VIDEO — 822 N GRANDRIDGE CT

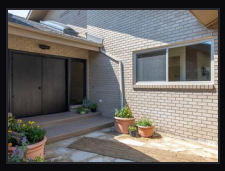
Five reels, shot by shot.

Every one is written to be filmed on a phone in a single visit. Read the script, follow the frames, post it. Nothing here needs a crew or an edit suite.

Reel 1 The surprise

“If I showed you the outside first, you would probably never guess what is waiting inside.”


01 EXTERIOR


02 FRONT DOOR


03 FOYER


04 ISLAND


05 LIVING


06 PRIMARY

SCRIPT

That is exactly why I want to show you this home differently. 822 N Grandridge has been completely reimagined. Wood ceilings, an incredible entertaining kitchen, main-level primary living and more than 4,200 square feet. If you want less maintenance without giving up how you live, come see this one.

CALL TO ACTION

Message me GRANDRIDGE for a private tour.

LENGTH

30–40 seconds. Hold the exterior two seconds, no longer.

Reel 2 Downsizing

“Downsizing should not mean downgrading.”


01 KITCHEN


02 PRIMARY


03 DECK


04 LOWER LEVEL


05 DINING


06 GREAT ROOM

SCRIPT

What if you could give up yard work and exterior maintenance without giving up your kitchen, guest rooms or entertaining space? That is the opportunity here.

CALL TO ACTION

Send this to someone thinking about their next chapter.

NOTE

This is the one to boost. It names the buyer out loud.

Reel 3 The kitchen

“This is the room that changes the entire house.”


01 SLOW REVEAL


02 APPLIANCES


03 SEATING


04 SURFACES


05 CONNECTION


06 PULL BACK

SCRIPT

The kitchen is not tucked away. It anchors the experience — an oversized waterfall island, integrated appliances and room for everyone to gather.

CALL TO ACTION

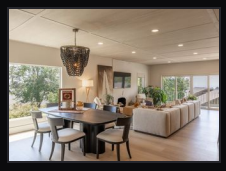
Want to see the rest? Message me.

NOTE

Open on the island edge and walk the length of it. One take.

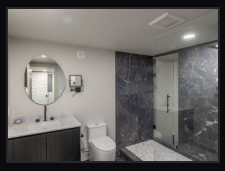
Reel 4 What the MLS misses

“Here is what the MLS cannot tell you about this house.”


01 LIGHT


02 CEILINGS


03 SCALE


04 MATERIALS


05 OUTLOOK


06 HOW IT LIVES

SCRIPT

It cannot communicate the feel of the wood ceilings, the natural light, the scale of the island or how easy the main-level layout lives. Some homes need to be experienced. This is one of them.

CALL TO ACTION

Schedule a private look.

NOTE

Slow pans only. The point is texture, not tour.

VIDEO — CONTINUED

Reel 5 The next chapter

“Who is this house actually for?”



01 OPEN PLAN



02 MAIN LEVEL



03 GUESTS



04 FINISH



05 LOCK AND LEAVE



06 CLOSE

SCRIPT

The buyer who is done maintaining a large estate but is not ready to give up quality, space or entertaining. The executive who wants a lock-and-leave Salt Lake base. The person who wants their next home to give time back.

CALL TO ACTION

If that sounds familiar, call me.

NOTE

Talk to camera for this one. It is the only one that should feel like you.

FILMING ALL FIVE IN ONE VISIT

SHOOT THE EXTERIOR FIRST, WHILE THE LIGHT IS LOW

Early morning or the hour before sunset. It is the only shot in the set that cannot be fixed indoors.

EVERY INTERIOR FRAME IS A SLOW PAN OR A SLOW PUSH

No handheld walking unless you have a gimbal. Two seconds of stillness at the start and end of each frame gives you something to cut on.

RECORD THE VOICEOVER SEPARATELY, SITTING DOWN

It will sound better than anything captured while you are moving, and you can re-take one line without re-shooting the house.