people to navigate finding a home without the guidance of a seasoned team or agent like you to lean on.>**

**Example script:** *"The thing is, the Big Island is called the Big Island because it's huge!*

INTERACTION:

Tip

To emphasize your problem statement

*Most people come here for vacation and end up falling in love with this island, but they end up not having the time to explore enough to choose the neighborhood they want to buy in. Just getting from one area to another takes 30-45mins, and you never really get the feel for what it's like to live there. Every area has its pros and cons depending on what kind of lifestyle you like; whether it's being close to the beach, or hiking trails, or even what kind of weather you prefer."*

## [ THE SOLUTION — YOU! ]

**<Tell people why you are uniquely qualified to overcome the problem described above.>**

**Example script:** *"Helping you find your ideal place here is where my expertise comes in, I know each neighborhood that I specialize in intimately, and can help you qualify and disqualify areas so you don't waste your time driving around and looking at properties you don't want to call home...The hardest part of buying on the Big Island is often choosing WHERE you want to be. That is what I hope to help you with today."*

In the past <#> years, I've worked with numerous buyers and sellers, and I'd be happy to share my experience with you of how they ended up finding their dream home with me. Here are just a couple of the things my clients have said about working with me. Click to read more, if you like.

INTERACTION:

Link

Two sample testimonials with [a link to others](#)

## [ QUALIFYING QUESTIONS ]

Before we dive into the neighborhoods I'm going to show you today, I'd love for you to tell me a bit about your needs first. Remember those questions I said I'd ask? Here they are.

**<Adapt these questions as needed. The point is to ask questions to qualify the lead.>**

First, **<Are you looking for a primary residence or a vacation home?>**

INTERACTION:

Poll or Question

Question #1

Two, **<What is your time frame to buy?>**

INTERACTION:

Poll or Question

Question #2

Number three, **<Are you applying for a mortgage or will you be buying with cash?>**

INTERACTION:

Poll or Question

Question #3

And finally, **<Are you already working with an agent?>**

INTERACTION:

Poll or Question

Question #4

Thanks for taking the time to answer my questions!

## [ NEIGHBORHOOD 1 ]

Now let's dive into the first neighborhood, **<Neighborhood 1>**. Don't worry about taking notes, I'll be sharing a summary of everything with you later on. And remember, any questions you have, type them in the chat.

*(You may wish to show stock footage or a montage of images of the neighborhood while you talk about it as a voiceover.)*

**<Describe the neighborhood. Be as specific as possible about its unique qualities to demonstrate your expertise. Share one or two insider tips. Sum up the neighborhood's vibe at the end so it's easy for people to remember its key qualities.>**

INTERACTION:

Tip

Image + text summarizing neighborhood

**Example script:** "Let's start with our resort areas on the South Kohala coast. It is a favorite of mine, having lived there mostly since 1998. I chose this area because of its ocean access, hands down. Our resorts are all on the leeward (or protected) side of the island, and it is hot and dry, with very predictable weather. Most of our visitor activities are here and our large resorts. It starts outside of Kona with the Four Seasons Hualalai, a name everyone can recognize. This resort is regularly one of the top Four Seasons in the nation, and it features very high end homes and condos with the service people know and love. Heading up the coast you come to Waikoloa Beach Resort which features the Queens and Kings shops and the Hilton Waikoloa Village and Marriot Hotel, along with a large amount of fairly affordable condos and timeshares. Waikoloa Resort has Anaehoomalu Bay which has a very large sandy beach, a canoe club, and restaurant on it. The Shops feature the Island's only luxury cinema, along with some great restaurants and shopping. Waikoloa Village is up the hill from the resort, and is a mostly residential neighborhood that has a large new shopping center going in right now. Waikoloa is going to be the major west side neighborhood within 10 years. People love Waikoloa because you have all the resorts at our fingertips but you also can easily get to Waimea. The Mauna Lani resort is next, featuring the Fairmont Orchid Resort and the newer Auberge at Mauna Lani. Mauna Lani has a mix of condos and single family homes and has two notable beaches one of which is private during the day for all homeowners there. Continuing up the coast you have the one road beach community of Puako, which has no community association or rules and features single family homes and one condo complex. That is where I lived for 20 years. It's still my favorite place to watch the sunset."

INTERACTION:

Link

Insider tip #1 with [a link to more info](#)

"The last resort is the Mauna Kea, which has the Hapuna Westin on one side fronting Hapuna Beach, and the Mauna Kea Resort on the other side fronting Kauna`oa Bay. These are arguably two of the best beaches on the island. There are a mix of single family homes and condos available at this resort.

My personal favorite in this area is walking from Hapuna Beach to Kauna`oa Beach early in the morning. We have a coastal hiking trail called the Ala Kahakai or King's Trail that was built by the Hawaiians and used to traverse the island. You can walk both beaches that are connected by this trail, and it is probably one of the most spectacular walks you will ever take."

INTERACTION:

Link

Insider tip #2 with [a link to more info](#)

*"Outside of Waikoloa Village, this area features mostly second homes, lots of vacation rentals, and some of the highest price points we have on-island for real estate. If you want a real Hawaii vacation vibe, this is the area for you."*

So that wraps it up for our first area, **<Neighborhood 1>**. If it seems the kind of place you are looking for, here is a link to listings currently on the market there. If you see any you like, you can send me an inquiry from the listing and I will answer any questions or even arrange a showing.

INTERACTION:

Link

[To current listings in the area](#) on IDX site

## [ NEIGHBORHOOD 2 ]

Now let's look at our next area, **<Neighborhood 2>**.

*(You may wish to show stock footage or a montage of images of the neighborhood while you talk about it as a voiceover.)*

**<Describe the neighborhood. Be as specific as possible about its unique qualities to demonstrate your expertise. Share one or two insider tips. Sum up the neighborhood's vibe at the end so it's easy for people to remember it's key qualities.>**

INTERACTION:

Tip

Image + text summarizing neighborhood

**Example script:** *"Waimea is a small upcountry town that historically hails from Hawaiian cowboys. It is based at around 2600 foot elevation, so it is cooler in temperature generally and has mostly mountain views. Its main economic drivers are the Queen's North Hawaii Hospital, an astronomy center, and three private schools, along with a public elementary and middle school. Waimea has a wet and dry side gradient across the town. Wet side is aptly named due to its location at the back of our remote Valley system, so the fog and drizzle blow from the back of the Valleys over to Waimea forming the wet side. The dry side gets much less of this moisture and as you go down the Kawaihae hill it gets hotter and dryer each mile you go. It is mostly a residential small town and is very quiet after 8pm. Waimea has the best Farmers Markets on island, it is considered the bread basket by many. There are markets on Wednesdays and Saturdays, and you can get everything from the freshest produce to amazing food trucks. My personal favorites in this area are the Waimea Butcher Shop and Kamuela Liquor Store."*

INTERACTION:

Link

Insider tip #1 with [a link to more info](#)

*"The Liquor Store has THE most incredible selection of wines you can get on this island, with delightful treats you can only find there like fresh burrata. The Butcher Shop is a delight, featuring incredible local meat perfectly aged and cut, it has ingredients that you will only find there so if you are a foodie, these are not to miss stops."*

INTERACTION:

Link

Insider tip #2 with [a link to more info](#)

*"Most of the real estate in Waimea is owned by residents, and there are a lot of families whose kids go to the private schools and the public elementary and middle school. The community of Waimea is all the best of a small town, people really go out of their way to help others and participate in family fun. Upcountry Hawaii has its own vibe, more authentic living and less resort-paradise life. So if you like a sleepy cooler town with more mountain than ocean views, this is the place for you."*

So that wraps it up for **<Neighborhood 2>**. If this seems the kind of place you are looking for, here is a link to listings on the market. If you see any you like, please let me know.

INTERACTION:

Link

[To current listings in the area](#) on IDX site

## [ NEIGHBORHOOD 3 ]

And now let's look at our final area, **<Neighborhood 3>**.

*(You may wish to show stock footage or a montage of images of the neighborhood while you talk about it as a voiceover.)*

**<Describe the neighborhood. Be as specific as possible about its unique qualities to demonstrate your expertise. Share one or two insider tips. Sum up the neighborhood's vibe at the end so it's easy for people to remember it's key qualities.>**

INTERACTION:

Tip

Image + text summarizing neighborhood

**Example script:** *"I love North Kohala! It is the oldest part of the island and its cliffs and tropical environment along with deep soil is incredibly beautiful. It also has a dry to wet side gradient that although not as pronounced as Waimea is also at play, as the road to Kohala ends at Pololu Valley, where you can only get into by foot. Pololu Valley produces a lot of the same moisture that keeps Waimea wet. The road out to North Kohala has a few scattered luxury developments including Kohala Waterfront, Kohala By The Sea, and Kohala Ranch. Kohala Ranch is the largest and typically has the most amount of inventory. These developments are in between true North Kohala*

*and the resorts, with a fairly easy commute to Waimea as well. It often represents a sweet spot for people moving here. There are two main towns in North Kohala proper: Hawi and Kapaau. Both are artistic towns with sweet art galleries and small local businesses."*

INTERACTION:

Link

Insider tip #1 with [a link to more info](#)

*"There is larger acreage generally up here, and it is the oldest part of the island so it has the richest soil and a tropical growing climate with huge ocean views and seascapes. It is just breathtakingly beautiful. It is also more remote, and as such it is mostly farms and residential living. There are two private ranches on dry side Hawi, the Ranch at Puakea and Puakea Ranch, each featuring a private gated community with large homes on minimum of 10 acres lots. The coast is mostly cliffs with a few beach parks/water entry access points. My personal favorite in this area is the hike down to Pololu."*

INTERACTION:

Link

Insider tip #2 with [a link to more info](#)

*"Pololu Valley is remote and raw, with a black sand beach and dramatic valley walls. There is a lot of driftwood to sit on, and the stream meandering to the beach is a great place to sit and reflect.*

*If you want a tropical feel and dream of growing some of your own food, you may love North Kohala. It is mostly residential and outside of the luxury developments actual locals live here. The community is tight and friendly, and everyone knows everyone."*

That wraps it up <Neighborhood 3>. If it seems the kind of place you are looking for, here is a link to the listings there.

INTERACTION:

Link

[To current listings in the area](#) on IDX site

All right, so we've looked at a few amazing areas in <area or location>. After hearing about their differences and unique characteristics, which one is your favorite?

INTERACTION:

Poll

"Which neighborhood is your favorite?"

## [ CLOSING ]

Do you see yourself enjoying <what life would be like in Neighborhood 1> in <Neighborhood 1>? Or are you wanting <what life would be like in Neighborhood 2> and you think <Neighborhood 2> is the place for you? Or, are you looking for <what life would be like in Neighborhood 3> and can see yourself happy in <Neighborhood 3>?



I'd also love to know, now that you have a sense of the areas you could choose, what's most important to you in your search?

*INTERACTION:*

Question

"What features **MUST** your home have?"

Please let me know. Because no matter what you are looking for, I can help you decide on your special spot in **<area or location>** . I'll give you a few seconds to share your thoughts.

Before we wrap up here, I wanted to share some recent sales to give you a sense of the kinds of properties I've bought and sold before. There's a link coming up for you to click. I hope you'll be able to see how much my experience will come in handy to you in your search.

*INTERACTION:*

Link

[To your sold properties](#)

Thank you so much for taking the time to let me show you around **<area or location>**. If you want to speak with me about buying or selling here, please fill out this contact form and I'll be in touch. Now that you know a little bit about me and I know a little bit about you, we'll be able to jump right in!

*INTERACTION:*

Contact form

For people to request you contact them

Here is the summary I promised of everything we talked about today, including more information about me and my team and how to get in touch with us. And I think that's about it!

*INTERACTION:*

Link

[To a summary of your neighborhood tour,](#)  
which could be to a PDF or blog post

Again, my name is **<name>** from **<brokerage>** in **<area or location>**, thanks again for your time today, and I hope to meet you very soon. Bye now!"

*INTERACTION:*

Feedback

To rate the tour and give you written feedback

*INTERACTION:*

Tip

"Thank you!"