

# Wendy Lees - Copywriter

Client: Scott Rivera

Product: Scott Rivera Real Estate Team

Title: Willie Braggmore, Pricing

Length: :30

## Concept:

*A Take-off on the "I'm An Apple & I'm a Mac" style commercial. Very simple plain white backdrop.*

*Actor/Real Estate Agent "Willie Braggmore" wears pin-stripe power suit, designer sunglasses, loud power tie, spray tan. Scott is dressed, business casual standing next to him.*

## VIDEO

## AUDIO

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|---|---|
| 1. WILLIE ON LEFT. SCOTT ON RIGHT, STANDING IN FRONT OF A WHITE BACKGROUND.   | SCOTT: Hi I'm Scott Rivera.   |
| 2. FLASHING, OVER THE TOP GRAPHIC OF WILLIE BRAGGMORE'S NAME APPEARS AT BOTTOM OF THE SCREEN. GRAPHIC HAS THE LOOK OF THOSE CAMPY BATMAN TV SHOW GRAPHICS WHEN THEY WERE FIGHTING "BAM", "ZOWIE" ETC. | WILLIE: ( <i>interrupting</i> ) I'm Willie Braggmore. Top producing real estate agent west of the north pole. Sold more homes and bridges than anyone ever. |
| 3. SCOTT'S NAME IS CLEAN WHITE FONT OVER A LIGHT BLUE SHADOW TO MATCH LOGO COLORING.  | SCOTT: Really? I serve Kern County. Helping people sell their home quickly, and for a great offer, by pricing it right from the start.                      |
| 4. WILLIE HAS A CARNIVAL STYLE WHEEL CALLED "WHEEL O'REALTY" BESIDE HIM. THE SEGMENTS ARE LABELED WITH "WAY TOO HIGH" "WAY TOO LOW" "MAXIMIZE MY  | WILLIE: Home pricing's easy. (Spins the wheel)  |

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COMMISSION” “PRICE  
ENDING IN 9” “SIT FOR A  
YEAR+” AND ONE THIN  
SILVER SLIVER LABELED  
“PRICED RIGHT”. WILLIE  
SPINS THE WHEEL.

SCOTT: Correct home pricing's critical. There's a better approach than spinning your wheels, hoping you land on a winner. I custom review each home so we set a price that gets your house sold!

5. WHEEL LANDS ON “PRICE  
ENDING IN 9”.

WILLIE: Ya don't use a wheel?

SCOTT: No, No wheel.

6. GRAPHIC:

SCOTTRIVERA.COM

(661) 589-2222

SCOTT RIVERA REAL  
ESTATE TEAM LOGO

*HABLA ESPANOL*

VOICE OVER A: To sell your home, call SCOTT Rivera! (If time allows say “SCOTT Rivera Real Estate”)

VOICE OVER B: SCOTT Rivera Real Estate – We work for you.

VOICE OVER C: Call SCOTT Rivera or visit SCOTT Rivera Dot Com.

VOICE OVER D: Call SCOTT River Real Estate.