

Trending Hooks to use with the videos provided in membership or your listing videos
Download video and upload to canva or download to phone and add text in IG
Pick your favorite Hook and fill in the blank
In the caption talk about what the hook means to a buyer.

Print and save somewhere for the days you don't know what to post.

Check out 21 and 22 as they are time sensitive to the season.

Trending B-Roll Hooks

Fill-in-the-Blank Templates

PROPERTY SHOWCASE HOOKS

1. Price Point Reveals

- "POV: You have \$_____ to spend on Big Island real estate..."
- "\$_____ on the Big Island gets you THIS..."
- "What \$_____ actually buys you in _____ [location]"
- "Thinking \$_____ won't get you much? Watch this..."
- "Your budget: \$_____. Your options: *chef's kiss*"

2. Location-Specific

- "Everyone's buying in _____ but nobody's talking about _____..."
- "_____ [location] real estate hits different and here's why..."
- "They said _____ [location] was overpriced until I showed them this..."
- "If you're not looking in _____ yet, you're missing out on..."
- "_____ [location] just became the most underrated place to buy..."

3. Property Type Focus

- "POV: You're touring a _____ [property type] for the first time in _____..."
- "This _____ [bed/bath count] in _____ just hit the market and..."
- "Nobody told me _____ [property type] on Big Island came with _____..."
- "When the _____ [property feature] is better than the listing photos..."
- "That moment when you see a _____ [property type] with _____..."

PROBLEM/SOLUTION HOOKS

4. Buyer Pain Points

- "Buyers in _____ keep making THIS mistake..."
- "You're losing out on _____ [location] homes because of _____..."
- "Why your offer on that _____ [property type] got rejected (and what to do instead)..."
- "Buying in _____ without knowing _____ is costing you thousands..."
- "Everyone wants _____ [feature] but nobody wants to pay for _____..."

5. Seller Frustrations

- "Your _____ [location] home isn't selling because of THIS..."
- "Selling in _____ [area]? Stop doing _____ immediately..."
- "I told them to fix _____ before listing... they didn't listen..."
- "This _____ [property type] sat for _____ days until we changed _____..."
- "_____ [location] sellers: If you're not doing _____, you're losing buyers..."

6. Market Truth Bombs

- "Real talk: _____ [location] market is _____ right now..."
- "Everyone thinks _____ but the Big Island market is actually _____..."
- "The _____ market just shifted and here's what it means..."
- "If you're waiting for _____ to _____, I have news..."
- "_____ [month/season] is THE time to _____ in _____ and here's why..."

LIFESTYLE & RELOCATION HOOKS

7. Relocation Reality

- "Moving to _____ from _____? Here's what nobody tells you..."
- "You think you want to live in _____ until _____..."
- "_____ months living in _____ and here's what I learned..."
- "Relocated to Big Island for _____ ... stayed for _____..."
- "Before you move to _____, you NEED to know about _____..."

8. Local Knowledge

- "Locals know to avoid _____ [area] during _____ but tourists don't..."

- " _____ [location] people understand _____..."
- "If you know, you know: _____ [local reference] means _____..."
- "Big Island secret: The best _____ is actually in _____..."
- " _____ [side of island] vs _____ [other side]: A day in the life..."

9. Lifestyle Comparisons

- "Living in _____ vs living in _____: Which side are you?"
 - "Mainland life: _____. Big Island life: _____."
 - " _____ [property type] living hits different when _____..."
 - "You in _____ [location] vs you in _____ [other location]..."
 - "Choosing between _____ and _____? Here's how to decide..."
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TRENDING FORMAT HOOKS

10. "Wait For It" Style

- "This _____ [property type] in _____ looks normal until..."
- "Walking through a \$_____ home in _____ when suddenly..."
- "Just another _____ [location] property tour... wait for it..."
- "Showing a house in _____ and then we got to the _____..."
- "The listing said _____ but it didn't mention _____..."

11. "Tell Me Without Telling Me"

- "Tell me you live in _____ without telling me you live in _____..."
- "Tell me you're buying Big Island real estate without saying _____..."
- "Tell me you're a _____ [location] realtor without telling me..."
- "Tell me you just moved to _____ without saying _____..."
- "Tell me you sell luxury real estate without showing the house..."

12. "POV" Format

- "POV: You just found out your dream _____ [location] property is in lava zone _____..."
- "POV: The seller just accepted your offer on _____..."
- "POV: You're about to see a _____ [property type] that's been on market _____ days..."
- "POV: Your client walks into _____ [room/feature] for the first time..."
- "POV: Realtor life in _____ when _____..."

13. "Nobody Talks About" Style

- "Nobody talks about _____ when buying in _____..."
- "_____ [location] real estate secret nobody shares: _____..."
- "What realtors won't tell you about _____ (but I will)..."
- "The _____ [feature/issue] everyone ignores until _____..."
- "_____ is the thing that ACTUALLY matters when buying in _____..."

14. "This vs That" Comparisons

- "_____ [amount] in _____ gets you this... but _____ [amount] in _____ gets you THIS..."
 - "Buying _____ [property type]: Expectation vs Reality in _____..."
 - "_____ [location] listing photos vs _____ [location] reality..."
 - "Mainland realtor vs Big Island realtor when _____..."
 - "First time seeing _____ vs 100th time seeing _____..."
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EDUCATIONAL HOOKS

15. Myths & Misconceptions

- "Everyone thinks _____ [location] is _____ but actually..."
- "The biggest lie about Big Island real estate: _____..."
- "_____ doesn't mean _____ on the Big Island..."
- "Stop believing _____ about _____ [location]..."
- "Myth: _____. Reality: _____ (at least in _____)..."

16. "You Need to Know" Style

- "Before you buy in _____, you need to know about _____..."
- "_____ things I wish I knew before selling in _____..."
- "If you're considering _____ [property type], know THIS first..."
- "_____ [location] buyers: Stop missing out on _____..."
- "The ONE thing that changes everything about buying in _____..."

17. List-Style Hooks

- "_____ [number] things you MUST check before buying in _____..."
 - "_____ [number] signs you're overpaying for _____ [location] real estate..."
 - "_____ [number] red flags in a _____ [location] property..."
 - "_____ [number] reasons _____ [location] is undervalued right now..."
 - "_____ [number] things that kill deals in _____ every single time..."
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ENGAGEMENT/COMMUNITY HOOKS

18. Question-Based

- "You can only pick one: _____ or _____?"
- "Would you rather live in _____ with _____ OR _____ with _____?"
- "What's more important: _____ or _____?"
- "Is _____ [amount] too much for _____ [property/feature]?"
- "_____ or _____? Wrong answers only..."

19. Hot Takes

- "Unpopular opinion: _____ [location] is better than _____..."
- "Sorry but if you're buying in _____ you need to _____..."
- "Hot take: _____ [feature] is overrated, _____ [feature] is underrated..."
- "I said what I said: _____ [location] in _____ [season] is _____..."
- "Controversial but _____ [property type] in _____ is the move right now..."

20. Relatable Realtor Life

- "When your client says their budget is _____ but wants _____..."
 - "That face I make when someone asks if _____ includes _____..."
 - "Me explaining _____ to _____ [type of buyer] for the 100th time..."
 - "POV: You're showing properties in _____ and _____..."
 - "Realtor life: _____ all day, then _____ all night..."
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SEASONAL/TIMELY HOOKS

21. Time-Sensitive

- "_____ [month] is when smart buyers look at _____ [location]..."
- "_____ [season] in _____ means _____..."
- "If you're buying in _____ [timeframe], do THIS now..."
- "_____ [current month] update: _____ [location] market is _____..."
- "End of _____ [month] and _____ [location] properties are _____..."

22. New Year/Fresh Start

- "New year, new _____, new _____ [location] property..."
- "_____ [year] goal: Own property in _____..."
- "Starting _____ [year] in a _____ [property type] in _____ hits different..."

- "This time next year you could be living in _____..."
 - "_____ [year] is the year you finally buy in _____..."
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LISTING ANNOUNCEMENT HOOKS

23. New Listing Reveals

- "Just listed in _____: _____ [key feature]..."
- "NEW: _____ [bed/bath] in _____ with _____..."
- "You asked for _____ [feature] in _____ [location]... ask and you shall receive..."
- "This _____ [property type] in _____ just hit the market and it has _____..."
- "Been waiting for something in _____? Wait until you see this _____..."

24. Price/Value Reveals

- "Listed at \$_____ in _____ with _____..."
 - "Under \$_____ in _____ with _____? Yes, it exists..."
 - "This is what \$_____ gets you in _____ right now..."
 - "Priced to sell: _____ [property details] in _____ at \$_____..."
 - "_____ [location] deal alert: _____ for \$_____..."
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USAGE TIPS FOR REALTORS

How to Use These Hooks:

1. **Film your B-roll first** (property tours, lifestyle shots, area footage)
2. **Choose your hook** based on the footage theme
3. **Fill in the blanks** with your specific details
4. **Add trending audio** underneath
5. **Text overlay** the hook at the beginning

Fill-in-the-Blank Categories:

LOCATIONS: Kona, Hilo, Puna, Waimea, Volcano, Pahoa, Captain Cook, Kohala, Hamakua Coast, etc.

PRICE POINTS: \$350K, \$500K, \$750K, \$1M, \$2M+, etc.

PROPERTY TYPES: Off-grid, ag land, oceanfront, upcountry, plantation style, modern, luxury, fixer-upper, turnkey, etc.

FEATURES: Ocean views, catchment system, solar, acreage, ohana unit, lava zone rating, etc.

TIMEFRAMES: This month, Q1 2026, spring market, end of year, etc.

Best Practices:

- **Keep it authentic** - Use your real voice/experience
- **Be specific** - "Puna" is better than "East side"
- **Update regularly** - Swap in current data/timing
- **Test variations** - Same B-roll, different hooks
- **Track what works** - Note which hooks get most engagement

Trending Audio Pairings:

These hooks work with:

- Suspenseful build-up sounds
- "Oh no, oh no" style audio
- Upbeat/optimistic music
- Trending pop songs
- ASMR/ambient sounds for luxury properties

Pro Tip: Create 10-15 B-roll clips in one filming session, then rotate through these hooks throughout the month. Same footage, fresh hooks = consistent content without burnout!