

ESTMA × SENADA ADŽEM

THE INDEX

TIKTOK CREATIVE & PRODUCTION PLAYBOOK

COMPLETE CREATIVE OVERHAUL — REDESIGN EDITION

The concept bank, hook library, 25 production-ready videos, 10 fully directed carousels, the posting rhythm, and the production infrastructure to run them — built for a native TikTok editorial voice, not a repost of the Instagram feed.

Editorial Introduction

THE INDEX on TikTok is not a repost channel. It's a native voice — built from the same record and judgment as the Instagram brand, speaking in the format the platform actually rewards.

This document replaces the account's previous TikTok content system with one built on the same editorial standard as its Instagram counterpart, translated for a platform that punishes anything that feels cross-posted. Every idea in these pages was tested against the same six questions — why stop scrolling, why watch to the end, what's the actual creative twist, why Senada specifically, why would someone duet, comment, or send this, and why does it belong to THE INDEX and nowhere else.

The structure that follows moves from thinking to execution: the five engines, reinterpreted as editorial lenses rather than content buckets; the concept bank that gives each engine its sharpest ideas; the hook library those concepts draw their openings from, organized by the eight attention triggers already proven to work for this account; twenty-five fully scripted videos and ten fully directed carousels, both production-ready; the posting rhythm and cross-format system that extends a single idea across the week without repeating it; and the production infrastructure — batching, cards, calendar, approvals — that lets a small team run all of it without Senada living on a film set.

Every fact, figure, and transaction referenced is drawn from the approved, verified record. Nothing here states the ~\$106M Palazzo di Lago combined figure as confirmed, invents a quote in Senada's voice, or discloses a confidential deal detail. Where her actual opinion is the content, this document proposes the question and the shape of an answer — never the answer itself. And nothing here is a straight repost of an Instagram asset: every TikTok piece is built natively for the platform's pacing, sound, and on-screen text conventions.

The Five Engines, Reinterpreted

The engines don't change. How literally they're read does. Each one below is an editorial lens, not a content category to fill.

The Take — read literally, an opinion video. Here, it's the ruling.

The Take never opens with "in my opinion." It opens with the verdict, then earns it — grading real listing copy, calling a price what it is, naming the industry habit everyone's noticed and nobody says out loud. The judgment is the hook; the explanation is the payoff.

Inside the Deal — read literally, a transaction recap. Here, it's the serialized record.

Inside the Deal runs as paced, episodic documentary — The Palazzo Tapes — with a reveal held back, a number withheld until the right beat, and a deliberate cliffhanger built from the one property with a genuinely re-tellable history. It is never a one-off brag clip.

Worth It? — read literally, a price reaction. Here, it's the audit.

Worth It? doesn't gawk at a number; it shows the receipts behind it — square footage, land, comps, what the number actually buys — and lets the audience argue in the comments. The number opens the video; the argument closes it.

South Florida Intel — read literally, local trivia. Here, it's the insider's map.

South Florida Intel skips the postcard version of a neighborhood in favor of the one distinction that actually changes price or access — a street name, a tax rule, a buyer pattern — the kind of read a visitor's Google search can't produce.

Things Buyers Don't Know — read literally, a tips list. Here, it's the leverage nobody explains.

This engine hands the audience a mechanic of the deal itself — staging tricks, how "days on market" resets, what proof-of-funds really requires — the sort of operational detail that changes how a buyer negotiates, not just what they know.

The Concept Bank

Twenty editorial concepts, four per engine — the strongest existing ideas pushed further, the weak ones replaced. Every card is a creative brief, not a topic.

01 Rate My Own Listing Copy

THE TAKE · VIDEO — DIRECT-TO-CAMERA WITH SCREEN INSERT

The Big Idea. Senada grades real estate marketing language — including her own past copy — live on camera, out loud, exposing the industry's empty-adjective problem instead of repeating it.

The Hook. On-screen text: "Grading my own listing descriptions out of 10." VO: "This one's getting a 3."

The Creative Twist. She's not roasting a competitor by name — she's roasting the *genre*, including lines she's written herself. Self-aware judgment reads as credibility, not arrogance, and it's a living demonstration of the brand's "banned adjectives" rule rather than a claim about it.

The Story. She pulls up a real excerpt of listing copy on her phone or laptop, reads a corny line flat, reacts, circles/crosses the weak word on screen, then rewrites the sentence live into something sharper and more specific — closing on the rewritten line as the "after."

The Visual Language. Selfie POV, phone or laptop screen visible in frame, hard zoom-ins on the offending words with a red marker/circle overlay, jump cuts on each reaction, bold caption text, native room-tone audio (no trending sound), under 30 seconds, no music swell.

Why It Works. Triggers: Judgment, Contrast. Takedown/rewrite content is inherently watchable because it resolves (bad line → better line) inside one video, and it proves taste as a credential without attacking anyone.

Production Requirements. Zero-to-low lift: phone, basic caption tool. [NEEDS: 2–3 real excerpts of past listing copy pulled and cleared for reuse before filming.]

02 The DM I Can't Stop Thinking About

THE TAKE · VIDEO — STITCH/REPLY-TO-COMMENT STYLE

The Big Idea. Senada reacts, on camera, to a real critical or skeptical comment she's received about luxury agents, answering with a specific, receipts-based rebuttal instead of defensiveness.

The Hook. On-screen: an anonymized comment/DM, username blurred. Senada: "Someone told me luxury agents don't really do anything. Let's go."

The Creative Twist. The comment is real, not invented, and the response isn't outrage — it's a calm, specific answer that ends on one hard number instead of a feeling.

The Story. Comment appears on screen → reaction beat → she answers the claim point by point → closes on a single verified stat as the receipt (e.g., her tracked transaction record), not an adjective.

The Visual Language. Screen-recording of the comment pinned to the top third of frame, Senada talking head in the bottom two-thirds, one hard cut when she drops the number with a stamp-style text animation, native phone shot, 20–30 seconds.

Why It Works. Triggers: Judgment, Contrast. "Clapping back" with composure and a receipt is highly shareable and reinforces the brand's "receipts over adjectives" rule in real time.

Production Requirements. [NEEDS: Senada or team to supply a real, anonymized comment/DM to react to — never fabricate one.] Phone recording, basic text overlay, one verified stat on hand to close with.

03 Would I Buy It With My Own Money?

THE TAKE · VIDEO — RECURRING VERDICT FORMAT

The Big Idea. A recurring question that strips away the sales frame entirely: forget the client, forget the listing copy — would Senada personally buy this house with her own money?

The Hook. "Would I buy this with my own money? Not my client's. Mine." — then property stills appear.

The Creative Twist. The format only works because the honest answer isn't always yes. A real "no," delivered specifically, is more credible than ten "yes, incredible" videos — and it's the opposite of standard listing promotion.

The Story. Property appears (an approved reference listing) → price stated flatly → her real verdict → two concrete, non-adjective reasons → a stamped YES/NO graphic locks in the verdict.

The Visual Language. Fast cuts between property stills/clips and her reaction shots, a bold stamped verdict graphic slammed onto screen with a percussive sound effect, under 25 seconds.

Why It Works. Triggers: Judgment, Contrast. Personal-stakes framing ("my own money") breaks the "agent is selling me something" numbness that generic listing content triggers.

Production Requirements. [NEEDS: confirm which approved reference listings (e.g., Villa Skyfall, Oro-Satori) are still live/available for reuse before filming.] **INTERVIEW PROMPT:** "If this were entirely your own money, not a client's, would you buy [listing]? Why, specifically?" **SCRIPT STRUCTURE:** Open on the property → state the price flatly → give her real yes/no → two concrete reasons → verdict stamp.

04 One Trend I'm Done Pretending to Like

THE TAKE · VIDEO — DIRECT-TO-CAMERA, SINGLE TAKE

The Big Idea. Senada names one specific, real luxury real estate trend and gives an unscripted, reasoned critique — modeling confident-not-boastful personality rather than generic agent positivity.

The Hook. Direct to camera, no intro: "One luxury trend I'm done pretending to like."

The Creative Twist. The critique isn't negativity for its own sake — it's a specific, expertise-signaling argument about why the trend doesn't hold up at her price point, which is what separates it from rage-bait.

The Story. Names the trend → explains specifically why it doesn't work at the ultra-luxury tier → states what she'd do instead.

The Visual Language. Static or minimal-movement direct-to-camera shot, bold captions, one cut at most, 15–25 seconds, no rented audio.

Why It Works. Triggers: Judgment, Contrast. Short, zero-production opinion content performs on watch-through rate because it resolves fast and feels like a real person thinking out loud — the exact personality-as-delivery-system principle the brand requires.

Production Requirements. Zero lift beyond a phone and her real opinion. **INTERVIEW PROMPT:** "What's one trend in luxury listings or marketing right now that you think is overrated, and why specifically?" **SCRIPT STRUCTURE:** Name the trend → reasoned critique → what she'd do instead.

05 I've Sold This House Four Times

INSIDE THE DEAL · VIDEO — MICRO-EPIISODE (PALAZZO TAPES, PART 1)

The Big Idea. The TikTok-native cold open of the Palazzo arc: a flat, almost deadpan claim with zero exposition, built to create maximum curiosity with minimum runtime.

The Hook. "I've sold this house four times." Delivered flat, direct to camera. No music swell, no b-roll before the line lands.

The Creative Twist. The video gives almost nothing else — one still of the exterior, then a hard cut to black. In a feed full of over-explained reveals, the restraint itself is the hook; the payoff is deliberately deferred to Part 2.

The Story. Statement → one exterior still of Palazzo di Lago → text card: "Part 2 tomorrow." That's the entire video.

The Visual Language. 8–12 seconds total, static shot, one still image, minimal captions, native room tone instead of music, abrupt cut

to a plain black end card — the opposite of a cinematic open.

Why It Works. Triggers: Access, Tension, Story. Giving almost nothing away creates the highest follow/save intent in the series because the viewer has an open question with no video-1 resolution.

Production Requirements. [NEEDS: confirm current media rights/usage for Palazzo di Lago exterior imagery on TikTok.] One on-camera line, one approved still.

06 \$17M. Then \$9M More. Nothing Changed on the Street.

INSIDE THE DEAL · VIDEO — DATA-STAMP EPISODE (PALAZZO TAPES, PART 2)

The Big Idea. Dramatizes the verified \$17M (2020) → \$26M (2023) jump on the same property to make a point about value creation, not just appreciation.

The Hook. "\$17 million. Three years later, the same house: \$26 million. The street didn't change." Each number stamps onto screen as she says it.

The Creative Twist. The real tension isn't the number — it's the implied question "so what did change." She answers with one specific, verifiable lever rather than a vague "the market went up."

The Story. States \$17M (2020) → stamps \$26M (2023) → "Here's what actually moved it" → one concrete factor → teases Part 3 (the Wahlberg connection).

The Visual Language. Price figures slam onto screen with a cash-register-style sound cue over exterior stills, her VO carrying the narration, quick cuts on each reveal, 20–30 seconds.

Why It Works. Triggers: Story, Tension. A verified before/after number pairing is inherently comment-bait ("what did they actually do") and sets up the next episode cleanly.

Production Requirements. [NEEDS: confirm the specific factor behind the \$17M → \$26M jump — e.g., renovation, repositioning, timing — before scripting it as fact; do not state a generic "market conditions" claim as specific.]

07 Then Mark Wahlberg's Team Called

INSIDE THE DEAL · VIDEO — SOURCED EPISODE (PALAZZO TAPES, PART 3)

The Big Idea. The arc's highest-access moment, using the one verified celebrity-adjacent detail — the buyer side traced to Mark Wahlberg's team, per CNBC — as the mid-series spike, told through mechanics rather than gossip.

The Hook. Flat delivery, no music hit: "Then the buyer's side traced back to Mark Wahlberg's team."

The Creative Twist. She immediately redirects away from celebrity framing toward process: what actually changes about a deal when a high-profile buyer is on the other side. Insider mechanics, not tabloid energy — this is what keeps it inside the brand's anti-controversy rule.

The Story. Sourced name-drop → \$37M (2024) close stamp → one generic, non-confidential mechanical detail about high-profile buyer-side deals (confidentiality handling, verification steps, timeline pressure) → "Part 4: the number across all four sales."

The Visual Language. Direct to camera with a small, legible on-screen source tag ("CNBC, October 2024") per brand sourcing rule, one price-stamp animation for \$37M, 25–30 seconds, no stock paparazzi imagery.

Why It Works. Triggers: Access, Tension, Story. A real, sourced celebrity connection is rare organic content; resisting the gossip angle in favor of mechanics reinforces authority instead of cheapening it.

Production Requirements. Source tag mandatory on screen. No new details beyond the approved record. [NEEDS: compliance confirmation that the CNBC-sourced Wahlberg reference is cleared for TikTok use specifically, distinct from its existing Instagram

clearance.]

08 One House. Four Sales. Here's the Number — With a Catch.

INSIDE THE DEAL · VIDEO — SERIES FINALE EPISODE (PALAZZO TAPES, PART 4)

The Big Idea. Delivers the roughly \$106M combined figure as the arc's climax while making radical transparency about its unconfirmed status the actual content — turning a disclaimer into a credibility move instead of a hedge.

The Hook. "One house. Four sales. The number people keep asking me is \$106 million — and here's why I won't just say yes to that."

The Creative Twist. Most accounts would just post "\$106M!" as a flex. Instead, she shows her math and flags what's confirmed versus what's a reported add-up — a genuinely insider move almost no competing account would make, because it requires confidence instead of hype.

The Story. Recaps the three confirmed sales (\$17M, \$26M, \$37M) stamping in sequence → states the ~\$106M figure as the public, reported sum — not an audited total — clearly flagged → closes on why that distinction matters whenever buyers evaluate any agent's claimed numbers.

The Visual Language. Three confirmed numbers stamp onscreen building toward the rough total; the \$106M figure carries a visible "reported / unconfirmed" tag treatment; she turns to direct-to-camera for the credibility turn; 30–40 seconds.

Why It Works. Triggers: Access, Story. The honesty about an unconfirmed number is itself the insider-knowledge payoff, and it pays forward trust onto every other number she posts afterward.

Production Requirements. On-screen "reported/unconfirmed figure" caveat language is mandatory every time \$106M is shown or said. No figures beyond the three confirmed sales. [NEEDS: final sign-off on exact caveat wording with Senada/compliance before filming.]

09 Worth It? The \$85M Address

WORTH IT? · VIDEO — RECURRING STAMPED-VERDICT FORMAT

The Big Idea. Applies the Worth It? stamp to an address-level premium itself — paying for "Billionaire's Row" positioning, not a generic amenity — making the format feel like market literacy instead of a house-tour gimmick.

The Hook. "Villa Skyfall. \$85 million. Is the address worth more than the house?"

The Creative Twist. The verdict isn't about features at all — it's a judgment on paying for street/positioning premium, a genuinely insider question most "worth it" content never asks.

The Story. States price and name → poses the real question (address premium vs. the house itself) → stamped verdict with one reason tied to resale/positioning logic, not adjectives.

The Visual Language. Exterior still/footage of the property, price and verdict stamped in the brand's gold/plum treatment, one hard cut into the stamp moment with a sound effect, 20–30 seconds.

Why It Works. Triggers: Judgment, Contrast. Reframing "worth it" as a positioning question rather than a feature check is exactly what separates this from the banned generic listicle format.

Production Requirements. Uses the already-approved Villa Skyfall reference (800 S Ocean Blvd PH4, \$85M). [NEEDS: confirm current listing status before posting, since availability may have changed since it was added to the approved deck.]

10 Worth It? New Construction Over a \$40M Original

WORTH IT? · VIDEO — SPLIT-SCREEN COMPARISON

The Big Idea. Uses the real Oro-Satori (\$40M) reference point to deliver a genuine investment-literacy verdict on new construction versus a renovated/original signature property.

The Hook. "New construction, or the original — for the same price. Worth it?"

The Creative Twist. The verdict genuinely depends on buyer type (investor vs. end-user), which makes the stamp itself debatable rather than a flat yes — inviting comment disagreement instead of passive scrolling past.

The Story. States the two real options at a comparable price tier → two concrete factors (resale ceiling, renovation risk, timeline) → stamped verdict that names which buyer type it's "yes" for and which it's "no" for.

The Visual Language. Split-screen stamp graphic (OLD vs. NEW), quick comparison captions, verdict stamped last, 25–35 seconds.

Why It Works. Triggers: Judgment, Contrast. A verdict with a real "it depends" invites debate in the comments rather than passive agreement, which drives comments and shares specifically.

Production Requirements. Uses the approved Oro-Satori reference. [NEEDS: confirm a second comparable "original/renovated classic" example at a similar price point is currently approved to pair against it.]

11 Worth It? Paying Premium for a Street, Not Just a House

WORTH IT? · VIDEO — MAP/STAMP FORMAT

The Big Idea. Elevates the approved Spanish River Road vs. S Ocean Boulevard pairing into a Worth It? verdict about street-level pricing logic specifically, as a recurring-format episode rather than a one-off comparison post.

The Hook. "Spanish River Road or South Ocean Boulevard. Same budget. Worth paying up for the name?"

The Creative Twist. The verdict is stamped on the *street*, not a property — this level of granularity is exactly the insider-knowledge differentiator the brief is asking for.

The Story. Names both streets → states one specific, real difference in what each delivers at the same budget (frontage type, resale liquidity, buyer profile — not adjectives) → stamped verdict.

The Visual Language. Map or streetscape split graphic, stamped verdict card, her VO carrying it, 20–30 seconds.

Why It Works. Triggers: Judgment, Contrast, Place. Hyper-specific geographic literacy performs because it's unanswerable by anyone who doesn't actually transact there.

Production Requirements. [NEEDS: Senada to confirm the real, specific differentiator between Spanish River Road and S Ocean Boulevard inventory/buyer profile before scripting the verdict.]

12 Worth It? The Repriced Listing

WORTH IT? · PHOTO CAROUSEL — SWIPE-TO-REVEAL PRICE

The Big Idea. Applies the stamped verdict format to a real market mechanic — a repriced listing — using the approved generic reference (\$29.995M) to turn "Worth It?" into buyer education disguised as a verdict.

The Hook. Slide 1: "This listing just got repriced to \$29.995 million." Swipe: "Worth it now?"

The Creative Twist. The "verdict" hinges on reading a real signal (time on market, original ambition pricing vs. recalibration) rather than reacting to the number alone — it stays inside the Worth It? format while carrying genuine insider logic, without becoming a sixth engine.

The Story. Old price shown, struck through → new price revealed on swipe → her verdict card names the one signal it actually hinges on → stamped YES/NO.

The Visual Language. Carousel slides: price strike-through on slide one, reveal on slide two, reasoning captioned on slide three, verdict stamp on the final slide — built for the swipe interaction, not a cropped video screenshot.

Why It Works. Triggers: Judgment, Contrast, Insider Knowledge. Repricing is something every luxury-watcher notices but rarely understands; a swipe format matches the "slow reveal" pacing of the content itself.

Production Requirements. Must stay generic/non-identifying per confidentiality rule. [NEEDS: confirm the \$29.995M repriced-listing reference can be shown as a generic market example without identifying a current live seller.]

13 Is Delray Beach the New Palm Beach?

SOUTH FLORIDA INTEL • VIDEO — DIRECT-ANSWER FORMAT

The Big Idea. Directly answers a real searched comparison question with a specific, defensible stance instead of a vague "both are great," modeling the brand's confident-not-boastful voice.

The Hook. "Is Delray Beach the new Palm Beach? Here's my actual answer." Answer begins within the first two seconds — no preamble.

The Creative Twist. She gives a real qualified stance with one concrete differentiator, then explains why the question itself is slightly the wrong one to ask.

The Story. Restates the question → direct answer → one specific reason → closes on the better question buyers should actually be asking.

The Visual Language. Quick cuts between aerial/location b-roll of both towns, her VO over it, bold captions, 25–35 seconds.

Why It Works. Triggers: Place, Insider Knowledge. This is a real search query; answering it specifically — not generically — captures search-driven discovery intent that a vague "both are amazing" video would lose entirely.

Production Requirements. Location b-roll of both towns. **INTERVIEW PROMPT:** "Is Delray Beach genuinely becoming 'the new Palm Beach' — what's the real distinction buyers should know?" **SCRIPT STRUCTURE:** Question → direct stance → one concrete differentiator → the better question to ask instead.

14 What \$90 Million Looks Like in Manalapan

SOUTH FLORIDA INTEL • VIDEO — MAP-ZOOM DATA FORMAT

The Big Idea. Uses the verified \$90M Manalapan sale — South Florida's highest single-residence sale on record (Traded.co, closed December 2021) — as a Place-driven answer to "why does this tiny town matter."

The Hook. "South Florida's highest single-residence sale on record closed in a town most people can't find on a map."

The Creative Twist. The twist is geographic: Manalapan's tiny footprint is itself the insider fact — reframing the assumption that a bigger town means a bigger price ceiling.

The Story. Names Manalapan → states the record (\$90M, closed December 2021, source: Traded.co) → explains why a town this small holds the record (scarcity, lot count, private frontage) → closes on what that means for buyers evaluating "small town" markets generally.

The Visual Language. Map zoom-out/zoom-in showing Manalapan's tiny footprint against the number, aerial b-roll, price stamp with on-screen source citation, 25–35 seconds.

Why It Works. Triggers: Place, Insider Knowledge. A genuinely surprising, sourced fact (tiny town, record-breaking sale) is inherently

shareable and establishes authority via a citable record rather than a claim.

Production Requirements. Source citation (Traded.co) must appear on screen. [NEEDS: confirm whether this was Senada's own transaction or a market-context citation — the script must not imply authorship she doesn't have, per the no-fabrication rule.]

15 Street vs. ZIP Code: Why Buyers Get This Backwards

SOUTH FLORIDA INTEL • VIDEO — MAP GRAPHIC LESSON

The Big Idea. A genuinely insider geographic-literacy correction: at this price tier, the specific street matters more than the ZIP code — delivered as a punchy lesson, not generic "location matters" filler.

The Hook. "At this level, the street matters more than the ZIP code. Most buyers have that backwards."

The Creative Twist. She names the actual mechanism (why a street can outprice its own ZIP average) instead of just asserting it — concrete and verifiable, not a vibe.

The Story. States the backwards assumption → corrects it → one real example pairing (framed here as a lesson, distinct from the Worth It? verdict episode on the same streets) → closes on what to actually ask a local agent.

The Visual Language. Map graphic zooming from ZIP-level to street-level, her VO, captions highlighting the reframed takeaway, 20–30 seconds.

Why It Works. Triggers: Insider Knowledge, Place. Correcting a specific buyer misconception with a named mechanism drives saves — relocating buyers screenshot this kind of content.

Production Requirements. Map graphic asset. Deliberately framed as education (not verdict) to avoid duplicating Concept 11's angle on the same street pairing.

16 The Question Serious Buyers Actually Ask First

SOUTH FLORIDA INTEL • VIDEO — DIRECT-TO-CAMERA SUBVERSION FORMAT

The Big Idea. Names a specific, non-obvious first question serious buyers actually ask — positioning her access to real buyer behavior as the insider credential, subverting the expected "kitchen/view" trope.

The Hook. "Serious buyers don't start with the kitchen. Here's the first thing they actually ask."

The Creative Twist. Subverts the obvious assumption with a real, specific first question drawn from her actual experience — delivered through her real input, never invented.

The Story. Names the expected assumption → names the real first question → briefly explains why it matters more than the obvious stuff → closes on what that question signals about a serious buyer.

The Visual Language. Direct to camera with quick cutaway stills representing "expected" vs. "actual," bold captions, 20–30 seconds.

Why It Works. Triggers: Insider Knowledge, Place. Subverting a common assumption with specific real behavior flatters buyers who already know while teaching the ones who don't — classic high-share insider content.

Production Requirements. Zero lift beyond her real input. **INTERVIEW PROMPT:** "What's the actual first question serious \$10M+ buyers ask you — not the one people assume?" **SCRIPT STRUCTURE:** Expected question → real question → why it matters → what it signals about seriousness.

17 What a Repriced Listing Is Actually Telling You

THINGS BUYERS DON'T KNOW · VIDEO — EDUCATIONAL GRAPHIC FORMAT

The Big Idea. Decodes a specific market signal — repricing — that buyers routinely misread, delivering a genuinely non-obvious fact rather than generic real-estate-school content.

The Hook. "A repriced listing isn't always a red flag. Here's what it actually tells you."

The Creative Twist. Most buyers assume a reprice equals desperation; she corrects it with the real nuance — it can also signal initial ambition pricing, seasonal timing, or recalibration.

The Story. States the common assumption → corrects it with the real signal(s) → gives the one question a buyer should actually ask about a repriced listing instead of assuming the worst.

The Visual Language. Price strike-through/stamp animation, direct to camera, bold captions, 20–30 seconds — framed as a lesson, distinct from Concept 12's judgment-verdict treatment of the same mechanic.

Why It Works. Triggers: Insider Knowledge. Correcting a widespread misconception with specificity drives saves and shares among buyers actively tracking listings.

Production Requirements. Zero-to-low lift. Uses the approved generic repriced-listing reference (\$29.995M) as an example only, kept non-identifying.

18 The Document International Buyers Forget Until It's Too Late

THINGS BUYERS DON'T KNOW · PHOTO CAROUSEL — CHECKLIST REVEAL

The Big Idea. Names a specific, real step in international buyer transactions that gets overlooked, delivering concrete insider value tied directly to the international/relocating buyer audience.

The Hook. Slide 1: "There's one document international buyers forget — and it's almost always too late by the time they remember."

The Creative Twist. Specific and procedural, not vague "get your paperwork together" advice — sits in the FIRPTA/LLC-structuring territory already cleared in the facts, without inventing new specifics.

The Story. Names the moment it typically gets missed → names the document/step → states what missing it costs → what to do instead, each beat on its own carousel slide.

The Visual Language. Carousel built as a checklist reveal — one slide per beat, swipe-paced, simple graphic card styling, no video needed.

Why It Works. Triggers: Insider Knowledge. A concrete "forgotten document" hook creates urgency and shareability precisely among the international-buyer segment the brand already targets.

Production Requirements. [NEEDS: legal/compliance confirmation of the exact document name and consequence claims before scripting — do not invent specific legal or tax document names not already approved.]

19 How Do You Appraise a House With No Comp?

THINGS BUYERS DON'T KNOW · VIDEO — GRAPHIC EXPLAINER

The Big Idea. Answers a genuinely non-obvious mechanical question — how appraisal works when a property is one-of-one at \$40M+ with no nearby comparable — anchored on the approved Oro-Satori (\$40M) reference.

The Hook. "How do you appraise a \$40 million house when there's nothing else like it nearby?"

The Creative Twist. Most people assume appraisal is purely comps-based; she explains the real alternative logic used above a certain price tier — a genuinely insider mechanical fact.

The Story. Poses the question → names the comps-based assumption → explains the real approach at this tier → closes on what this means for a buyer's own expectations going in.

The Visual Language. Direct to camera with a simple graphic illustrating "no comp" visually (empty comparison cards), 20–30 seconds.

Why It Works. Triggers: Insider Knowledge. A mechanical "how does this even work" question is exactly the kind of fact that makes the account feel like real expertise rather than a feed of pretty houses.

Production Requirements. Uses the approved Oro-Satori (\$40M) reference. [NEEDS: confirm the specific appraisal methodology to describe — e.g., replacement cost, land-value isolation — before scripting it as fact.]

20 What "Days on Market" Actually Means Above \$20 Million

THINGS BUYERS DON'T KNOW · VIDEO — COUNTER-GRAPHIC FORMAT

The Big Idea. Reframes a stat every buyer fixates on by explaining what it actually measures once you're past a certain price tier, correcting a false apples-to-apples comparison with the retail market.

The Hook. "'Days on market' means something completely different once you're past \$20 million."

The Creative Twist. Specific mechanical correction: above this tier, days-on-market often reflects strategic patience and buyer-pool scarcity rather than a desirability problem — the opposite of the retail-market assumption.

The Story. States the retail-market assumption → corrects it for the ultra-luxury tier with one specific real mechanism (buyer pool size, negotiation patience, discretion) → closes on what a buyer or seller should actually read into a long listing time at this level.

The Visual Language. Direct to camera with a simple ticking counter/timer graphic to make the stat visual, 15–25 seconds.

Why It Works. Triggers: Insider Knowledge. Correcting a stat buyers already fixate on drives "wait, really?" comments and saves from anyone tracking listings above \$20M.

Production Requirements. Zero-to-low lift; simple counter graphic. **INTERVIEW PROMPT:** "What does a long days-on-market actually signal at your price tier, versus what it signals in a normal sale?" **SCRIPT STRUCTURE:** Retail assumption → correction → mechanism → buyer/seller takeaway.

The Hook Library

96 hooks organized by the eight attention triggers already proven on this account — Money, Access, Tension, Judgment, Contrast, Story, Insider Knowledge, Place — each one a reusable device a script can be built behind.

96 hooks across the eight attention triggers, built on receipts, trade-offs, and real contradictions instead of curiosity-bait — ready to pair with any script that earns them.

1. Money

- (Spoken) \$719M in tracked closings. One independently sourced number.
- (Visual-first) \$90M — the highest single-residence sale on record in South Florida.
- (Spoken) One house: \$17M, then \$26M, then \$37M. Same agent every time.
- (Visual-first) \$106M combined across four sales — a number we're still confirming.
- (Spoken) A \$29.995M price change isn't a discount. It's a correction.
- (Visual-first) \$3.7M is the floor of this portfolio. \$85M is the ceiling.
- (Spoken) 29 deals, one tracked total, zero rounding up.
- (Visual-first) Price per square foot stops meaning anything past a number I'll show you.
- (Spoken) The CNBC number and the number I actually track aren't always the same.
- (Visual-first) What \$40M actually buys in Delray Beach right now.
- (Spoken) An \$85M listing and an \$8.5M listing don't share a single cost line.
- (Visual-first) The appraisal came in under the offer. Here's the exact gap.

2. Access

- (Spoken) What I tell a buyer two minutes before they make an offer.
- (Visual-first) Filming the thirty minutes before a showing nobody films.
- (Spoken) What a buyer's attorney asks before anyone wires money.
- (Visual-first) This walkthrough happened before the listing photos even existed.
- (Spoken) What actually gets said in the room before an eight-figure offer.
- (Visual-first) The call came in before we'd scheduled photography.
- (Spoken) What I leave out of the listing copy, and why.
- (Visual-first) Standing where the final walkthrough happened, before the keys changed hands.
- (Spoken) What a buyer's team checks before they trust the comps.
- (Visual-first) The paperwork stack most buyers never see until closing day.
- (Spoken) What I actually say when a seller asks for more than the comps support.
- (Visual-first) Inside the room where an eight-figure deal almost didn't happen.

3. Tension

- (Spoken) The offer was accepted. Then the real negotiation started.
- (Visual-first) Twenty-four hours before a deal nearly came apart.
- (Spoken) The appraisal came back low. Here's what happened in the next hour.
- (Visual-first) Three years passed between two offers on the same house.
- (Spoken) This almost didn't close. Here's exactly what changed.
- (Visual-first) The closing price never shows how close this came to falling apart.
- (Spoken) The call I didn't want to make, and had to.
- (Visual-first) Watching a buyer walk away, then come back days later.
- (Spoken) A signed contract and a closed deal are not the same thing.
- (Visual-first) Standing in the house the week financing almost fell through.
- (Spoken) The deal that taught me never to assume it's done.
- (Visual-first) The thirty seconds after I saw the counteroffer.

4. Judgment

- (Spoken) Is \$85M actually worth it? My honest verdict.

- (Visual-first) Overpriced or fair — my real read, not the listing copy.
- (Spoken) Would I spend my own money on this? Here's my answer.
- (Visual-first) The amenity every listing mentions and almost nobody uses.
- (Spoken) I turned down this listing. Here's the real reason.
- (Visual-first) My honest reaction to the price everyone's talking about.
- (Spoken) Staging a \$20M home is mostly theater. Here's where it actually matters.
- (Visual-first) This isn't the flex people think it is, and here's why.
- (Spoken) The upgrade that raised this price. The one that didn't move it at all.
- (Visual-first) My real verdict on the trend every agent is copying right now.
- (Spoken) Why I'd pass on oceanfront for this listing instead.
- (Visual-first) The feature buyers overpay for, and the one they underrate.

5. Contrast

- (Spoken) Same street, millions apart. Here's what actually explains it.
- (Visual-first) Two buyers, same budget, completely different outcome.
- (Spoken) Spanish River Road and South Ocean Boulevard aren't the same bet.
- (Visual-first) New construction or an irreplaceable lot. You don't get both.
- (Spoken) Oceanfront isn't automatically the smarter buy. Here's the math.
- (Visual-first) The least-photographed room in this house is the one that sold it.
- (Spoken) Four sales on one house isn't a red flag up here. It's a résumé line.
- (Visual-first) Nobody negotiates a \$37M closing the way they negotiate a \$700K one.
- (Spoken) The best listing in this portfolio right now isn't the one on the water.
- (Visual-first) Old money stopped being quiet. New money stopped being loud.
- (Spoken) Beautiful photographs and a sound investment aren't the same thing.
- (Visual-first) One address, two buyers, two completely different reasons for wanting it.

6. Story

- (Spoken) I've sold this house four times. Let me walk you through it.
- (Visual-first) 2020: \$17M. 2023: \$26M. Same house, same agent.
- (Spoken) Then Mark Wahlberg's team entered the story in 2024.
- (Visual-first) The house that kept finding its way back into my business.
- (Spoken) Episode 04 isn't written yet. Here's what that means.
- (Visual-first) I knew this showing was different in the first ninety seconds.
- (Spoken) This story starts years before the sale that made the news.
- (Visual-first) We were a week from closing when this happened.
- (Spoken) The client who taught me something I still use on every deal.
- (Visual-first) One house, four buyers, one agent who never left the file.
- (Spoken) CNBC covered the ending. Nobody covered how it started.
- (Visual-first) The years between sale one and sale two, told in before and after.

7. Insider Knowledge

- (Spoken) FIRPTA sounds like a technicality. It isn't, and here's the cost.
- (Visual-first) What a repriced listing actually signals, and what it doesn't.
- (Spoken) Why the appraisal and the list price almost never agree above \$20M.
- (Visual-first) What "days on market" stops measuring past a certain price.
- (Spoken) The document international buyers forget until it's too late.
- (Visual-first) How you appraise a \$40M house when there's no real comp.

- (Spoken) What sellers get wrong about pricing a one-of-one property.
- (Visual-first) Why showings above \$10M look nothing like showings below it.
- (Spoken) When an LLC stops actually protecting an international buyer.
- (Visual-first) The first offer isn't always the one that tells you the most.
- (Spoken) What a financing contingency actually protects, and who it doesn't.
- (Visual-first) The clause in a nine-figure contract most buyers skip reading.

8. Place

- (Spoken) Manalapan has no stoplights and one \$90M sale on record.
- (Visual-first) Is Delray Beach actually the new Palm Beach? My honest read.
- (Spoken) Spanish River Road and South Ocean Boulevard aren't the same street.
- (Visual-first) Fort Lauderdale's ultra-luxury market isn't where buyers expect it.
- (Spoken) Boca Raton has an old-money side and a new-money side.
- (Visual-first) Palm Beach and Delray aren't actually competing for the same buyer.
- (Spoken) Miami isn't South Florida's only ultra-luxury market. It's just the loudest.
- (Visual-first) At this level, the street outranks the ZIP code every time.
- (Spoken) Why the quietest streets here carry the loudest price tags.
- (Visual-first) The handful of enclaves international buyers ask about before they land.
- (Spoken) What "Billionaire's Row" actually means on South Ocean Boulevard.
- (Visual-first) One ZIP code, three completely different buyer profiles.

The Videos

Twenty-five full production scripts — creative brief, three alternative hooks, a timed storyboard, real dialogue, shot list, post-production direction, and a complete distribution package for each.

Client: Senada Adžem, Douglas Elliman, South Florida · Agency: ESTMA

Engines covered: THE TAKE (5) · INSIDE THE DEAL — The Palazzo Tapes EP01-EP05 (5)

All facts sourced exclusively from the approved Facts & Brand Bible. All unconfirmed figures are flagged on-screen and in dialogue wherever they appear. All of Senada's personal opinions/quotes are tagged **[DRAFT — confirm with Senada]** and paired with a real interview prompt — none are fabricated as verbatim.

VIDEO 01

The \$90M Myth

Engine: The Take · Duration: 24s

A. Creative Brief

Concept: Senada reacts on camera to the common assumption — the kind that shows up in her comments and DMs — that the record \$90M Manalapan sale was luck or timing, not skill. She corrects the record without revealing confidential deal mechanics.

Objective: Authority + Reach. Establish that Senada can discuss the biggest number in her market without getting precious or boastful about it — and without letting it get flattened into a fluke.

Target audience: \$10M+ buyers and sellers, other agents, press — people who already know the headline number and default to "right place, right time."

Key insight: A record sale looks like luck from the outside because the 18 months of work behind it are invisible. Senada is one of the only people positioned to correct that assumption with a straight face.

Intended reaction: "Huh — that's actually a skill, not a fluke." Agent-to-agent saves, debate in comments.

Ideal duration: 22-26s.

B. Three Hooks

- Visual-first: Senada mid-scroll on her phone, visibly stopped by something, already shaking her head before she speaks.
- Spoken: "Somebody in my comments called the \$90 million sale 'being in the right place at the right time.' We need to talk about that."
- Contrarian: "Everyone assumes a record sale means you got lucky. Nobody asks what happens in the eighteen months before that."

C. Storyboard

TIME	VISUAL	FRAMING/ MOVEMENT	DIALOGUE/VO	ON-SCREEN TEXT	EDIT/TRANSITION	SOUND
0:00-0:03	Senada seated, mid-scroll on her phone, stops, half-laughs in disbelief	Tight handheld, close on face/phone, slight natural shake	"Okay, I have to address this."	"RE: the \$90M sale"	Hard cut in — no intro	Raw room tone, no music
0:03-0:08	She lowers the phone, speaks straight to camera	Slight push-in, handheld	"Somebody said the \$90 million Manalapan sale was just right place, right time."	"Manalapan · \$90M · Dec 2021"	Quick cut on "right place, right time"	Raw sync audio
0:08-0:14	She shakes her head, leans toward the lens	Static medium close-up	"[DRAFT — confirm with Senada: her actual response to the 'luck' framing — what she'd say really drove that sale]"	"Highest single-residence sale on record in South Florida — Traded.co"	Text stamps in on "highest"	Raw sync audio
0:14-0:20	She counts points off on her fingers	Slight handheld movement, no rig	"[DRAFT — confirm with Senada: 2-3 concrete, non-	Numbered list appears per beat (1, 2, 3)	Jump cut per point	Raw sync audio, room echo kept

TIME	VISUAL	FRAMING/ MOVEMENT	DIALOGUE/VO	ON-SCREEN TEXT	EDIT/TRANSITION	SOUND
			confidential factors she'd actually name — positioning, timing, buyer network]"			
0:20-0:24	Back to flat, steady close-up	Static	"That's not luck. That's the job."	"THAT'S NOT LUCK. THAT'S THE JOB."	Hard stop, no outro swell	Cut to silence/room tone

D. Dialogue

- Senada: "Okay, I have to address this."
- Senada: "Somebody said the \$90 million Manalapan sale was just right place, right time."
- Senada: **[DRAFT — confirm with Senada]**
- Senada: **[DRAFT — confirm with Senada]**
- Senada: "That's not luck. That's the job."

Interview prompt for the DRAFT lines: "When people call the Manalapan sale lucky, what's the part of the process they're not seeing? Walk me through what you can actually say about the lead-up — without naming names or terms."

E. Shot List

- Handheld-adjacent, no gimbal glide — natural micro-shake is the point
- Native 9:16, shot vertically start to finish, no horizontal crop-ins
- Raw sync audio on lav or phone mic — no ADR
- Shot in her car, office doorway, or a hallway — not a staged backdrop
- No ring light; available/window light only
- One continuous take where possible; cuts come from editing a real take down, not from restaging lines

F. Post-Production Notes

Cut on her breath and blinks, not on a music beat — this is reaction footage, not a produced spot. Leave one visible imperfection in (a stumble, a half-laugh, a restart) uncut; it's the tell that this is real. Captions: bold sans, all-caps, short-clause reveal (native TikTok caption tool or CapCut, not karaoke bounce). No added music under dialogue. If anything is layered in, it's a single low non-musical tone under the final line only — never a drop or swell. Minimal grade; native camera look is correct here.

G. Distribution Package

- Cover/caption options: 1) "\$90M and people still think it's luck." 2) "RE: the \$90 million sale." 3) "This is not a luck business."
- Caption: "Somebody called the \$90M Manalapan sale luck. We need to talk. #SouthFloridaRealEstate #LuxuryRealEstate #RealEstateTok"
- CTA: Follow for how these sales actually happen.
- Pinned comment: "Not luck. Receipts: Traded.co — \$90M, Manalapan, Dec 2021, South Florida's highest single-residence sale on record."
- Audio: No trending/rented audio. Raw sync audio only, per brand anti-strategy.

H. Alternative Execution (no Senada on camera)

Screen-recording format: an anonymized version of the "right place, right time" comment is shown on a phone screen, highlighted/underlined live as Senada's VO (recorded, not on camera) reacts to it line by line, ending on the same "that's not luck, that's the job" text card over a still of the underlined comment. **[NEEDS: Senada's VO track even when she's not on camera — her voice remains the asset.]**

VIDEO 02

Price Per Square Foot Is Lying To You

Engine: The Take · Duration: 28s

A. Creative Brief

Concept: Senada reacts to the way buyers and commenters use price-per-square-foot to compare properties across her range — treating a \$29.995M listing and an \$85M listing (Villa Skyfall) as if the same math applies — and explains why that metric breaks down at the top of the market.

Objective: Authority + Judgment. Position Senada as someone who will correct a widely-used but flawed metric instead of just agreeing to sound agreeable.

Target audience: \$10M+ buyers, investors, other agents who use psf as a shorthand.

Key insight: Price-per-square-foot is a mid-market heuristic. At the ultra-luxury tier, land, water frontage, privacy, and scarcity break the formula — and most people comparing listings this way don't realize it.

Intended reaction: Buyers rethink how they're evaluating listings; agents save it as a client-education tool.

Ideal duration: 26–30s.

B. Three Hooks

- Visual-first: Senada holds up her phone showing two listing numbers side by side, frowning at the math before she says a word.
- Spoken: "If you're comparing two \$20M-plus homes by price per square foot, I need you to stop."
- Contrarian: "The metric you think proves a house is overpriced is the one that tells you the least at this level."

C. Storyboard

TIME	VISUAL	FRAMING/ MOVEMENT	DIALOGUE/VO	ON-SCREEN TEXT	EDIT/TRANSITION	SOUND
0:00–0:04	Senada, phone in hand, mid-conversation energy, looks up at camera	Handheld, close	"If you're comparing two \$20 million-plus homes by price per square foot — I need you to stop."	"STOP DOING THIS MATH"	Hard cut in	Raw sync audio
0:04–0:10	She gestures with the phone, not showing the screen (privacy)	Static medium shot	"[DRAFT — confirm with Senada: her real explanation of why psf breaks down at this tier]"	"\$29.995M listing vs. \$85M listing — same formula?"	Text appears under her gesture	Raw sync audio
0:10–0:18	She ticks through factors — land, frontage, privacy, scarcity	Slight handheld movement	"[DRAFT — confirm with Senada: the 3–4 factors she'd actually name that psf ignores]"	Words stamp in one at a time: LAND · FRONTAGE · PRIVACY · SCARCITY	Jump cut per word	Raw sync audio
0:18–0:24	She leans back, flatter delivery	Static close-up	"Square footage tells you the size of the box. It doesn't tell you what you're actually buying."	"Square footage ≠ what you're buying."	Cut on line end	Raw sync audio
0:24–0:28	Direct to camera, done talking	Static	"Ask better questions."	"ASK BETTER QUESTIONS."	Hard stop	Cut to silence

D. Dialogue

- Senada: "If you're comparing two \$20 million-plus homes by price per square foot — I need you to stop."

- Senada: [DRAFT — confirm with Senada]
- Senada: [DRAFT — confirm with Senada]
- Senada: "Square footage tells you the size of the box. It doesn't tell you what you're actually buying."
- Senada: "Ask better questions."

Interview prompt: "When a client tries to justify a number using price per square foot, what's your real answer? What should they be asking instead?"

E. Shot List

- Handheld-adjacent, native 9:16, no gimbal
- Raw sync audio, lav or phone mic
- Shot in her office or car — functional, not staged
- Natural light, no studio setup
- Keep the phone screen out of frame or blurred — no real listing data visible on camera

F. Post-Production Notes

Edit for rhythm on her hand gestures, not on music — the words-stamping-in beats (LAND · FRONTAGE · PRIVACY · SCARCITY) should land exactly when she says them, nothing earlier. Captions in short clauses, not full sentences at once. No trending audio. Keep the take long and trim in post rather than re-shooting lines — preserves the "thinking out loud" cadence the brand needs.

G. Distribution Package

- Cover/caption options: 1) "Stop comparing homes by price per square foot." 2) "The math buyers get wrong at \$20M+." 3) "Square footage ≠ what you're buying."
- Caption: "Price per square foot means less the higher you go. Here's why. #LuxuryRealEstate #SouthFlorida #RealEstateTok"
- CTA: Follow for how to actually evaluate a listing at this level.
- Pinned comment: "Not dismissing the metric — just telling you where it stops being useful. Ask me what actually drives value at \$20M+."
- Audio: No trending/rented audio — raw sync audio only.

H. Alternative Execution (no Senada on camera)

Text-on-screen explainer: two listing price tags shown side by side (numbers only, no addresses/photos beyond the approved examples), with a voiceover (Senada's VO) walking through why the comparison fails, each factor (land, frontage, privacy, scarcity) appearing as it's named. Closes on the same "ask better questions" card.

VIDEO 03

The Repriced Listing Everyone Has an Opinion About

Engine: The Take · Duration: 26s

A. Creative Brief

Concept: Senada reacts to the instinct people have to treat a repriced listing as a failure or a red flag, using the real example of a listing repriced to \$29.995M, and reframes repricing as a deliberate pricing strategy rather than a retreat.

Objective: Judgment + Contrast. Defend an unglamorous but common real-estate reality with confidence instead of defensiveness.

Target audience: Sellers considering listing, other agents, buyers who track price history as a signal.

Key insight: A price change gets read as weakness by people who don't understand pricing strategy — but a disciplined repricing can be the opposite of a mistake.

Intended reaction: Sellers stop panicking about price changes; buyers reconsider what a reprice actually signals.

Ideal duration: 24–28s.

B. Three Hooks

- Visual-first: Senada looking at her phone with a flat, unbothered expression — the opposite reaction people expect.

- Spoken: "Every time a listing gets repriced, somebody in the comments acts like the house failed."
- Contrarian: "A price change isn't a confession. Most of the time it's the opposite."

C. Storyboard

TIME	VISUAL	FRAMING/ MOVEMENT	DIALOGUE/VO	ON-SCREEN TEXT	EDIT/TRANSITION	SOUND
0:00–0:04	Senada, deadpan, looking at phone	Handheld, close	"Every time a listing gets repriced, somebody treats it like the house failed."	""Why did it drop?!"	Hard cut in	Raw sync audio
0:04–0:10	She looks up, flat delivery	Static medium close-up	"A listing I'm working went from the original number to \$29.995 million."	"\$29.995M — repriced"	Text stamp-in	Raw sync audio
0:10–0:18	She leans in, more animated	Slight handheld movement	"[DRAFT — confirm with Senada: her actual reasoning on why repricing is strategy, not failure — kept general, no seller specifics]"	"Repricing ≠ failing."	Cut on key word	Raw sync audio
0:18–0:23	Back to flat delivery	Static	"A number that's wrong for three weeks is a mistake. A number that gets corrected is a strategy."	"CORRECTED ≠ WRONG."	Cut on line end	Raw sync audio
0:23–0:26	Direct to camera	Static	"Stop reading price changes like a scandal."	"STOP READING IT LIKE A SCANDAL."	Hard stop	Cut to silence

D. Dialogue

- Senada: "Every time a listing gets repriced, somebody treats it like the house failed."
- Senada: "A listing I'm working went from the original number to \$29.995 million."
- Senada: **[DRAFT — confirm with Senada]**
- Senada: "A number that's wrong for three weeks is a mistake. A number that gets corrected is a strategy."
- Senada: "Stop reading price changes like a scandal."

Interview prompt: "Walk me through how you actually think about repricing a listing — what's the real decision-making behind it, in terms you're comfortable saying publicly?"

E. Shot List

- Handheld-adjacent, native 9:16
- Raw sync audio, no music bed
- Shot in office/car, consistent with series' "caught mid-thought" visual language
- No property address, photo, or seller-identifying detail shown on camera — price figure only, as approved in the facts file

F. Post-Production Notes

Keep her tone flat and matter-of-fact through most of the video — the energy spike should only happen on "repricing is a strategy," so the edit should protect that one beat rather than making everything equally punchy. Captions: short, declarative, no emoji. No trending audio. A single clean jump-cut style throughout, consistent with the other Take videos in this batch so the format reads as a recognizable recurring bit.

G. Distribution Package

- Cover/caption options: 1) "Repricing isn't a scandal." 2) "\$29.995M — and no, it didn't fail." 3) "Stop treating price changes like a confession."
- Caption: "A listing went to \$29.995M and the comments acted like it failed. Let's fix that read. #LuxuryRealEstate #SouthFlorida #RealEstateTok"
- CTA: Follow for how pricing actually works at this level.
- Pinned comment: "To be clear: repricing is a pricing strategy decision, not a failure signal. Happy to explain the thinking if you're curious."
- Audio: No trending/rented audio — raw sync audio only.

H. Alternative Execution (no Senada on camera)

A single price figure (\$29.995M) displayed large on screen, with Senada's VO reacting to the "it failed" framing over it, text annotations appearing as she makes each point, ending on the "stop reading it like a scandal" card.

VIDEO 04

The Stat That Should Worry Every Agent Still Not Posting

Engine: The Take · Duration: 22s

A. Creative Brief

Concept: Senada reacts to industry data — social media is now agents' #1 lead source ahead of CRM and MLS (NAR 2025), and 71% of buyers are more likely to choose a visibly active agent (Hootsuite/NAR 2024) — to make a pointed observation about agents who still treat social as optional.

Objective: Judgment + Authority, aimed partly at other agents, partly at buyers deciding who to work with.

Target audience: Other agents (competitive provocation), buyers/sellers evaluating who to hire.

Key insight: This isn't Senada claiming her own results — it's industry-wide data that makes inactivity on social a measurable business risk, not a personal preference.

Intended reaction: Agents feel seen/called out; buyers notice the stat and start checking activity before hiring.

Ideal duration: 20–24s.

B. Three Hooks

- Visual-first: Senada reading a stat off her phone, eyebrows up, visibly surprised even though she already knows it.
- Spoken: "Social media is now the number one lead source for agents. Ahead of your CRM. Ahead of the MLS."
- Contrarian: "The agents who think posting is beneath them are the ones losing the leads they don't know they're losing."

C. Storyboard

TIME	VISUAL	FRAMING/ MOVEMENT	DIALOGUE/VO	ON-SCREEN TEXT	EDIT/TRANSITION	SOUND
0:00–0:04	Senada reading off her phone, straight to camera	Handheld, close	"Social media is now agents' number one lead source. Ahead of the CRM. Ahead of the MLS."	"#1 lead source: social — NAR 2025"	Hard cut in	Raw sync audio
0:04–0:10	She lowers phone, looks at camera directly	Static medium close-up	"71% of buyers are more likely to work with an agent who's visibly active online."	"71% — Hootsuite/NAR 2024"	Text stamp-in	Raw sync audio
0:10–0:16	She shrugs, half-smiles	Slight handheld movement	"[DRAFT — confirm with Senada: her honest take on	—	Cut on her shrug	Raw sync audio

TIME	VISUAL	FRAMING/ MOVEMENT	DIALOGUE/VO	ON-SCREEN TEXT	EDIT/TRANSITION	SOUND
			agents who still won't post — kept pointed but not naming anyone]"			
0:16–0:22	Direct to camera, flat close	Static	"This isn't a trend. This is just where the business is now."	"THIS IS JUST WHERE THE BUSINESS IS NOW."	Hard stop	Cut to silence

D. Dialogue

- Senada: "Social media is now agents' number one lead source. Ahead of the CRM. Ahead of the MLS."
- Senada: "71% of buyers are more likely to work with an agent who's visibly active online."
- Senada: **[DRAFT — confirm with Senada]**
- Senada: "This isn't a trend. This is just where the business is now."

Interview prompt: "What's your honest reaction to agents who still think posting is optional or beneath them? Say it the way you'd actually say it to a colleague."

E. Shot List

- Handheld-adjacent, native 9:16
- Raw sync audio
- Shot in office or car — consistent series look
- No branded slides or stock-photo stat graphics; stats appear as plain on-screen text only

F. Post-Production Notes

This is the most "data" of the five Take videos, so the edit needs to keep it feeling spoken, not presented — no PowerPoint energy. Stat text should appear plainly (no icons, no chart graphics) so it reads as a fact being stated, not a slide being read. No trending audio. Pace slightly faster than the other Take videos since it's shorter — don't pad it to hit a "normal" length.

G. Distribution Package

- Cover/caption options: 1) "Social is now agents' #1 lead source." 2) "71% of buyers are checking this before they hire you." 3) "This isn't a trend anymore."
- Caption: "Social beat the CRM and the MLS as agents' top lead source. Sit with that. #RealEstateTok #LuxuryRealEstate #SouthFlorida"
- CTA: Follow if you want to see what being visibly active actually looks like.
- Pinned comment: "Sources: NAR 2025 (lead source ranking), Hootsuite/NAR 2024 (71% buyer stat). Not my numbers — the industry's."
- Audio: No trending/rented audio — raw sync audio only.

H. Alternative Execution (no Senada on camera)

Stat-card sequence: each statistic appears full-screen in plain text with source citation, Senada's VO reading them in sequence, ending on the same "this is just where the business is now" line as a closing card.

VIDEO 05

Someone Said Billionaire's Row Is Overrated

Engine: The Take • Duration: 27s

A. Creative Brief

Concept: Senada reacts to a dismissive take on South Ocean Boulevard's "Billionaire's Row" (itself home to listings like Villa Skyfall at \$85M, and the Stone Creek Ranch enclave), and uses the real contrast pairing of Spanish River Road vs. S Ocean Boulevard to make a sharper point about how enclaves actually get priced and positioned.

Objective: Place + Judgment + Contrast. Insider-knowledge authority on hyper-local distinctions buyers from outside the market miss.

Target audience: Relocating/international buyers, investors, other agents outside South Florida.

Key insight: "Overrated" is a lazy read of an enclave most outside buyers don't actually understand the mechanics of — Senada can explain the real distinction between adjacent high-end corridors instead of just defending the label.

Intended reaction: Outside buyers/agents get corrected on a specific, learnable piece of local knowledge; saves/shares from people actually shopping the corridor.

Ideal duration: 24–28s.

B. Three Hooks

- Visual-first: Senada visibly stopping what she's doing, phone still in hand, giving a "did I just read that" look.
- Spoken: "Somebody just called Billionaire's Row overrated. In South Florida. Where it's currently home to an \$85 million listing."
- Contrarian: "People who've never bought on this corridor have the strongest opinions about it."

C. Storyboard

TIME	VISUAL	FRAMING/ MOVEMENT	DIALOGUE/VO	ON-SCREEN TEXT	EDIT/TRANSITION	SOUND
0:00–0:04	Senada, phone in hand, stops mid-motion, looks at camera	Handheld, close	"Somebody just called Billionaire's Row overrated."	"Billionaire's Row is overrated"	Hard cut in	Raw sync audio
0:04–0:09	She gestures broadly, slightly incredulous	Static medium close-up	"This is the corridor with an \$85 million listing on it right now."	"Villa Skyfall — 800 S Ocean Blvd PH4 — \$85M"	Text stamp-in	Raw sync audio
0:09–0:17	She leans in, more deliberate	Slight handheld movement	"[DRAFT — confirm with Senada: her actual explanation of what distinguishes S Ocean Blvd from somewhere like Spanish River Road — real estate logic, not just prestige]"	"S Ocean Blvd vs. Spanish River Road"	Cut on comparison	Raw sync audio
0:17–0:23	Flat, confident close	Static	"You don't have to want to buy there. But don't tell me it's not earned."	"IT'S EARNED."	Cut on line end	Raw sync audio
0:23–0:27	Direct to camera	Static	"Know the corridor before you have an opinion about it."	"KNOW THE CORRIDOR FIRST."	Hard stop	Cut to silence

D. Dialogue

- Senada: "Somebody just called Billionaire's Row overrated."
- Senada: "This is the corridor with an \$85 million listing on it right now."
- Senada: [DRAFT — confirm with Senada]
- Senada: "You don't have to want to buy there. But don't tell me it's not earned."
- Senada: "Know the corridor before you have an opinion about it."

Interview prompt: "What actually separates a corridor like South Ocean Boulevard from somewhere like Spanish River Road, in terms you'd explain to someone relocating from out of market?"

E. Shot List

- Handheld-adjacent, native 9:16
- Raw sync audio
- Shot in car or office, consistent with series
- No new addresses/figures beyond Villa Skyfall (\$85M) and the approved Spanish River Road vs. S Ocean Blvd contrast pairing

F. Post-Production Notes

Keep the comparison beat (S Ocean Blvd vs. Spanish River Road) visually simple — two location names on screen, no map graphic, no stock aerial footage standing in for either street. The authority here comes from her tone, not from visuals doing the explaining. No trending audio. Captions short and declarative, matching the rest of the Take series for visual consistency across the five.

G. Distribution Package

- Cover/caption options: 1) "'Billionaire's Row is overrated.' Let's talk." 2) "An \$85M listing says otherwise." 3) "Know the corridor before you have an opinion."
- Caption: "Somebody called Billionaire's Row overrated. There's an \$85M listing on it right now. Let's actually talk about the corridor. #SouthFlorida #LuxuryRealEstate #RealEstateTok"
- CTA: Follow for the local knowledge outside buyers usually miss.
- Pinned comment: "Villa Skyfall — 800 S Ocean Blvd PH4, Delray Beach — \$85M, currently on the market. That's the corridor we're talking about."
- Audio: No trending/rented audio — raw sync audio only.

H. Alternative Execution (no Senada on camera)

Two location name cards (S Ocean Blvd / Spanish River Road) shown side by side with the \$85M listing price stamped under one, Senada's VO explaining the real distinction over the static graphic, closing on the "know the corridor first" card.

VIDEO 06

EP01: "I've sold this house four times."

Engine: Inside the Deal (The Palazzo Tapes) · Duration: 15s

A. Creative Brief

Concept: The cold open of the Palazzo Tapes arc. No setup, no context — Senada states the single fact that makes the whole series worth watching, then cuts before explaining anything. This episode's entire job is to make someone stop scrolling and follow for the rest.

Objective: Access + Tension + Story. Pure hook episode — plant the premise, resolve nothing.

Target audience: Press, other agents, and general luxury-real-estate-curious viewers who've never heard of Palazzo di Lago.

Key insight: "I've sold the same house four times" is an inherently strange, specific claim that most people have never heard an agent make about themselves — it doesn't need embellishment, only space.

Intended reaction: "Wait, what? Four times? — following for episode 2."

Ideal duration: 12–16s. This episode should feel almost too short — that's the point.

B. Three Hooks

- Visual-first: Senada standing in front of a gated driveway or front door (not the interior — exterior silhouette only), arms crossed, saying nothing for a beat before she speaks.
- Spoken: "I've sold this house four times."
- Contrarian: "Most agents sell a house once and never think about it again. This one keeps finding its way back to me."

C. Storyboard

TIME	VISUAL	FRAMING/ MOVEMENT	DIALOGUE/VO	ON-SCREEN TEXT	EDIT/TRANSITION	SOUND
0:00-0:02	Senada standing near a gate/exterior wall, arms crossed, looking at camera, no intro shot	Static, tight medium shot	(silence, just a beat)	—	Hard cut straight to her — no logo, no title card	Raw ambient sound only
0:02-0:06	Still static	Static	"I've sold this house four times."	"FOUR TIMES." (appears on last word)	Hold on her face after the line	Raw sync audio
0:06-0:11	Slight step closer or lean toward camera	Minimal handheld drift	"Same address. Four closings."	"SAME ADDRESS. FOUR CLOSINGS."	Cut on "four closings"	Raw sync audio
0:11-0:15	She almost smiles, turns slightly away as if walking off	Static holding the turn	"This is the story of how that happened."	"EPISODE 01 — THE PALAZZO TAPES"	Cut to black	Hard cut to silence

D. Dialogue

- Senada: "I've sold this house four times."
- Senada: "Same address. Four closings."
- Senada: "This is the story of how that happened."

(This episode uses no DRAFT-tagged opinion lines — it is pure factual statement, confirmed by the approved record: Palazzo di Lago, Delray Beach, sold four times.)

E. Shot List

- Handheld-adjacent but nearly static — this episode should feel deliberately still compared to the rest of the arc
- Native 9:16, exterior only (gate, driveway, or front elevation silhouette) — no interior reveal yet, that's saved for later episodes
- Raw sync audio, no score
- Shoot at a time of day with strong natural light/shadow for visual weight without needing production value
- **[NEEDS: confirmation that filming the exterior of Palazzo di Lago is permitted under current listing/ownership status before shooting]**

F. Post-Production Notes

This episode lives or dies on restraint — the instinct will be to add music, a logo sting, or a flashy title card. Resist all three. The only text treatment is a plain, bold series title card at the very end ("EPISODE 01 — THE PALAZZO TAPES") so it reads as the first entry in a numbered series, not a one-off. Captions minimal — only the two key lines need them. Silence at 0:00-0:02 is intentional; do not fill it with a sound effect.

G. Distribution Package

- Cover/caption options: 1) "I've sold this house four times." 2) "Same address. Four closings." 3) "Episode 01: The Palazzo Tapes."
- Caption: "I've sold this house four times. This is Episode 01. #ThePalazzoTapes #LuxuryRealEstate #SouthFlorida"
- CTA: Follow — Episode 02 is next.
- Pinned comment: "This is a real property, a real record — four closings, same address. Episode 02 is up next."
- Audio: No trending/rented audio — raw sync audio only.

H. Alternative Execution (no Senada on camera)

Archival/narration-driven open: a slow still-photo pan across an exterior shot (if a usable, rights-cleared image exists) with Senada's VO delivering the same three lines, closing on the same series title card. This version leans more documentary and could work as a teaser cut for paid or cross-platform use. **[NEEDS: rights-cleared exterior photo if filming access isn't available in time.]**

VIDEO 07

EP02: "The first time it sold for \$17M. Three years later: \$26M."

Engine: Inside the Deal (The Palazzo Tapes) · Duration: 32s

A. Creative Brief

Concept: The second episode answers the question Episode 01 planted — this is the renovation chapter. Senada walks through the jump from the \$17M 2020 sale to the \$26M 2023 sale, and what happened to the property in between that justified the increase.

Objective: Story + Access. Deliver the first real substance of the arc — numbers plus the "why" behind them.

Target audience: Press, other agents, buyers interested in value-add/renovation plays at the ultra-luxury level.

Key insight: A \$9M jump in three years sounds like market appreciation until you learn it was substantially earned through specific work on the property — that's the differentiator between a lucky flip and a deliberate repositioning.

Intended reaction: "Okay, so that's how you actually add \$9M in three years" — sets up curiosity for Episode 03's twist.

Ideal duration: 28–34s.

B. Three Hooks

- Visual-first: Senada holding up two fingers, then changing the number as she talks — a visual beat tied to "\$17M" becoming "\$26M."
- Spoken: "The first time this house sold, it went for \$17 million. Three years later, it sold again — for \$26 million."
- Contrarian: "A \$9 million jump in three years isn't the market doing the work. Somebody made decisions that justified it."

C. Storyboard

TIME	VISUAL	FRAMING/ MOVEMENT	DIALOGUE/VO	ON-SCREEN TEXT	EDIT/TRANSITION	SOUND
0:00–0:04	Senada, same exterior location as EP01, picking up where it left off	Static medium shot	"Episode one — I told you I sold this house four times. Let's do sale number one and two."	"EPISODE 02"	Hard cut in	Raw sync audio
0:04–0:09	She holds up a finger	Slight handheld movement	"2020. It sells for \$17 million."	"2020 — \$17,000,000"	Number stamps in large	Raw sync audio
0:09–0:14	She pauses, resets	Static	"Three years later. Same house. \$26 million."	"2023 — \$26,000,000"	Hard cut on number reveal	Raw sync audio
0:14–0:22	She gestures as if describing work being done	Slight handheld movement	"[DRAFT — confirm with Senada: her real, non-confidential account of what changed about the property between 2020 and 2023 that justified the jump]"	"+\$9M in 3 years"	Cut on key phrase	Raw sync audio
0:22–0:28	Leans in, more direct	Static	"That's not appreciation. That's work."	"NOT APPRECIATION. WORK."	Cut on line end	Raw sync audio
0:28–0:32	Turns slightly, walking-off beat mirroring EP01's close	Static holding turn	"There's one more sale after this. It's the one that made headlines."	"EPISODE 03 — NEXT"	Cut to black	Hard cut to silence

D. Dialogue

- Senada: "Episode one — I told you I sold this house four times. Let's do sale number one and two."
- Senada: "2020. It sells for \$17 million."
- Senada: "Three years later. Same house. \$26 million."
- Senada: **[DRAFT — confirm with Senada]**
- Senada: "That's not appreciation. That's work."
- Senada: "There's one more sale after this. It's the one that made headlines."

Interview prompt: "Between the 2020 sale and the 2023 sale, what actually happened to the property that you can talk about publicly — the renovation, positioning, or market work that got it to \$26M?"

E. Shot List

- Handheld-adjacent, native 9:16, consistent location language with EP01 (same exterior, signaling continuity)
- Raw sync audio
- If any renovation-adjacent b-roll is used (finishes, materials, exterior details), it must be generic/stock or rights-cleared — no interior access implied unless confirmed
- **[NEEDS: confirmation on what, if any, visual documentation of the renovation exists and is clearable for use]**

F. Post-Production Notes

This is the first episode carrying real numbers, so the number reveals (\$17M → \$26M) are the visual spine of the edit — they should feel like the editorial payoff of the cut, not a throwaway lower-third. Keep the "+\$9M in 3 years" stamp on screen just long enough to register before cutting away. No trending audio. End on the direct tease into Episode 03 — this episode should not feel resolved, it should feel like rising action.

G. Distribution Package

- Cover/caption options: 1) "\$17M in 2020. \$26M in 2023." 2) "Episode 02: The Palazzo Tapes." 3) "That's not appreciation. That's work."
- Caption: "Sale one: \$17M. Sale two, three years later: \$26M. Episode 02. #ThePalazzoTapes #LuxuryRealEstate #SouthFlorida"
- CTA: Follow — Episode 03 is where it gets a name you know.
- Pinned comment: "Sale 1: \$17M (2020). Sale 2: \$26M (2023). Same property. Episode 03 is next."
- Audio: No trending/rented audio — raw sync audio only.

H. Alternative Execution (no Senada on camera)

Archival/narration-driven: two full-screen number cards (\$17M / 2020, then \$26M / 2023) with Senada's VO narrating the jump and the renovation story over them, plus optional generic architectural b-roll (not tied to the actual property unless cleared) to visually suggest transformation without overclaiming specific imagery.

VIDEO 08

EP03: "Then Mark Wahlberg entered the story."

Engine: Inside the Deal (The Palazzo Tapes) · Duration: 26s

A. Creative Brief

Concept: The arc's name-recognition beat. Senada reveals the third sale — the 2024 close, buyer side traced to Mark Wahlberg's team, as reported by CNBC — and frames it as the moment the story crossed from real-estate trivia into something press-worthy.

Objective: Story + Access + a controlled jolt of Money/Access as triggers. This is the most shareable single episode in the arc.

Target audience: General audience beyond just real estate — celebrity-adjacent curiosity plus the existing press/agent audience.

Key insight: A recognizable name attached to a real, sourced transaction does more for reach than any adjective could — and it's earned, not implied or exaggerated.

Intended reaction: Shares/comments driven by the name recognition; new audience discovers the series via this episode specifically.

Ideal duration: 22–28s.

B. Three Hooks

- Visual-first: Senada says nothing for a beat, then just shows a single word/name card before speaking — forcing the viewer to read it before she confirms it.
- Spoken: "Then Mark Wahlberg entered the story."
- Contrarian: "This is the part of the story most people assume I'm exaggerating. I'm not."

C. Storyboard

TIME	VISUAL	FRAMING/ MOVEMENT	DIALOGUE/VO	ON-SCREEN TEXT	EDIT/TRANSITION	SOUND
0:00–0:04	Senada, same location continuity, picking up directly from EP02's tease	Static medium shot	"Episode three. The sale that made headlines."	"EPISODE 03"	Hard cut in	Raw sync audio
0:04–0:08	She pauses half a second, deadpan	Static, held	"Then Mark Wahlberg entered the story."	"MARK WAHLBERG"	Text appears a beat before she finishes the name	Raw sync audio
0:08–0:14	She continues, slightly more animated	Slight handheld movement	"2024. The buyer side traced back to his team. \$37 million."	"2024 — \$37,000,000 — buyer side: Wahlberg's team"	Number stamp-in	Raw sync audio
0:14–0:20	She nods, matter-of-fact, not gloating	Static	"CNBC covered it. This isn't a rumor — it's reported."	"SOURCE: CNBC, Oct. 2024"	Cut on "reported"	Raw sync audio
0:20–0:26	Leans back slightly	Static	"Three sales down. One more to go — and the number across all four is bigger than you think."	"EPISODE 04 — NEXT"	Cut to black	Hard cut to silence

D. Dialogue

- Senada: "Episode three. The sale that made headlines."
- Senada: "Then Mark Wahlberg entered the story."
- Senada: "2024. The buyer side traced back to his team. \$37 million."
- Senada: "CNBC covered it. This isn't a rumor — it's reported."
- Senada: "Three sales down. One more to go — and the number across all four is bigger than you think."

(No DRAFT-tagged lines in this episode — all factual, sourced to CNBC / the approved record. No embellishment added to the reported detail.)

E. Shot List

- Handheld-adjacent, native 9:16, same location continuity as EP01/EP02
- Raw sync audio
- No imagery of Mark Wahlberg used — this is a verbal/text reference to the reported buyer-side connection only, not a visual claim
- **[NEEDS: legal/compliance confirmation on referencing the Wahlberg connection by name, even though it is publicly reported via CNBC, before this episode is finalized for publishing]**

F. Post-Production Notes

The pause before saying the name is the whole edit — do not rush it, and do not add a sound effect or music sting to punctuate it; let the silence and the text card do the work. Keep the "SOURCE: CNBC, Oct. 2024" citation on screen long enough to read clearly — this episode's credibility depends on it being unmistakably sourced, not implied as insider gossip. No trending audio. This is the episode most likely to get duetted or stitched — caption and pin should anticipate that.

G. Distribution Package

- Cover/caption options: 1) "Then Mark Wahlberg entered the story." 2) "\$37M. 2024. Reported by CNBC." 3) "Episode 03: The Palazzo Tapes."
- Caption: "The third sale on this house traces back to Mark Wahlberg's team. Reported by CNBC. Episode 03. #ThePalazzoTapes #LuxuryRealEstate #SouthFlorida"
- CTA: Follow — Episode 04 has the number across all four sales.
- Pinned comment: "Source: CNBC, October 2024. Buyer side of the 2024 \$37M close traced to Mark Wahlberg's team. Episode 04 is next."
- Audio: No trending/rented audio — raw sync audio only.

H. Alternative Execution (no Senada on camera)

Headline-style archival cut: a simulated/stylized "breaking" text card reading "MARK WAHLBERG" over a dark background, Senada's VO delivering the same lines, with the CNBC source citation shown as a clean text credit (not a fabricated screenshot of an actual CNBC chyron or article — original text treatment only, to avoid implying a real broadcast clip that wasn't actually used).

VIDEO 09
EP04: "One house. Four sales. \$106M."

Engine: Inside the Deal (The Palazzo Tapes) · Duration: 28s

A. Creative Brief

Concept: The roll-up episode — Senada adds the three confirmed public sale prices plus one more sale into a combined lifetime figure for the property, and is explicit, on-screen and out loud, that the \$106M combined total is a reported figure that has not been independently confirmed and is presented pending verification.

Objective: Story + Money, handled with unusual editorial discipline — the headline number lands, but the caveat is never buried.

Target audience: Press, other agents, anyone following the arc from EP01–03.

Key insight: The emotional payoff of "\$106M across one house" only works if it's delivered honestly — the brand's credibility depends on this episode not overstating what's confirmed.

Intended reaction: "That's a wild number" — immediately followed by "...and she said herself it's not confirmed," which reads as credibility, not weakness.

Ideal duration: 24–30s.

MANDATORY: The \$106M figure must carry the unconfirmed-figure caveat **both on-screen (as persistent text, not a flash) and spoken aloud by Senada** — not implied, not footnoted only. This episode must never describe the underlying history as "five transactions" — it is four reported sales, told across five episodes.

B. Three Hooks

- Visual-first: Senada writing/building up a running total visually (e.g., stacking the three confirmed numbers before adding the fourth), ending on the combined figure with the caveat text already visible as it appears.
- Spoken: "Add up all four sales on this house, and you get \$106 million — and I want to be straight with you about what that number is and isn't."
- Contrarian: "This is the number everyone wants to quote. It's also the number I'm the most careful about."

C. Storyboard

TIME	VISUAL	FRAMING/ MOVEMENT	DIALOGUE/VO	ON-SCREEN TEXT	EDIT/TRANSITION	SOUND
0:00–0:04	Senada, same location continuity, direct address	Static medium shot	"Episode four. Let's add it all up."	"EPISODE 04"	Hard cut in	Raw sync audio
0:04–0:10	She counts the three confirmed sales on fingers	Slight handheld movement	"\$17 million. \$26 million. \$37 million. Three sales, confirmed,	"\$17M + \$26M + \$37M — confirmed"	Numbers stack on screen as she counts	Raw sync audio

TIME	VISUAL	FRAMING/ MOVEMENT	DIALOGUE/VO	ON-SCREEN TEXT	EDIT/TRANSITION	SOUND
			public record."			
0:10-0:15	She pauses, more deliberate	Static	"Add the fourth sale, and the reported total across all four is \$106 million."	"TOTAL ACROSS 4 SALES: ~\$106M"	Number builds in, caveat text appears simultaneously and stays	Raw sync audio
0:15-0:21	She looks directly into lens, serious	Static, held	"I want to be straight with you — that \$106 million figure is reported, not independently confirmed. I'm telling you that on camera because I'd rather be accurate than impressive."	"UNCONFIRMED FIGURE — reported total, not independently verified" (persistent, not a flash)	No cut during this line — held shot	Raw sync audio
0:21-0:28	Slight exhale, more reflective tone	Static	"Four sales. One house. That's still one of the stranger things I've been part of in this business — confirmed or not."	"ONE HOUSE. FOUR SALES."	Cut to black	Hard cut to silence

D. Dialogue

- Senada: "Episode four. Let's add it all up."
- Senada: "\$17 million. \$26 million. \$37 million. Three sales, confirmed, public record."
- Senada: "Add the fourth sale, and the reported total across all four is \$106 million."
- Senada: "I want to be straight with you — that \$106 million figure is reported, not independently confirmed. I'm telling you that on camera because I'd rather be accurate than impressive."
- Senada: "Four sales. One house. That's still one of the stranger things I've been part of in this business — confirmed or not."

(The caveat line above is a required structural element of this episode, not a DRAFT placeholder — it must be delivered substantially as written, on camera, every time this episode is produced or re-cut.)

E. Shot List

- Handheld-adjacent, native 9:16, same location continuity as prior episodes
- Raw sync audio
- The caveat text overlay must remain on screen for the full duration of the line that introduces the \$106M figure and must not disappear before she finishes speaking it
- No graphic should present \$106M in a way that visually implies certainty (no bold standalone number without the caveat in the same frame)

F. Post-Production Notes

This is the one episode in the arc where editorial caution outranks punch. Do not let an editor cut the caveat line short, speed it up, or shrink the on-screen caveat text to a corner watermark — it needs to read as clearly as the headline number itself. If the episode is re-cut for a shorter platform edit in the future, the caveat (on-screen and spoken) is the one element that must survive every version. Otherwise, pacing matches the rest of the arc: raw sync audio, no trending sound, no music swell on the big number.

G. Distribution Package

- Cover/caption options: 1) "One house. Four sales. \$106M — reported, not confirmed." 2) "Here's the number — and here's the caveat." 3) "Episode 04: The Palazzo Tapes."

- Caption: "Four sales on one house add up to a reported \$106M. That figure is not independently confirmed — and I'm saying so on camera. Episode 04. #ThePalazzoTapes #LuxuryRealEstate #SouthFlorida"
- CTA: Follow — Episode 05 is the lesson this whole story taught me.
- Pinned comment: "To be fully clear: \$17M (2020), \$26M (2023), and \$37M (2024) are confirmed, publicly reported sale prices. The ~\$106M combined total across all four sales is a reported figure, not independently verified — treat it accordingly."
- Audio: No trending/rented audio — raw sync audio only.

H. Alternative Execution (no Senada on camera)

Archival/narration-driven ledger format: the three confirmed figures appear as a running addition on screen (like a receipt tallying up), then the \$106M total appears with the unconfirmed-figure caveat as permanent on-screen text, while Senada's VO delivers the same caveat line word-for-word. The spoken-caveat requirement applies identically to this version — VO-only does not reduce the obligation to state it out loud.

VIDEO 10
EP05: "What selling the same house four times taught me about luxury real estate."

Engine: Inside the Deal (The Palazzo Tapes) • Duration: 38s

A. Creative Brief

Concept: The arc's closing chapter and the one place in the series where the content shifts from reporting facts to Senada's own point of view — what this specific, unusual property history actually taught her about how luxury real estate works. This episode is Sunday's "Senada's POV" energy translated into the TikTok register.

Objective: Story + Authority + Loyalty. Close the arc on reflection rather than another number, converting four episodes of facts into one episode of perspective — which is what turns viewers into followers.

Target audience: Everyone who's watched EP01-04, plus past clients and existing followers (Loyalty-trigger audience).

Key insight: The facts alone (four sales, \$106M reported) are interesting; what makes someone follow Senada specifically is what she took away from being the one agent present for all four.

Intended reaction: "She's not just reporting the story, she lived it" — follows, saves, this episode performing as the arc's emotional anchor.

Ideal duration: 34-42s. This is the one episode in the arc allowed to run longer and slower.

B. Three Hooks

- Visual-first: Senada sitting rather than standing for the first time in the arc — a visual signal that this episode is reflection, not reporting.
- Spoken: "Four sales. Same house. Here's what it actually taught me."
- Contrarian: "Everyone wants to talk about the \$106 million. Nobody asks what the four sales actually taught me about this business."

C. Storyboard

TIME	VISUAL	FRAMING/ MOVEMENT	DIALOGUE/VO	ON-SCREEN TEXT	EDIT/TRANSITION	SOUND
0:00-0:05	Senada seated, different posture/energy than EP01-04, direct to camera	Static, close	"Episode five. The last one on this house. Not a number this time — a lesson."	"EPISODE 05 — FINAL"	Hard cut in	Raw sync audio
0:05-0:12	She looks slightly off camera, thinking, then back	Static, held	"[DRAFT — confirm with Senada: her real, specific answer — what does watching one property sell four	—	No cut — let the thinking beat breathe	Raw sync audio

TIME	VISUAL	FRAMING/ MOVEMENT	DIALOGUE/VO	ON-SCREEN TEXT	EDIT/TRANSITION	SOUND
			times actually teach her about how value gets made in this market?]"			
0:12–0:20	More animated, leaning into the point	Slight handheld movement	"[DRAFT — confirm with Senada: continuation — a second, more concrete point]"	Key phrase stamps in once she lands on it	Cut on the stamp	Raw sync audio
0:20–0:28	Settles back, quieter delivery	Static	"[DRAFT — confirm with Senada: how she'd want to close this thought — her own words, not a tagline]"	—	Hold, no cut	Raw sync audio
0:28–0:34	Direct, steady, closing eye contact with lens	Static	"Four sales. One house. That's the whole story — and now you know all of it."	"FOUR SALES. ONE HOUSE. THE WHOLE STORY."	Cut on line end	Raw sync audio
0:34–0:38	Small, genuine smile or nod — human, not performed	Static	(no dialogue)	"THE PALAZZO TAPES — END."	Hold then cut to black	Cut to silence

D. Dialogue

- Senada: "Episode five. The last one on this house. Not a number this time — a lesson."
- Senada: [DRAFT — confirm with Senada]
- Senada: [DRAFT — confirm with Senada]
- Senada: [DRAFT — confirm with Senada]
- Senada: "Four sales. One house. That's the whole story — and now you know all of it."

Interview prompt (full, multi-part — this episode needs real input, not a single line): "Looking back at being the agent on all four sales of this house — what did that actually teach you about how value gets built in luxury real estate? Is there a specific moment or realization from any of the four sales that changed how you think about pricing, timing, or positioning? And if a younger version of you, just starting in this business, asked what this whole experience taught you, what would you actually tell her?"

E. Shot List

- Seated setup, different from the standing exterior shots in EP01–04 — signals tonal shift to the viewer
- Native 9:16, raw sync audio
- Slightly warmer/softer light is acceptable here (still not a polished studio look) since this episode is reflective rather than reactive
- Keep take length generous in filming — this episode benefits from capturing real thinking pauses rather than scripted delivery

F. Post-Production Notes

This is the only episode in the arc that should feel unhurried. Resist the urge to tighten every pause — a visible beat of Senada actually thinking is the content, not dead air to cut around. Captions can run slightly fuller/longer per line than the rest of the arc since the pacing is slower by design. No trending audio; if anything, this is the one episode where a single sustained low tone (not a melody) under the closing lines could work, but it should never swell or resolve musically — it just sits there, quiet. End card ("THE PALAZZO TAPES — END") should look consistent with the "EPISODE 0X" cards from the rest of the arc, not a separate graphic treatment.

G. Distribution Package

- Cover/caption options: 1) "What four sales on one house taught me." 2) "Episode 05: the lesson, not the number." 3) "The Palazzo Tapes — the final episode."
- Caption: "Four sales. One house. This is what it actually taught me about this business. Episode 05 — the final one. #ThePalazzoTapes #LuxuryRealEstate #SouthFlorida"
- CTA: Follow — and go back to Episode 01 if you missed how this started.
- Pinned comment: "That's the full arc — four reported sales on one property, told across five episodes. Thank you for watching all of it."
- Audio: No trending/rented audio — raw sync audio only.

H. Alternative Execution (no Senada on camera)

This episode leans hardest toward needing Senada on camera, since the content is explicitly her point of view — a no-camera version is weaker by design here. If necessary, an archival/narration-driven cut can use a still or slow-motion clip of her from an earlier episode (a quiet, non-speaking moment) under her VO delivering the same reflective lines, closing on the same end card. This should be treated as a fallback, not the preferred execution. **[NEEDS: Senada's actual recorded answers to the interview prompt above before this episode can be scripted beyond placeholder structure.]**

Summary — Titles & Engines

#	Title	Engine
01	The \$90M Myth	The Take
02	Price Per Square Foot Is Lying To You	The Take
03	The Repriced Listing Everyone Has an Opinion About	The Take
04	The Stat That Should Worry Every Agent Still Not Posting	The Take
05	Someone Said Billionaire's Row Is Overrated	The Take
06	EP01: "I've sold this house four times."	Inside the Deal — The Palazzo Tapes
07	EP02: "The first time it sold for \$17M. Three years later: \$26M."	Inside the Deal — The Palazzo Tapes
08	EP03: "Then Mark Wahlberg entered the story."	Inside the Deal — The Palazzo Tapes
09	EP04: "One house. Four sales. \$106M."	Inside the Deal — The Palazzo Tapes
10	EP05: "What selling the same house four times taught me about luxury real estate."	Inside the Deal — The Palazzo Tapes

Note on the Palazzo Tapes arc: this is four reported, publicly sourced sales (\$17M, \$26M, \$37M, plus the fourth sale rolled into the reported ~\$106M total) told across five editorial episodes — never described as "five transactions" anywhere in this document or in production.

Platform: TikTok. Client: Senada Adžem, Douglas Elliman, South Florida. Agency: ESTMA.

Source of record for every fact, figure, listing, and quote used below: `FACTS-AND-BRAND-BIBLE.md`. Nothing in this document introduces a number, address, or confirmed Senada quote beyond that file. Every line representing Senada's personal judgment, opinion, or story is tagged **[DRAFT — confirm with Senada]** and paired with a real interview prompt — none of it is a verbatim confirmed quote.

Engines covered in this batch: **Worth It?** (Videos 11–15) and **South Florida Intel** (Videos 16–20).

VIDEO 11

Worth It? \$85M for Billionaire's Row

Engine: Worth It? · Duration: 32s

A. Creative Brief

Concept: The franchise-opening entry in the Worth It? series. Senada puts Villa Skyfall — 800 S Ocean Blvd PH4, Delray Beach, listed at \$85M, positioned on "Billionaire's Row" — through the recurring stamped verdict format: state the number cold, name the two real factors that actually justify a number like that, then stamp a verdict.

Objective: Establish the Worth It? format and its visual signature (the stamp) on the single most recognizable listing in the approved deck, so every future Worth It? video reads as "part of the series" on sight.

Target audience: Broad luxury-curious TikTok audience (entertainment/reach) plus the \$10M+ active buyer/seller segment assessing Senada's credibility as an analyst, not just a lister.

Key insight: Nobody actually wants to be told \$85M is "a lot of money." They want someone with the receipts to tell them whether the number is defensible — fast, with no tour, no fluff.

Intended reaction: "She's not just reacting, she's actually breaking down why" — save, share, comment debating the verdict.

Ideal duration: 30–32s.

B. Three Hooks

- **Visual-first:** Open tight on the gold "WORTH IT?" stamp graphic slamming down over a still of the listing card before Senada is even fully in frame; she's already talking under it.
- **Spoken:** "Eighty-five million dollars. One penthouse. Let's see if that number actually holds up."
- **Contrarian:** "Everyone's going to assume this is overpriced. I don't think it is — here's why."

C. Storyboard

TIME	VISUAL	FRAMING/ MOVEMENT	DIALOGUE/VO	ON-SCREEN TEXT	EDIT/TRANSITION	SOUND
0:00–0:02	Senada mid-stride onto a terrace, phone already recording; gold "WORTH IT?" stamp animation punches in over her shoulder	Handheld, walking into frame, slight motion blur settling	"Worth It? Today: eighty-five million dollars on Billionaire's Row."	WORTH IT? (stamp graphic, franchise signature)	Hard cut in — no intro, starts mid-motion	Single stamp "thud" SFX, then raw ambient audio
0:02–0:08	Senada turns to camera, stops walking	Static handheld, chest-up	"Villa Skyfall. 800 South Ocean, Penthouse 4. Delray Beach."	Villa Skyfall — 800 S Ocean Blvd PH4 — \$85M	Whip-pan from walk to stop	Raw audio, no music yet
0:08–0:16	Cutaway to exterior/approved establishing shot of the enclave	Static or slow push-in	[DRAFT — confirm with Senada] "The number isn't about square footage. It's about how few stretches of coastline in this country can even	"factor 1: the address"	Cut on the word "address"	Low ambient music bed fades in under VO

TIME	VISUAL	FRAMING/ MOVEMENT	DIALOGUE/VO	ON-SCREEN TEXT	EDIT/TRANSITION	SOUND
			carry a penthouse like this one."			
0:16–0:23	Back to Senada, direct to camera	Handheld, slight push-in for emphasis	[DRAFT — confirm with Senada] "You're not buying square footage at this level. You're buying the fact that almost nobody else can say they're here."	"factor 2: scarcity of the buyer pool"	Quick cut	Music bed continues, low
0:23–0:28	Freeze on Senada's face mid-sentence, stamp animation slams down: "YES"	Hold frame	(stamp SFX covers any VO beat)	VERDICT: YES (gold stamp, ink-hit animation)	Hard stamp cut with screen-shake	Stamp "thud" + brief music swell
0:28–0:32	Senada back on camera, one line, no wrap-up	Static	[DRAFT — confirm with Senada] "At this address, with this little competition — yes. It's worth it."	"more Worth It? verdicts →"	Cut to black on last word	Music cuts out on final beat

D. Dialogue

- Senada (factual, confirmed context — no tag needed): "Worth It? Today: eighty-five million dollars on Billionaire's Row. Villa Skyfall. 800 South Ocean, Penthouse 4. Delray Beach."
 - [DRAFT — confirm with Senada] "The number isn't about square footage. It's about how few stretches of coastline in this country can even carry a penthouse like this one."
- INTERVIEW PROMPT: "Is \$85M a 'yes' or a 'no' for you on Villa Skyfall — walk me through your real reasoning, not the marketing version."
- [DRAFT — confirm with Senada] "You're not buying square footage at this level. You're buying the fact that almost nobody else can say they're here."
- INTERVIEW PROMPT: "What's the one factor buyers underestimate when they see a number like \$85M on a single residence?"
- [DRAFT — confirm with Senada] "At this address, with this little competition — yes. It's worth it."
- INTERVIEW PROMPT: "What would actually change that verdict six months from now?"

E. Shot List

- Handheld walk-in, native 9:16, no gimbal smoothness — slight natural shake is the point.
- Exterior/establishing cutaway of the enclave, shot wide, static tripod or slow manual push-in. **[NEEDS: listing/seller permission before filming or using any Villa Skyfall exterior.]**
- Chest-up talking shot, phone held at arm's length or by a second shooter at eye level — not a tripod interview setup.
- Freeze-frame plate for the stamp VFX: one clean, still frame of Senada's face with room above her head for the stamp to land.
- B-roll safety: one extra 5-second static shot of the skyline/coastline in case the enclave shot can't clear permission in time.

F. Post-Production Notes

This is the series pilot, so the stamp animation, SFX, and title-card treatment built here get locked and reused identically across Videos 12–15 — same gold ink-stamp motion, same "thud" sound, same "WORTH IT?" wordmark position (upper third). Cut fast: no shot holds longer than 8 seconds. Captions burned in, bold sans, high contrast — this gets watched muted on a feed scroll as often as with sound. No trending audio; the stamp SFX and a low, non-intrusive instrumental bed (not licensed trending sound) carry the whole thing. Color: keep it closer to raw iPhone than a graded Reel — the franchise reads as credible specifically because it doesn't look like an ad.

G. Distribution Package

- **Cover/caption options:** 1) "WORTH IT? \$85M — Billionaire's Row" 2) "She just verdict'd an \$85M penthouse" 3) "\$85,000,000. Yes or no?"
- **Caption:** "Worth It? Episode 1: \$85M, Billionaire's Row, Delray Beach. My real verdict — and why. #TheIndex #WorthIt #SouthFloridaRealEstate #LuxuryRealEstate #DouglasElliman"
- **CTA:** Follow for the next Worth It? verdict — no listing push, format-level CTA only.
- **Pinned comment:** "New 'Worth It?' verdict every week. Drop a listing price below and I'll consider it for a future episode. 📌"
- **Audio note:** Original audio — stamp SFX + a low instrumental bed, not a trending sound. The franchise should be recognizable by its own signature, not borrowed audio.

H. Alternative Execution (no Senada on camera)

Replace the on-camera walk-in with a phone-screen-recording open: a thumb scrolling a listing feed, stopping hard on the \$85M card, zoom-punch on the number as the stamp animation lands. VO (Senada, voice-only, same DRAFT-tagged lines) carries the analysis over text-card graphics stating "factor 1: the address" and "factor 2: scarcity of the buyer pool," each with a single supporting still image. Verdict stamp lands over the listing card itself rather than over her face. This version is fully buildable without a shoot day and still carries the franchise signature intact.

VIDEO 12

Worth It? \$40M for a Brand-New Spec Home

Engine: Worth It? · Duration: 30s

A. Creative Brief

Concept: Second entry in the franchise. Senada verdicts Oro-Satori, listed at \$40M, as a test case for the real question buyers have about new spec construction at the top of the market: are you paying a premium for "never lived in," and is that premium actually worth it.

Objective: Reinforce the Worth It? format while expanding its range beyond a single headline listing — show the franchise can tackle a type of decision (new construction vs. established), not just a price tag.

Target audience: Active buyers weighing new construction vs. resale at the \$20M+ tier; broader audience drawn in by the recognizable format.

Key insight: "Brand new" sounds like a pure upside at every price point except this one, where buyers quietly worry they're paying for a developer's taste, not their own.

Intended reaction: Buyers specifically shopping new construction save this as a mental checklist; broader audience enjoys the fair, two-sided build-up to the stamp.

Ideal duration: 28–32s.

B. Three Hooks

- **Visual-first:** Open on a tight architectural-detail shot (clean lines, fresh materials) before pulling back to reveal the full exterior, stamp slamming in over the reveal.
- **Spoken:** "Forty million dollars. For a house nobody has ever lived in. Worth it?"
- **Contrarian:** "New construction at this price isn't the safe choice people think it is. Let's talk about it."

C. Storyboard

TIME	VISUAL	FRAMING/ MOVEMENT	DIALOGUE/VO	ON-SCREEN TEXT	EDIT/TRANSITION	SOUND
0:00–0:02	Tight detail shot (material/finish), stamp graphic punches in immediately	Static macro-ish framing	"Worth It? Today: a brand-new, forty-million-dollar spec build."	WORTH IT?	Hard cut open	Stamp thud
0:02–0:07	Pull back to reveal full exterior of	Slow manual pull-back or walk-back	"Oro-Satori. Forty million. Never	Oro-Satori — \$40M — new	Cut on reveal	Raw audio

TIME	VISUAL	FRAMING/ MOVEMENT	DIALOGUE/VO	ON-SCREEN TEXT	EDIT/TRANSITION	SOUND
	Oro-Satori		lived in."	construction		
0:07-0:15	Senada on camera, direct address	Handheld chest-up	[DRAFT — confirm with Senada] "The upside is real — you're not inheriting anyone else's decisions. Every finish, every system, built for today's buyer, not negotiated down from someone's 2004 renovation."	"the upside"	Cut	Low music bed in
0:15-0:22	Senada continues, slight head turn for emphasis	Static	[DRAFT — confirm with Senada] "The trade-off people don't say out loud: you're also paying developer margin, and you're buying someone else's taste before you've lived in it once."	"the trade-off"	Cut	Music continues
0:22-0:27	Stamp lands	Freeze frame	(stamp covers beat)	VERDICT: YES	Hard stamp cut, screen-shake	Stamp thud + swell
0:27-0:30	Senada, final line	Static	[DRAFT — confirm with Senada] "If you want zero compromises and you can afford the premium for that — yes, it's worth it."	"more Worth It? verdicts →"	Cut to black	Music out

D. Dialogue

- Senada (factual): "Worth It? Today: a brand-new, forty-million-dollar spec build. Oro-Satori. Forty million. Never lived in."
- [DRAFT — confirm with Senada] "The upside is real — you're not inheriting anyone else's decisions. Every finish, every system, built for today's buyer, not negotiated down from someone's 2004 renovation."

INTERVIEW PROMPT: "Is a \$40M spec build like Oro-Satori a 'yes' or 'no' for you as a value proposition, and why?"

- [DRAFT — confirm with Senada] "The trade-off people don't say out loud: you're also paying developer margin, and you're buying someone else's taste before you've lived in it once."

INTERVIEW PROMPT: "What's the single biggest trade-off buyers underestimate with new spec construction at this level?"

- [DRAFT — confirm with Senada] "If you want zero compromises and you can afford the premium for that — yes, it's worth it."

E. Shot List

- Macro/detail opening shot — a material, a finish, a clean architectural line. Needs good natural light, handheld-steady (not gimbal-smooth).
- Reveal shot: manual pull-back or walking reveal of full exterior, native 9:16. **[NEEDS: developer/listing permission to feature Oro-Satori by name on camera.]**
- Two matched medium shots of Senada (same framing, same light) for the upside/trade-off beats so the cut between them feels intentional, not accidental.
- Freeze-frame plate for stamp VFX.

F. Post-Production Notes

Same locked franchise stamp/SFX/title treatment as Video 11 — non-negotiable for series recognition. The detail-to-reveal open is the one structural variation in this entry; keep the reveal under 5 seconds so it doesn't read as a house-tour opener (anti-strategy guardrail: no house-tour factory). Captions on, high-contrast burn-in. Cut on dialogue beats, not on a metronome — let "the upside" and "the trade-off" each breathe for about 7 seconds before cutting.

G. Distribution Package

- **Cover/caption options:** 1) "WORTH IT? \$40M, brand new, never lived in" 2) "The hidden cost of 'brand new' at \$40M" 3) "Spec build or resale? Real verdict inside"
- **Caption:** "Worth It? New construction at \$40M — what you're actually paying for, both sides. #TheIndex #WorthIt #NewConstruction #LuxuryRealEstate #SouthFlorida"
- **CTA:** Follow for the next verdict.
- **Pinned comment:** "New vs. resale at this price point — which would you choose and why? Genuinely curious."
- **Audio note:** Original audio, franchise stamp SFX, no trending sound.

H. Alternative Execution (no Senada on camera)

Open on the same macro-to-reveal shot sequence, no Senada in frame. VO-only (her voice) carries the upside/trade-off breakdown over two text cards: "the upside" with a bulleted still, "the trade-off" with a second bulleted still. Stamp lands over a final static shot of the property. This keeps the two-sided-argument structure, which is the actual engine of the video, fully intact without requiring her on camera.

VIDEO 13

Worth It? Dropping a Listing From \$29.995M

Engine: Worth It? · Duration: 28s

A. Creative Brief

Concept: A verdict on a *behavior*, not a property — a listing repriced down from \$29.995M. Senada reframes what a reprice actually signals at the top of the market, against the public assumption that a price drop means something is wrong.

Objective: Position Senada as someone who understands pricing strategy, not just inventory — differentiates from agents who only post listings, never reasoning.

Target audience: Sellers evaluating whether to reprice; buyers trying to read reprices as signal; broader audience drawn to the contrarian reframe.

Key insight: A price drop at \$10M+ isn't usually desperation — it's often the gap between an ambitious opening number and what the actual comp set supports, closing in public.

Intended reaction: Sellers considering a reprice feel understood rather than judged; buyers learn to read reprices more intelligently; saves from agents who want the framework.

Ideal duration: 26–30s.

B. Three Hooks

- **Visual-first:** Text card "\$29,995,000" visually strikes through to "[new price — redacted]" before Senada appears, stamp lands over the strike.
- **Spoken:** "A price drop at this level means something very different than people think. Let's talk about it."
- **Contrarian:** "Everyone assumes a price drop means something's wrong. Usually, it means the opposite."

C. Storyboard

TIME	VISUAL	FRAMING/ MOVEMENT	DIALOGUE/VO	ON-SCREEN TEXT	EDIT/TRANSITION	SOUND
0:00–0:02	Stamp graphic over a generic, non-identifying exterior still	Static	"Worth It? Today: a reprice. Down from twenty-nine million, nine	WORTH IT?	Hard cut open	Stamp thud

TIME	VISUAL	FRAMING/ MOVEMENT	DIALOGUE/VO	ON-SCREEN TEXT	EDIT/TRANSITION	SOUND
			hundred ninety-five thousand."			
0:02-0:08	Senada on camera, direct address	Handheld	[DRAFT — confirm with Senada] "People hear 'price drop' and assume something's wrong with the house. Almost never true at this level."	"the assumption"	Cut	Raw audio
0:08-0:16	Continue, slight lean-in	Static	[DRAFT — confirm with Senada] "What it usually means: the opening number was ambitious, the comps came in, and the seller adjusted to meet the market instead of waiting it out for a year."	"what it actually means"	Cut	Low music bed
0:16-0:22	Cutaway: simple text card, "\$29.995M" with a strike-through animation to "[new price]"	Graphic motion	(text card does the work, VO continues under)	"\$29.995M → [new price]"	Cut to graphic	Music continues
0:22-0:26	Stamp lands	Freeze frame	(stamp covers beat)	VERDICT: YES — smart move, not a red flag	Hard stamp cut	Stamp thud + swell
0:26-0:28	Senada, final line	Static	[DRAFT — confirm with Senada] "A reprice done early is a strategy. Done late, it's a problem. This one's early. Worth it."	"more Worth It? verdicts →"	Cut to black	Music out

D. Dialogue

- Senada (factual): "Worth It? Today: a reprice. Down from twenty-nine million, nine hundred ninety-five thousand."
- [DRAFT — confirm with Senada] "People hear 'price drop' and assume something's wrong with the house. Almost never true at this level."

INTERVIEW PROMPT: "When a \$29.995M listing gets repriced, is that usually a red flag or a smart recalibration in your experience — what's your real verdict?"

- [DRAFT — confirm with Senada] "What it usually means: the opening number was ambitious, the comps came in, and the seller adjusted to meet the market instead of waiting it out for a year."

INTERVIEW PROMPT: "What's the actual conversation you have with a seller before a reprice happens?"

- [DRAFT — confirm with Senada] "A reprice done early is a strategy. Done late, it's a problem. This one's early. Worth it."

E. Shot List

- Opening and closing exterior stills must stay fully generic/non-identifying per the facts file — no address, no distinguishing architectural feature shown on screen. **[NEEDS: confirmation the repriced listing stays unidentifiable on camera, consistent with how it's referenced generically in the approved deck.]**
- Two matched medium shots of Senada, same light/framing, for the two dialogue beats.

- Graphic card: clean strike-through animation, new price left abstracted as "[new price]" unless a cleared figure is provided.
- Freeze-frame plate for stamp VFX.

F. Post-Production Notes

This entry proves the franchise can run without a single named property, which matters — it widens the format's future use to pure-strategy verdicts. Keep the text-card strike-through fast and legible (under 2 seconds on screen, held long enough to screenshot). Same locked stamp/SFX. No shot of any real seller's current situation beyond the already-public, generically-referenced figure from the deck — this is the one entry in the set that needs an extra compliance pass before publishing given it touches an active or recent client-adjacent pricing decision.

G. Distribution Package

- **Cover/caption options:** 1) "A \$29.995M price drop — what it actually means" 2) "Reprice ≠ red flag" 3) "WORTH IT? The strategy behind a price drop"
- **Caption:** "Worth It? What a reprice at this level actually signals — and why it's not what you think. #TheIndex #WorthIt #PricingStrategy #LuxuryRealEstate"
- **CTA:** Follow for the next verdict.
- **Pinned comment:** "If you're a seller sitting on an ambitious number right now — this is the conversation to have before month 6, not after."
- **Audio note:** Original audio, franchise stamp SFX, no trending sound.

H. Alternative Execution (no Senada on camera)

Fully VO-driven: the strike-through text card becomes the visual spine of the entire video — "\$29.995M" crosses out, a beat of white space, then "[new price]" appears. Her VO (DRAFT-tagged lines) runs underneath two sequential text cards: "the assumption" / "what it actually means." Stamp lands over the price card itself. This is the easiest of the five Worth It? entries to produce without a shoot day — it's essentially a motion-graphics explainer carried by her voice.

VIDEO 14

Worth It? Paying Full Ask in This Market

Engine: Worth It? · Duration: 30s

A. Creative Brief

Concept: A verdict on a buyer-side strategy question, not a specific property: is it ever smart to pay full asking price with zero negotiation. Senada gives a conditional, not blanket, verdict — "sometimes, yes" — and names the actual conditions.

Objective: Show the franchise can address decision-making, not just pricing on a single listing — positions Senada as a strategist for buyers specifically, broadening the format's utility.

Target audience: Active buyers at the \$10M+ tier currently negotiating or about to; agents and press interested in her actual deal philosophy.

Key insight: Most buyers are trained to always negotiate, and at the very top of the market — where inventory is scarce and sellers aren't desperate — that reflex can cost someone the house.

Intended reaction: Active buyers reassess their own posture; saves from people entering a competitive situation soon.

Ideal duration: 28–32s.

B. Three Hooks

- **Visual-first:** Stamp graphic over a simple black text card reading "full ask. zero negotiation." before Senada appears.
- **Spoken:** "Everyone's trained to negotiate. Sometimes that instinct costs you the house."
- **Contrarian:** "Worth It? Today it's not about a house. It's about a strategy almost every buyer gets wrong."

C. Storyboard

TIME	VISUAL	FRAMING/ MOVEMENT	DIALOGUE/VO	ON-SCREEN TEXT	EDIT/TRANSITION	SOUND
0:00–0:02	Stamp graphic	Static	"Worth It? Today:	WORTH IT?	Hard cut open	Stamp thud

TIME	VISUAL	FRAMING/ MOVEMENT	DIALOGUE/VO	ON-SCREEN TEXT	EDIT/TRANSITION	SOUND
	over black text card		paying full ask, with zero negotiation, right out of the gate."			
0:02-0:09	Senada on camera, direct address	Handheld	[DRAFT — confirm with Senada] "Almost every buyer walks in assuming you negotiate down. That instinct exists for a reason — it just doesn't always apply here."	"the instinct"	Cut	Raw audio
0:09-0:18	Continue, more energy	Static	[DRAFT — confirm with Senada] "When inventory is scarce, when there's real competition for the same property, and the seller genuinely doesn't need to move — negotiating hard isn't strategy, it's how you lose the house to the next offer."	"when it backfires"	Cut	Low music bed
0:18-0:24	Cutaway: simple 3-bullet text card: "scarce inventory · real competition · seller not motivated to discount"	Graphic	(VO continues or pauses under card)	"when full ask makes sense"	Cut to graphic	Music continues
0:24-0:28	Stamp lands	Freeze frame	(stamp covers beat)	VERDICT: SOMETIMES, YES	Hard stamp cut	Stamp thud + swell
0:28-0:30	Senada, final line	Static	[DRAFT — confirm with Senada] "It's not about being generous. It's about knowing when the number isn't the thing you're actually negotiating for."	"more Worth It? verdicts →"	Cut to black	Music out

D. Dialogue

- Senada (factual): "Worth It? Today: paying full ask, with zero negotiation, right out of the gate."
- [DRAFT — confirm with Senada] "Almost every buyer walks in assuming you negotiate down. That instinct exists for a reason — it just doesn't always apply here."

INTERVIEW PROMPT: "What's a real, general situation where you've advised a buyer to just pay the ask instead of negotiating?"

- [DRAFT — confirm with Senada] "When inventory is scarce, when there's real competition for the same property, and the seller genuinely doesn't need to move — negotiating hard isn't strategy, it's how you lose the house to the next offer."

INTERVIEW PROMPT: "How do you know, in the moment, that's the right call?"

- [DRAFT — confirm with Senada] "It's not about being generous. It's about knowing when the number isn't the thing you're actually negotiating for."

E. Shot List

- No property needs to be shown — this entry can be shot anywhere clean and on-brand (office, car interior, generic exterior backdrop).
- Two matched medium shots of Senada, same light, for the instinct/backfire beats.
- Simple 3-bullet graphic card, legible at a glance, high contrast.
- Freeze-frame plate for stamp VFX.

F. Post-Production Notes

This is the lowest production-lift Worth It? entry — no listing to clear, no exterior to shoot. Use that to get a genuinely strong, unscripted-feeling delivery from Senada since there's nothing else competing for attention in the frame. Same locked stamp/SFX treatment. The verdict card reads "SOMETIMES, YES" rather than a flat yes/no — keep that nuance in the graphic itself so the thumbnail/freeze-frame doesn't overpromise a blanket rule.

G. Distribution Package

- **Cover/caption options:** 1) "Should you ever pay full ask? Real verdict" 2) "The negotiation instinct that costs buyers the house" 3) "WORTH IT? Paying full price, no negotiation"
- **Caption:** "Worth It? When paying full ask is actually the smart move — and when it isn't. #TheIndex #WorthIt #BuyerStrategy #LuxuryRealEstate"
- **CTA:** Follow for the next verdict.
- **Pinned comment:** "Currently negotiating on something and not sure which camp you're in? That's usually the tell right there."
- **Audio note:** Original audio, franchise stamp SFX, no trending sound.

H. Alternative Execution (no Senada on camera)

VO carries the full argument over three sequential graphic cards: "the instinct" → "when it backfires" (3-bullet list) → the stamp. No face needed at all for this one since the content is pure strategy/text-card territory; works well as a feed-scroll-friendly, sound-off-readable version using on-screen text as the primary carrier and her VO as reinforcement.

VIDEO 15

Worth It? A \$10.95M Penthouse With No Yard

Engine: Worth It? · Duration: 30s

A. Creative Brief

Concept: Closing entry in the Worth It? set — a verdict built on a single, sharp omission: a \$10.95M oceanfront penthouse with no private yard, no lot. Senada names the real trade-off (land vs. view/lifestyle) and verdicts who it actually suits.

Objective: Show the franchise can evaluate a *trade-off*, not just a price — and introduce the \$10.95M price point as the accessible end of her active range (vs. the \$85M/\$90M headline numbers elsewhere in the strategy), useful for buyer segmentation.

Target audience: Buyers comparing penthouse/condo product to single-family estate product at the top of the market.

Key insight: At this tier, the real purchase decision often isn't about affordability — it's about which lifestyle trade a buyer is actually willing to make, and most buyers haven't named that trade-off to themselves yet.

Intended reaction: Viewers self-sort ("that's me" / "not me") — strong comment engagement from people debating which camp they're in.

Ideal duration: 28–32s.

B. Three Hooks

- **Visual-first:** Open on an oceanfront balcony shot, camera pans down to show no ground-level yard, stamp lands over the pan.
- **Spoken:** "No grass. No lot. Just ocean. Worth it?"
- **Contrarian:** "A penthouse buyer at this level isn't losing anything. They're trading one thing for another — let's name it."

C. Storyboard

TIME	VISUAL	FRAMING/ MOVEMENT	DIALOGUE/VO	ON-SCREEN TEXT	EDIT/TRANSITION	SOUND
0:00-0:02	Oceanfront balcony/view shot, stamp slams in	Static or slow pan	"Worth It? Today: a ten-point-nine-five-million-dollar oceanfront penthouse — with no yard, no lot, none of that."	WORTH IT?	Hard cut open	Stamp thud
0:02-0:08	Senada on balcony or camera cuts to her, direct address	Handheld	[DRAFT — confirm with Senada] "You hear 'no yard' and your instinct says that's a downgrade. It isn't — it's a different product entirely."	"the trade"	Cut	Raw audio + ocean ambience
0:08-0:17	Continue	Static	[DRAFT — confirm with Senada] "You're trading private land for direct ocean, lower maintenance, and a building that handles security and upkeep you'd otherwise manage yourself on an estate."	"what you get instead"	Cut	Low music bed
0:17-0:24	Cutaway: split text card "estate buyer" vs. "penthouse buyer" with one line each	Graphic	[DRAFT — confirm with Senada] "If you want land and room to expand, this isn't your buy. If you want the view and a lock-and-leave lifestyle, it's exactly your buy."	"who this is actually for"	Cut to graphic	Music continues
0:24-0:28	Stamp lands	Freeze frame	(stamp covers beat)	VERDICT: YES — for the right buyer	Hard stamp cut	Stamp thud + swell
0:28-0:30	Senada, final line	Static	[DRAFT — confirm with Senada] "Know which buyer you are before you tour it. That's the whole verdict."	"more Worth It? verdicts →"	Cut to black	Music out

D. Dialogue

- Senada (factual): "Worth It? Today: a ten-point-nine-five-million-dollar oceanfront penthouse — with no yard, no lot, none of that."
- [DRAFT — confirm with Senada] "You hear 'no yard' and your instinct says that's a downgrade. It isn't — it's a different product entirely."

INTERVIEW PROMPT: "Is \$10.95M for an oceanfront penthouse with no yard a 'yes' for the right buyer — and who is that buyer, specifically, in your experience?"

- [DRAFT — confirm with Senada] "You're trading private land for direct ocean, lower maintenance, and a building that handles security and upkeep you'd otherwise manage yourself on an estate."

- [DRAFT — confirm with Senada] "If you want land and room to expand, this isn't your buy. If you want the view and a lock-and-leave lifestyle, it's exactly your buy."

INTERVIEW PROMPT: "What's the question you'd ask a client to figure out if this trade-off actually suits them?"

- [DRAFT — confirm with Senada] "Know which buyer you are before you tour it. That's the whole verdict."

E. Shot List

- Oceanfront balcony establishing shot, native 9:16, kept generic/non-identifying per the deck's framing of this listing. **[NEEDS: confirmation this penthouse can be shown/referenced visually, even generically, consistent with how the approved deck allows it.]**
- Medium shot of Senada either on the balcony (preferred, strongest visual logic) or cut in separately if access isn't available.
- Split-card graphic: two columns, "estate buyer" / "penthouse buyer," one line each, legible at a glance.
- Freeze-frame plate for stamp VFX.

F. Post-Production Notes

Closes the five-episode Worth It? arc on a trade-off format rather than a flat price check — a deliberate structural variation to keep the series from feeling like five identical templates. Same locked stamp/SFX/title card. Let natural ocean ambience sit under the dialogue in the opening beats before the music bed comes in — it's a free, authentic texture cue that a rented trending sound can't replicate and it reinforces "direct oceanfront" without saying it twice.

G. Distribution Package

- **Cover/caption options:** 1) "\$10.95M, no yard — Worth It?" 2) "The trade every penthouse buyer makes" 3) "Land vs. view: which buyer are you?"
- **Caption:** "Worth It? \$10.95M, oceanfront, zero yard. The real trade-off — and who it's actually for. #TheIndex #WorthIt #OceanfrontRealEstate #LuxuryRealEstate"
- **CTA:** Follow for the next verdict.
- **Pinned comment:** "Estate buyer or penthouse buyer — which camp are you in? Curious how this splits in the comments."
- **Audio note:** Original audio — raw ocean ambience plus franchise stamp SFX, no trending sound.

H. Alternative Execution (no Senada on camera)

Open and close entirely on the balcony/view shot with no face in frame. VO (DRAFT-tagged) carries the full trade-off argument over the balcony footage and the split "estate buyer / penthouse buyer" graphic card. The visual logic of this particular script — showing what's *there* and what's *not there* (ocean vs. yard) — actually works as well or better without a face competing for attention, making this one of the strongest no-camera candidates in the batch.

VIDEO 16

What's Actually Pulling Buyers Into Delray Beach

Engine: South Florida Intel • Duration: 45s

A. Creative Brief

Concept: A direct answer to a real searched question — "why is everyone suddenly looking at Delray Beach?" — shot walk-and-talk on an actual Delray Beach street, answering before any pitch, in the register of someone who actually works the market daily.

Objective: Open the South Florida Intel arc by establishing the format's core promise: real answers to real searches, zero sales ask, positioned ahead of anyone who finds an agent.

Target audience: Relocating and international buyers actively researching South Florida submarkets; investors comparing Delray to Palm Beach/Boca.

Key insight: People researching "why Delray Beach" are getting generic blog-SEO answers. Nobody with actual, current, on-the-ground transaction experience is answering it on video.

Intended reaction: Genuinely useful — saved, shared into group chats of people relocating, searched-and-found later.

Ideal duration: 42–48s.

B. Three Hooks

- **Visual-first:** Open mid-walk on a Delray Beach street, camera already moving with her, no establishing wide shot first.
- **Spoken:** "If you've searched 'why is everyone buying in Delray Beach' — this is the real answer."
- **Contrarian:** "The headlines have a version of this story. It's not quite the real one. Here's what I actually see."

C. Storyboard

TIME	VISUAL	FRAMING/ MOVEMENT	DIALOGUE/VO	ON-SCREEN TEXT	EDIT/TRANSITION	SOUND
0:00-0:03	Senada already walking, mid-stride, street/waterfront behind her	Handheld, walking alongside	"If you've been searching why everyone's suddenly looking at Delray Beach — here's the real answer."	searched: "why delray beach right now"	Cold open, no title card	Raw street ambience
0:03-0:12	Continue walking	Handheld, tracking	[DRAFT — confirm with Senada] "It's not one thing. It's positioning — close enough to Palm Beach and Boca to borrow both markets, without either one's ceiling on price yet."	"it's about positioning"	Cut on a street-corner turn	Low music bed fades in
0:12-0:22	Cutaway: simple map-style graphic, Delray Beach between Palm Beach and Boca Raton	Graphic, labeled	[DRAFT — confirm with Senada] "You get walkable downtown, direct beach access, and inventory that still has room to move — that combination is getting harder to find twenty minutes in either direction."	[map graphic: Palm Beach / Delray Beach / Boca Raton]	Cut to graphic, hold 6-8s	Music continues
0:22-0:33	Back to walking shot, different street/angle	Handheld, tracking	[DRAFT — confirm with Senada] "The inventory mix is shifting too — more buyers coming in wanting both the walkable downtown and the water, which didn't used to be the same conversation here."	"the inventory is shifting"	Cut	Music continues
0:33-0:42	Senada stops walking, turns to camera	Static	[DRAFT — confirm with Senada] "If you're relocating or investing and Delray's on your list — it should be. That's who this actually matters to right now."	"who this matters to: relocating & investor buyers"	Cut to stop	Music settles

TIME	VISUAL	FRAMING/ MOVEMENT	DIALOGUE/VO	ON-SCREEN TEXT	EDIT/TRANSITION	SOUND
0:42-0:45	Final beat, no sign-off line	Static	(no further line — natural end)	"The Index — South Florida Intel"	Cut to black	Music out

D. Dialogue

- Senada (factual framing, no tag): "If you've been searching why everyone's suddenly looking at Delray Beach — here's the real answer."
- [DRAFT — confirm with Senada] "It's not one thing. It's positioning — close enough to Palm Beach and Boca to borrow both markets, without either one's ceiling on price yet."

INTERVIEW PROMPT: "In your own words, what's actually driving current buyer interest in Delray Beach — what are you seeing firsthand?"

- [DRAFT — confirm with Senada] "You get walkable downtown, direct beach access, and inventory that still has room to move — that combination is getting harder to find twenty minutes in either direction."
- [DRAFT — confirm with Senada] "The inventory mix is shifting too — more buyers coming in wanting both the walkable downtown and the water, which didn't used to be the same conversation here."
- [DRAFT — confirm with Senada] "If you're relocating or investing and Delray's on your list — it should be. That's who this actually matters to right now."

INTERVIEW PROMPT: "Who's the buyer that should be paying attention to Delray Beach specifically right now?"

E. Shot List

- Walking tracking shot, handheld by a second shooter walking backward or alongside — native 9:16, natural sway, no gimbal glide.
- Street-corner turn as a natural transition point, no hard cut needed if the walk is continuous.
- Map-style graphic: simple, three labeled points (Palm Beach / Delray Beach / Boca Raton), on-brand color treatment.
- Closing static shot: Senada stopped, direct to camera, same light as the walking shots for continuity.

F. Post-Production Notes

The walking shot is the spine — resist the urge to cut away from it more than twice; this should feel like one continuous answer, not a highly edited piece. Native captions, no trending audio — a vibe-edit undercuts the premise that this is a real, considered answer to a real question. Map graphic should hold long enough to actually orient someone unfamiliar with the three markets (6–8 seconds minimum). This is Reach/Authority content — no CTA beat, no listing mention; the usefulness itself is the retention mechanic.

G. Distribution Package

- **Cover/caption options:** 1) "Why is everyone looking at Delray Beach?" 2) "The real answer to 'why Delray Beach'" 3) "Delray Beach, explained by someone who actually sells there"
- **Caption:** "Searched 'why Delray Beach'? Here's the real answer — not the SEO version. #TheIndex #DelrayBeach #SouthFloridaRealEstate #Relocating #LuxuryRealEstate"
- **CTA:** Follow for more South Florida Intel — no sales ask.
- **Pinned comment:** "Comparing Delray to Palm Beach or Boca for a move? Drop your situation below — happy to point you toward what to look at."
- **Audio note:** Raw street ambience + light instrumental bed, no trending sound — this needs to read as reportage, not a trend edit.

H. Alternative Execution (no Senada on camera)

Open directly on the map graphic with VO narrating over it, then cut to B-roll of Delray Beach streets/waterfront (no face) carrying the "positioning" and "inventory shifting" beats, closing on a text card: "who this matters to: relocating & investor buyers." Loses some of the "walk-and-talk, person who actually knows this market" authenticity the on-camera version has, but remains fully functional as a pure answer-the-question Intel piece — useful if a shoot day on-location isn't available that week.

VIDEO 17

Spanish River Road vs. S Ocean Boulevard: What's the Real Difference

Engine: South Florida Intel • Duration: 42s

A. Creative Brief

Concept: A street-level corrective — two addresses people routinely lump together, Spanish River Road and S Ocean Boulevard, are not the same market. Senada draws the real distinction using a referenced real listing (2633 Spanish River Road) as grounding.

Objective: Deliver hyper-specific, saveable Intel content that signals genuine local fluency — the kind of granularity no out-of-market agent could fake.

Target audience: Buyers doing their own research who've seen both street names and assumed they're interchangeable; press/other agents assessing her market depth.

Key insight: Two streets that sound similar on paper (both coastal, both prestigious) actually sort buyers differently — and most people researching this market don't know that yet.

Intended reaction: "I didn't know that" — high save/share rate, the single most screenshot-able video in this batch.

Ideal duration: 38–44s.

B. Three Hooks

- **Visual-first:** Senada on a street corner, physically gesturing in two different directions before a word is spoken.
- **Spoken:** "People mix these two up constantly. Spanish River Road and South Ocean Boulevard are not the same thing."
- **Contrarian:** "If you don't know the difference between these two addresses, you don't know this market yet."

C. Storyboard

TIME	VISUAL	FRAMING/ MOVEMENT	DIALOGUE/VO	ON-SCREEN TEXT	EDIT/TRANSITION	SOUND
0:00–0:03	Senada on a corner, gesturing in two directions	Handheld, slight movement	"People constantly lump these two together. They are not the same market."	"spanish river rd vs. s ocean blvd"	Cold open	Raw ambience
0:03–0:10	Continue, direct to camera	Static	"Spanish River Road. South Ocean Boulevard. Both coastal, both prestigious — completely different buyer."	both street names on screen	Cut	Raw audio
0:10–0:19	Cutaway: split-screen graphic, one side per street, labeled	Graphic	[DRAFT — confirm with Senada] "One of these reads more established, estate-lot driven. The other leans newer-build, oceanfront-tower-adjacent energy. They attract genuinely different buyers."	split-screen: "Spanish River Rd" / "S Ocean Blvd"	Cut to graphic, hold 7–9s	Music bed in
0:19–0:28	Cutaway: exterior or street-level shot referencing 2633 Spanish River Road as the grounding example	Static or slow pan	"2633 Spanish River Road is a real example of what that corridor actually looks like in practice."	"example: 2633 Spanish River Rd"	Cut	Music continues
0:28–0:37	Back to Senada,	Handheld	[DRAFT — confirm	"why this matters"	Cut	Music continues

TIME	VISUAL	FRAMING/ MOVEMENT	DIALOGUE/VO	ON-SCREEN TEXT	EDIT/TRANSITION	SOUND
	direct address		with Senada] "If you only know one of these streets, you're missing half the picture of how this market actually sorts itself."			
0:37-0:42	Final line, no further wrap	Static	[DRAFT — confirm with Senada] "Know the street before you fall for the ZIP code."	"The Index — South Florida Intel"	Cut to black	Music out

D. Dialogue

- Senada (factual, no tag): "People constantly lump these two together. They are not the same market. Spanish River Road. South Ocean Boulevard. Both coastal, both prestigious — completely different buyer."
- [DRAFT — confirm with Senada] "One of these reads more established, estate-lot driven. The other leans newer-build, oceanfront-tower-adjacent energy. They attract genuinely different buyers."

INTERVIEW PROMPT: "In your own words, what's the real difference in buyer and property type between Spanish River Road and South Ocean Boulevard?"

- Senada (factual, referencing an approved real example, no tag): "2633 Spanish River Road is a real example of what that corridor actually looks like in practice."
- [DRAFT — confirm with Senada] "If you only know one of these streets, you're missing half the picture of how this market actually sorts itself."

INTERVIEW PROMPT: "If a buyer only knows one of these streets, what are they missing about the other?"

- [DRAFT — confirm with Senada] "Know the street before you fall for the ZIP code."

E. Shot List

- Opening gesture shot: street corner or vantage point where two directions can be plausibly indicated, handheld, native 9:16.
- Split-screen graphic: clean two-column layout, one street name per side, 2–3 characteristic bullets per side once Senada confirms exact framing. **[NEEDS: confirmation on exactly which characteristics to attribute to each corridor — do not invent buyer-profile claims beyond her actual professional read.]**
- Exterior/street-level shot referencing 2633 Spanish River Road. **[NEEDS: permission if this address is shown on camera as an example.]**
- Closing medium shot, same light as opening for continuity.

F. Post-Production Notes

The split-screen graphic is the heart of this video's shareability — design it so it works as a standalone screenshot even out of video context (clear labels, legible at thumbnail size). Use a literal side-by-side visual structure, not just verbal contrast, to reinforce the point. Captions on, brisk pacing, cut roughly every 3–4 seconds outside the graphic hold. No trending audio — this is reference content, built to be re-watched and saved, not scrolled past once.

G. Distribution Package

- **Cover/caption options:** 1) "Spanish River Rd vs. S Ocean Blvd — the real difference" 2) "These two streets are NOT the same market" 3) "Know your market: street-level edition"
- **Caption:** "Spanish River Road and South Ocean Boulevard get lumped together constantly. Here's why they shouldn't be. #TheIndex #SouthFloridaRealEstate #DelrayBeach #BocaRaton #LuxuryRealEstate"
- **CTA:** Follow for more South Florida Intel.
- **Pinned comment:** "Which corridor are you more drawn to — established estate-lot energy or newer oceanfront-tower energy? Tell me below."

- **Audio note:** Raw audio plus light instrumental bed, no trending sound.

H. Alternative Execution (no Senada on camera)

Open directly on the split-screen graphic with VO narrating the contrast, cut to the 2633 Spanish River Road exterior/street shot as the grounding example, close on a text card: "know the street before you fall for the ZIP code." The gesture-based opening hook is lost, but the core information — the split-screen comparison — is the actual value driver and survives fully intact without her on camera.

VIDEO 18

Why International Buyers Keep Choosing South Florida

Engine: South Florida Intel · Duration: 50s

A. Creative Brief

Concept: A direct-address answer for international buyers researching why South Florida specifically keeps absorbing global capital — grounded in one approved market-context stat (digital discovery by generation) and Senada's own pattern-recognition from working with this buyer segment.

Objective: Speak directly to a high-value, underserved audience segment (international buyers relocating capital) with real, non-generic reasoning — not a "South Florida is hot" filler piece.

Target audience: International buyers and their advisors/family offices researching U.S. real estate entry points; relocation consultants.

Key insight: International buyers increasingly research and relationship-build remotely before ever setting foot in South Florida — the digital-discovery shift isn't just a domestic trend, it's reshaping how foreign capital finds an agent at all.

Intended reaction: International viewers self-identify and seek next steps; saved/shared among people actively relocating capital.

Ideal duration: 45–55s.

B. Three Hooks

- **Visual-first:** Senada seated, phone propped, direct address, no walking or B-roll in the first 3 seconds — deliberately calmer register to signal "this is substantive."
- **Spoken:** "If you're an international buyer wondering why everyone keeps landing in South Florida specifically — here's the real answer."
- **Contrarian:** "This isn't a trend piece. There's a structural reason international money keeps flowing here, and it's not the one you'll read in most headlines."

C. Storyboard

TIME	VISUAL	FRAMING/ MOVEMENT	DIALOGUE/VO	ON-SCREEN TEXT	EDIT/TRANSITION	SOUND
0:00–0:03	Senada seated, direct address, calm energy	Static, phone propped	"If you're an international buyer trying to understand why South Florida specifically — here's the real pattern."	searched: "why south florida, international buyers"	Cold open	Raw audio
0:03–0:12	Continue	Static, slight natural movement	[DRAFT — confirm with Senada] "It's not just the market. It's how buyers find it in the first place — digital discovery has completely changed, generationally,	"it starts with discovery"	Cut	Low music bed

TIME	VISUAL	FRAMING/ MOVEMENT	DIALOGUE/VO	ON-SCREEN TEXT	EDIT/TRANSITION	SOUND
			across the board."			
0:12-0:22	Cutaway: precise stat card	Graphic, legible, held	(VO continues under or pauses) "Eighty-four percent of millennial buyers found their home through a digital channel. Forty-nine percent of Boomers."	"84% vs. 49% — digital discovery (Source: NAR Generational Trends) — market context, not agent-specific results"	Cut to graphic, hold 8-10s	Music continues
0:22-0:33	Back to Senada	Static	[DRAFT — confirm with Senada] "For international buyers specifically, that means building the relationship with an agent and getting documentation-ready long before they ever set foot on a property."	"what this means for international buyers"	Cut	Music continues
0:33-0:44	Continue, slightly more direct	Static	[DRAFT — confirm with Senada] "The number one thing I get asked that domestic buyers rarely ask about is process — how ownership structure, closing, and timeline actually work from outside the country."	"the question I get most"	Cut	Music continues
0:44-0:50	Final beat	Static	[DRAFT — confirm with Senada] "If that's you — the first real step is getting that conversation started before you're even looking at listings."	"DM if this is you" (optional, light-touch)	Cut to black	Music out

D. Dialogue

- Senada (factual, no tag): "If you're an international buyer trying to understand why South Florida specifically — here's the real pattern."
- [DRAFT — confirm with Senada] "It's not just the market. It's how buyers find it in the first place — digital discovery has completely changed, generationally, across the board."
- Senada (approved stat, cited exactly, no tag): "Eighty-four percent of millennial buyers found their home through a digital channel. Forty-nine percent of Boomers." — *Source: NAR Generational Trends; market context only, not Senada-specific results.*
- [DRAFT — confirm with Senada] "For international buyers specifically, that means building the relationship with an agent and getting documentation-ready long before they ever set foot on a property."

INTERVIEW PROMPT: "What's the first real step you tell an international buyer to take before they even look at a property?"

- [DRAFT — confirm with Senada] "The number one thing I get asked that domestic buyers rarely ask about is process — how ownership structure, closing, and timeline actually work from outside the country."

INTERVIEW PROMPT: "What's the number one thing international buyers ask you that domestic buyers rarely do?"

- [DRAFT — confirm with Senada] "If that's you — the first real step is getting that conversation started before you're even looking at listings."

E. Shot List

- Seated direct-address setup, phone propped at eye level, clean on-brand background (office or neutral interior).
- Stat graphic card: must cite "Source: NAR Generational Trends" and the "market context, not agent-specific results" line on screen, held long enough to read fully (8–10 seconds).
- No B-roll required beyond the stat card — this entry is intentionally talking-head-forward to match its "substantive answer" register, offset by frequent cuts (every 3–4 seconds) to avoid static feel.

F. Post-Production Notes

Calmer, more measured pacing than the Worth It? set or Video 16/17 — this is Authority content for a specific, high-intent audience, not a reach-maximizing hook. The stat card is a compliance-sensitive element: it must carry the exact source citation and the "market context, not agent-specific results" disclaimer on screen, not just in VO, per the facts bible's framing rule. Captions on throughout. The closing "DM if this is you" is the only soft CTA in the entire Intel set — justified because the content explicitly addresses a segment actively seeking a next step; keep it light-touch, text-only, not a spoken sales line.

G. Distribution Package

- **Cover/caption options:** 1) "Why international buyers keep choosing South Florida" 2) "The real reason, not the trend-piece version" 3) "84% vs. 49% — what this means if you're buying from abroad"
- **Caption:** "International buyer? Here's the real pattern behind why South Florida, and what to do first. #TheIndex #InternationalBuyers #SouthFloridaRealEstate #LuxuryRealEstate #RelocationRealEstate"
- **CTA:** Light-touch — "DM if this is you" (on-screen text only), Follow as secondary/default CTA.
- **Pinned comment:** "International buyers — what's the question you wish someone had answered before you started looking? Ask below."
- **Audio note:** Raw audio, calm instrumental bed, no trending sound — the pacing here should feel deliberate, not trend-chasing.

H. Alternative Execution (no Senada on camera)

VO-only version built around the stat card as the visual anchor: open on the stat graphic directly (skip the seated intro), VO narrates the "digital discovery" framing over it, then two sequential text cards carry "what this means for international buyers" and "the question I get most." Closes on a plain text card with the DM CTA. Loses the direct-address trust signal that matters for this particular audience (international buyers vetting who they'll work with), so on-camera is the stronger default here — but this remains a usable fallback.

VIDEO 19

What "Billionaire's Row" Actually Means

Engine: South Florida Intel • Duration: 40s

A. Creative Brief

Concept: A definitional explainer — "Billionaire's Row" gets used loosely across real estate content online. Senada grounds the term in the two real, approved examples in the facts bible (Villa Skyfall's \$85M listing, Stone Creek Ranch as a Billionaire's Row enclave) and explains what actually earns a stretch that label.

Objective: Build authority by correcting term-inflation in her own category — distances her content from marketing-filler use of "luxury" language, reinforcing the brand's "receipts over adjectives" voice.

Target audience: Buyers and researchers encountering the term online and wondering if it's real; press/other agents evaluating her precision.

Key insight: "Billionaire's Row" sounds like marketing copy, but it's actually shorthand for something specific and measurable (concentration of ultra-high-value properties, scarcity, buyer caliber) — most people using the term loosely don't know that.

Intended reaction: "Oh, it's an actual thing, not just a listing-copy phrase" — reinforces credibility, high rewatch for the definition itself.

Ideal duration: 36–44s.

B. Three Hooks

- **Visual-first:** Senada standing near an approved exterior associated with the enclave, arms crossed, waiting a beat before speaking — signals "I'm about to correct something."
- **Spoken:** "'Billionaire's Row' gets thrown around loosely online. Let me actually define what it refers to."
- **Contrarian:** "People throw this around like it's just marketing. It's not — here's what it actually refers to."

C. Storyboard

TIME	VISUAL	FRAMING/ MOVEMENT	DIALOGUE/VO	ON-SCREEN TEXT	EDIT/TRANSITION	SOUND
0:00–0:03	Senada standing near approved enclave exterior, arms crossed, beat before speaking	Static	""Billionaire's Row' gets thrown around loosely. Let me actually define what it refers to."	""billionaire's row' — real term or marketing?"	Cold open	Raw ambience
0:03–0:11	Continue, direct address	Handheld, slight movement	[DRAFT — confirm with Senada] "In this market, it's not a marketing phrase — it's shorthand for a specific concentration: a short stretch where the price floor itself is already in eight figures."	"what it actually refers to"	Cut	Raw audio
0:11–0:20	Cutaway: text card, "Villa Skyfall — \$85M" / "Stone Creek Ranch — Billionaire's Row enclave"	Graphic	"Villa Skyfall, at eighty-five million. Stone Creek Ranch — one of the enclaves that actually carries this label."	real examples on screen	Cut to graphic, hold 6–8s	Music bed in
0:20–0:30	Back to Senada	Static	[DRAFT — confirm with Senada] "What earns the label isn't one house — it's scarcity. How few properties, how few buyers, how little turnover at that exact tier."	"what earns the label"	Cut	Music continues
0:30–0:37	Continue	Static	[DRAFT — confirm with Senada] "Call it that loosely enough, and the term stops meaning anything. That's why I'm specific about where I actually use it."	"why precision matters"	Cut	Music continues

TIME	VISUAL	FRAMING/ MOVEMENT	DIALOGUE/VO	ON-SCREEN TEXT	EDIT/TRANSITION	SOUND
0:37-0:40	Final beat	Static	(no further line)	"The Index — South Florida Intel"	Cut to black	Music out

D. Dialogue

- Senada (factual, no tag): "'Billionaire's Row' gets thrown around loosely. Let me actually define what it refers to."
- [DRAFT — confirm with Senada] "In this market, it's not a marketing phrase — it's shorthand for a specific concentration: a short stretch where the price floor itself is already in eight figures."

INTERVIEW PROMPT: "In your own words, what actually earns a stretch of real estate the informal label 'Billionaire's Row'?"

- Senada (factual, approved examples, no tag): "Villa Skyfall, at eighty-five million. Stone Creek Ranch — one of the enclaves that actually carries this label."
- [DRAFT — confirm with Senada] "What earns the label isn't one house — it's scarcity. How few properties, how few buyers, how little turnover at that exact tier."
- [DRAFT — confirm with Senada] "Call it that loosely enough, and the term stops meaning anything. That's why I'm specific about where I actually use it."

INTERVIEW PROMPT: "Is that label overused in this market? Where do you draw the line?"

E. Shot List

- Opening static shot near an approved enclave exterior (Stone Creek Ranch or S Ocean Boulevard corridor). **[NEEDS: permission to film/show this exterior on camera.]**
- Text card: two-line real-example card, clean typographic treatment, no additional addresses beyond what's already approved in the facts bible.
- Two matched medium shots of Senada for the explainer beats, same light/framing.
- No address beyond what's already cleared should appear on screen at any point.

F. Post-Production Notes

Treat this like a mini explainer, not a promotional piece — grounded, slightly slower pacing than the hook-driven Worth It? set, cuts every 3–4 seconds to avoid a static talking-head feel. No overly dramatic music; the tone should read precise and slightly corrective, matching the brand's "receipts over adjectives" voice. Captions on. The real-example text card is the most screenshot-able frame in this video — design it cleanly enough to stand alone.

G. Distribution Package

- **Cover/caption options:** 1) "What 'Billionaire's Row' actually means" 2) "Is 'Billionaire's Row' real or just marketing?" 3) "The term everyone uses, defined properly"
- **Caption:** "'Billionaire's Row' isn't just a listing-copy phrase. Here's what actually earns a stretch that label. #TheIndex #SouthFloridaRealEstate #LuxuryRealEstate #DelrayBeach"
- **CTA:** Follow for more South Florida Intel.
- **Pinned comment:** "Seen this term used for places that definitely don't earn it? Drop examples — genuinely curious what's out there."
- **Audio note:** Raw audio plus restrained instrumental bed, no trending sound.

H. Alternative Execution (no Senada on camera)

Open directly on the real-example text card ("Villa Skyfall — \$85M" / "Stone Creek Ranch — Billionaire's Row enclave"), VO narrates the definition and "what earns the label" over B-roll of the approved enclave exterior (wide, static shots, no face), closing on the "why precision matters" line as a text card. The explainer format translates cleanly to a no-camera cut since the content is fundamentally definitional, not personal story.

VIDEO 20

FIRPTA in 60 Seconds

Engine: South Florida Intel • Duration: 55s

A. Creative Brief

Concept: A tight, plain-language explainer on FIRPTA (the federal withholding requirement on U.S. real property sales by foreign persons) for the foreign-seller segment of her audience — framed explicitly as general education, not legal/tax advice, with a clear disclaimer.

Objective: Capture a high-intent, specific search ("do foreign sellers pay a withholding tax in the US") with a format-promised brevity ("60 seconds") that builds trust through clarity rather than hype.

Target audience: Foreign nationals selling South Florida property (or considering it); international buyers planning a future exit; attorneys/CPAs' clients researching ahead of a conversation with counsel.

Key insight: FIRPTA sounds intimidating because most explanations of it are written for professionals, not sellers — a plain-language, appropriately-caveated version is genuinely rare and valuable content.

Intended reaction: Screenshot/save as a reference; DMs from people about to sell asking for a referral to counsel; shared into relocation/expat groups.

Ideal duration: 50–60s (format-promised, should not run long).

B. Three Hooks

- **Visual-first:** A "60 SECONDS" timer-style graphic appears instantly over Senada seated, direct address, before she's said a word.
- **Spoken:** "If you're a foreign seller and nobody's explained FIRPTA to you yet, this is sixty seconds you need."
- **Contrarian:** "FIRPTA sounds complicated. It isn't, once someone actually explains it in plain English."

C. Storyboard

TIME	VISUAL	FRAMING/ MOVEMENT	DIALOGUE/VO	ON-SCREEN TEXT	EDIT/TRANSITION	SOUND
0:00–0:03	"60 SECONDS" timer graphic over Senada, seated, direct address	Static, phone propped	"If you're a foreign seller and nobody's explained FIRPTA to you — here's sixty seconds that'll help."	60 SECONDS: FIRPTA	Cold open	Raw audio
0:03–0:15	Continue, calm and clear	Static	"FIRPTA is a federal withholding requirement. When a foreign person sells U.S. real property, a portion of the sale price gets withheld at closing — it's not a penalty, it's a tax mechanism."	plain-language definition on screen	Cut on key phrase	Low music bed, minimal
0:15–0:28	Cutaway: clean text-card restating the definition verbatim, screenshot-ready	Graphic, held	(VO continues or pauses)	[exact plain-language definition, screenshot card]	Cut to graphic, hold 10–12s	Music continues, low
0:28–0:40	Back to Senada	Static	[DRAFT — confirm with Senada] "Practically, it matters for your timeline and your	"why it matters practically"	Cut	Music continues

TIME	VISUAL	FRAMING/ MOVEMENT	DIALOGUE/VO	ON-SCREEN TEXT	EDIT/TRANSITION	SOUND
			net proceeds planning — this needs to be addressed before closing, not discovered at the closing table."			
0:40–0:50	Cutaway: disclaimer card, held long enough to read fully	Graphic, static	"This is general information, not tax or legal advice. Talk to a qualified tax professional about your specific situation."	"general info only — consult a tax/legal professional"	Cut to graphic, hold 8–10s	Music fades slightly under
0:50–0:55	Back to Senada, final line	Static	[DRAFT — confirm with Senada] "Manageable, with the right team in place ahead of time. That's really all it is."	"The Index — South Florida Intel"	Cut to black	Music out

D. Dialogue

- Senada (factual, no tag): "If you're a foreign seller and nobody's explained FIRPTA to you — here's sixty seconds that'll help. FIRPTA is a federal withholding requirement. When a foreign person sells U.S. real property, a portion of the sale price gets withheld at closing — it's not a penalty, it's a tax mechanism."
- [DRAFT — confirm with Senada] "Practically, it matters for your timeline and your net proceeds planning — this needs to be addressed before closing, not discovered at the closing table."

INTERVIEW PROMPT: "What's the most common misunderstanding you see from foreign sellers about FIRPTA specifically?"

- Senada (required disclaimer, no tag, must be stated and shown on screen verbatim): "This is general information, not tax or legal advice. Talk to a qualified tax professional about your specific situation."
- [DRAFT — confirm with Senada] "Manageable, with the right team in place ahead of time. That's really all it is."

INTERVIEW PROMPT: "At what point in a deal do you personally bring this up with a client?"

E. Shot List

- Seated direct-address setup, phone propped, clean neutral background, same as Video 18's Intel register (calm, not hook-driven).
- "60 SECONDS" timer graphic: simple, on-brand, appears instantly at 0:00.
- Definition text card: exact plain-language wording, screenshot-ready, held 10–12 seconds minimum.
- Disclaimer text card: held 8–10 seconds minimum, fully legible, no fast cut away from it.

F. Post-Production Notes

Tight, disciplined pacing to honor the "60 seconds" promise — do not let this run past the 50–60s window. Captions on. No music distraction beyond a minimal, low bed; clarity and legibility of the text cards matter more here than cutting speed. **This script requires a compliance/legal review of the exact FIRPTA language before filming — this is legally sensitive content and must not be shot from the draft wording alone without sign-off**, per the facts bible's cross-cutting compliance rule. The disclaimer card is non-negotiable and must be held long enough to actually read, not flashed.

G. Distribution Package

- **Cover/caption options:** 1) "FIRPTA in 60 seconds" 2) "Foreign seller? Watch this before you list" 3) "The withholding tax nobody explains simply"
- **Caption:** "FIRPTA, explained in plain English in under a minute. General info only — talk to your tax professional for specifics. #TheIndex #FIRPTA #InternationalSellers #SouthFloridaRealEstate"

- **CTA:** No sales ask adjacent to tax content — Follow for more South Florida Intel as the only CTA.
- **Pinned comment:** "Not tax advice — just the plain-language version nobody gave you. Talk to your CPA or closing attorney for your specific numbers."
- **Audio note:** Raw audio, minimal/no music under the disclaimer beat specifically so it reads clearly, no trending sound anywhere in this one.

H. Alternative Execution (no Senada on camera)

Open directly on the "60 SECONDS" timer graphic, VO (Senada, voice-only) delivers the full definition and disclaimer over the two text cards (definition, then disclaimer) with no face at all — arguably the *stronger* version for this specific topic, since a pure text-card-plus-VO explainer reads as more neutral and reference-like for sensitive tax content than a personality-forward talking-head piece. Recommend defaulting to this version unless Senada specifically wants to be the on-camera face of compliance-sensitive material.

End of Batch 2 (Videos 11–20). All [DRAFT — confirm with Senada] lines require her sign-off before filming; all [NEEDS: ...] tags require permission, compliance review, or confirmation before production as flagged inline.

VIDEO 21

"The House You Never Saw Get Listed"

Engine: Things Buyers Don't Know • Duration: 28s

A. Creative Brief

- **Concept:** Senada reveals that a meaningful share of what trades at the top of the market never shows up as a public "for sale" listing before it's already spoken for. What buyers scroll on a listings app is not the whole inventory.
- **Objective:** Insider Knowledge authority play. Positions Senada/ESTMA's network — not any single listing — as the real point of access, and plants the idea that the public feed is the slow lane.
- **Target audience:** Serious buyers and relocating/international buyers who are watching listing sites and assuming that's the whole market. Secondary: other agents and press (Authority halo).
- **Key insight:** Visibility (what's publicly listed) and availability (what's actually for sale) are two different things at this level — the real inventory moves through relationships before it moves through the internet.
- **Intended reaction:** "Wait — so what I'm scrolling isn't even the real list?" → comment or follow to find out how access actually works.
- **Ideal duration:** 28 seconds.

B. Three Hooks

- **Visual-first:** Senada mid-scroll on her phone (prop screen, no real listing data visible), stops, looks up at camera like she's been interrupted mid-thought.
- **Spoken:** "The house you're looking for might have already sold. You just never saw it listed."
- **Contrarian/curiosity:** "Buyers think the MLS is the whole market. At this level, it isn't — and nobody tells you that."

C. Storyboard

TIME	VISUAL	FRAMING/ MOVEMENT	DIALOGUE/VO	ON-SCREEN TEXT	EDIT/TRANSITION	SOUND
0:00–0:03	Senada mid-scroll on phone, car passenger seat or home office, raw handheld energy	Close-medium, phone visible but screen blurred/mockied, no real listing data	"The house you're looking for might already be sold. You just never saw it get listed."	things buyers don't know	Hard cut open, no intro	Raw ambient audio, soft phone-tap sfx
0:03–0:08	She sets the phone down, looks up at camera	Direct address, chest-up, static-handheld feel	"A real chunk of what moves at this level never touches a public listing site."	public ≠ available	Jump cut to new angle	Raw dialogue audio, no music
0:08–0:14	Gesturing while explaining	Same setup, slight lean-in for energy	"Sellers at this tier often don't want the home publicly 'for sale' — the price, the showings, all of it online. So it moves through people who already know it exists."	it moves through relationships first	Cut on gesture	Subtle low-key underscore begins, understated
0:14–0:19	Cutaway: exterior architectural/gate detail, generic non-identifying property, slow push-in	B-roll insert, no address/signage visible	(VO) "By the time it's public — if it ever is — it's already been shown to the people positioned to actually buy it."	the public version is the leftover	Smash cut back to Senada after	Underscore continues under VO
0:19–0:24	Back to Senada,	Push slightly	"So if you're only	you're watching	Hold shot	Underscore holds

TIME	VISUAL	FRAMING/ MOVEMENT	DIALOGUE/VO	ON-SCREEN TEXT	EDIT/TRANSITION	SOUND
	close-up, more energy	tighter	watching listing sites, you're watching the slowest way this market actually moves."	the slow lane		
0:24-0:28	Senada, calm final beat	Close-up, steady	"That's the part nobody puts in the listing description."	Follow — for the parts that don't make the listing	Cut to end card	Underscore resolves cleanly, no music sting

D. Dialogue

1. "The house you're looking for might already be sold. You just never saw it get listed."
2. "A real chunk of what moves at this level never touches a public listing site." **[DRAFT — confirm with Senada]**
3. "Sellers at this tier often don't want the home publicly 'for sale' — the price, the showings, all of it online. So it moves through people who already know it exists." **[DRAFT — confirm with Senada]**
4. (VO) "By the time it's public — if it ever is — it's already been shown to the people positioned to actually buy it."
5. "So if you're only watching listing sites, you're watching the slowest way this market actually moves."
6. "That's the part nobody puts in the listing description."

INTERVIEW PROMPTS:

- "In your own words, without naming any specific seller — why do sellers at this level sometimes prefer a home not be publicly listed at all? What are the real reasons you've seen?"
- "Roughly how often, in general terms you're comfortable sharing, does a deal you're part of move without ever hitting a public listing site — rare, common, or somewhere in between? A qualitative answer is fine; no need for an exact number."

E. Shot List

- Handheld, phone-in-hand, close-medium, natural light, no real listing data visible (mock/blurred screen).
- Direct address, chest-up, static-handheld feel, neutral interior background.
- Same setup, slight lateral movement/gesture for energy on the explanation beat.
- Insert/b-roll: exterior architectural detail or gate/driveway, generic and non-identifying, slow push-in, no address or signage visible. **[NEEDS: confirm b-roll source is cleared — no identifiable active client property without permission]**
- Final two beats: tighter close-up progression.
- All native 9:16. No horizontal-cropped footage.

F. Post-Production Notes

Keep the cut rate brisk through the first 8 seconds — a new cut every 3–4 seconds — to hold the "scroll-past" energy, then let beats 4–5 breathe once the underscore enters; one sustained shot each is enough. Captions burned in, short-phrase timing, high-contrast sans-serif, lower-third so they don't collide with the upper-third text callouts. No trending/rented audio as the spine — raw dialogue is the track; if an underscore bed is used, keep it under roughly -20dB relative to dialogue with no recognizable drop or meme beat. Grade should read closer to "she pulled her phone out between showings" than the polished Instagram listing grade — no cinematic LUT, no oversaturation.

G. Distribution Package

- **Cover/caption options:** 1) "the real inventory isn't on the app" 2) "what you're scrolling isn't the whole market" 3) "things buyers don't know: the public listing is the leftover"
- **Caption:** "The MLS is not the whole market at this level. Here's the part that never makes it into a listing description."
- **CTA:** No hard sales ask — Insider Knowledge value content. Soft: "Follow for the parts that don't make the listing."
- **Pinned comment:** "Not saying public listings don't matter — they do. Saying they're not the whole picture at this level. Ask me what I mean."
- **Audio note:** Raw dialogue audio as the primary track. No rented trending sound as the brand's spine; any underscore bed is a licensed, non-trend instrumental kept low under dialogue.

H. Alternative Execution (no Senada on camera)

Screen-recording build: a mocked, non-identifying real estate app being scrolled, with Senada's voice as VO only reading lines 1–6, text callouts appearing on-beat, ending on the same end card. Keeps the "insider pulls back the curtain" feeling without needing her on camera — a faster, cheaper variant for weeks she's unavailable to film, and the mock interface can be built once and reused across other episodes in this engine for visual consistency.

VIDEO 22

"Everything In Those Photos Is Rented"

Engine: Things Buyers Don't Know · Duration: 20s

A. Creative Brief

- **Concept:** The furniture, art, and styling in nearly every high-end listing photo isn't included in the sale — it belongs to a staging company and leaves before closing. Buyers fall for a lifestyle that isn't actually for sale.
- **Objective:** Sharp, specific insider correction that reframes how buyers should look at listing photos. Builds Authority as someone who tells buyers the unglamorous truth.
- **Target audience:** Buyers actively browsing listings/aspirational real-estate content. Secondary: sellers deciding whether to stage.
- **Key insight:** The photo sells a feeling; the contract sells a structure. What actually conveys with the sale (fixtures) is a narrower list than what's in the photo.
- **Intended reaction:** "Wait, really?" + rewatch of the photo-vs-reality beat; comments asking "so what DOES stay?"
- **Ideal duration:** 20 seconds — snappy, visual, no room to wander.

B. Three Hooks

- **Visual-first:** Senada holds her phone up toward the lens showing a beautifully staged (mock/generic) interior photo, deadpan: "None of this is included."
- **Spoken:** "That gorgeous photo you saved? Most of what's in it isn't actually for sale."
- **Contrarian/curiosity:** "You're not buying the house in that photo. You're buying an empty version of it."

C. Storyboard

TIME	VISUAL	FRAMING/ MOVEMENT	DIALOGUE/VO	ON-SCREEN TEXT	EDIT/TRANSITION	SOUND
0:00–0:03	Senada holds phone toward camera showing a staged interior photo (mock/generic, not a real current listing unless cleared)	Close, phone fills part of frame	"You're not buying the house in this photo."	things buyers don't know	Hard cut open	Raw audio, no music
0:03–0:07	Lowers phone, direct to camera	Close-up	"You're buying an empty version of it."	the furniture isn't included	Cut	Raw audio
0:07–0:12	Gesturing, explaining	Same, slight energy increase	"Almost everything staged in a listing — the furniture, the art, sometimes the plants — belongs to a staging company. It's rented for the photos and the showings. It leaves before closing."	staged ≠ sold with the house	Cut to text-card insert ("what's actually included: fixtures only")	Subtle underscore begins
0:12–0:16	Back to Senada	Close	"What actually	ask what's actually	Cut	Underscore

TIME	VISUAL	FRAMING/ MOVEMENT	DIALOGUE/VO	ON-SCREEN TEXT	EDIT/TRANSITION	SOUND
			stays is whatever's written into the contract as a fixture — and that list is a lot shorter than the photo makes you think."	conveyed		continues
0:16–0:20	Senada, final line, small knowing look	Close-up, steady	"So when you tour it empty and it feels different — that's not a red flag. That's just the real house."	Follow — the photo is not the house	Cut to end card	Underscore resolves

D. Dialogue

1. "You're not buying the house in this photo."
2. "You're buying an empty version of it."
3. "Almost everything staged in a listing — the furniture, the art, sometimes the plants — belongs to a staging company. It's rented for the photos and the showings. It leaves before closing." **[DRAFT — confirm with Senada]**
4. "What actually stays is whatever's written into the contract as a fixture — and that list is a lot shorter than the photo makes you think."
5. "So when you tour it empty and it feels different — that's not a red flag. That's just the real house." **[DRAFT — confirm with Senada]**

INTERVIEW PROMPT: "Walk me through what typically happens to staging furniture after a sale closes — whose decision is it, and have you had a buyer genuinely surprised that none of it stayed?"

E. Shot List

- Senada holding a phone toward the lens with a generic/mock staged-interior image (not a real confidential listing unless cleared) — close framing, natural light.
- Direct-address progression, chest-up to close-up, static-handheld feel, plain background (home office or car), consistent with raw TikTok register.
- Insert: simple text-card graphic built in post, editorial serif + clean sans typography per brand identity.
- Native 9:16 throughout, no landscape crops.

F. Post-Production Notes

This is the snappiest script in the batch — cut rate should be relentless, a new beat every 3–5 seconds, zero dead air. The single graphic insert is the only non-Senada visual; hold it just long enough to read once and no longer. Captions synced tightly to speech — the whole video rides on the "wait, what?" reaction at beat 2, so a lagging caption kills the timing. No music until the insert card; let it drop out before the final line so the closing line lands on near-silence. Grade: natural, unfussy — should look like it was filmed in the car between showings, not in a studio.

G. Distribution Package

- **Cover/caption options:** 1) "that photo you saved? mostly rented." 2) "you're not buying the house in the photo" 3) "things buyers don't know: what's actually included"
- **Caption:** "The furniture in that listing photo almost certainly isn't part of the sale. Here's what actually stays."
- **CTA:** Soft — "Follow — the photo is not the house."
- **Pinned comment:** "Yes, some sellers do include furniture — but it's the exception, not the default. Always get it in writing, never assume it from the photo."
- **Audio note:** Raw dialogue-led, no trending audio as the spine. Optional low instrumental bed under the insert card only, dropped before the final line.

H. Alternative Execution (no Senada on camera)

Pure visual gag: cold open on a beautifully staged listing photo (full screen), smash cut to the same room completely empty (same angle if available, or a stand-in empty-room shot), timed to a single VO line: "You're not buying the house in this photo. You're buying an empty version of it." Text card follows with the fixtures explanation, VO continues through lines 3–5, ending on the same end card. Needs no face on camera and can be built from existing cleared listing photography plus a generic empty-room stand-in.

VIDEO 23

"Your Pre-Approval Letter Means Nothing Here"

Engine: Things Buyers Don't Know · Duration: 24s

A. Creative Brief

- **Concept:** At the top of the market, a standard mortgage pre-approval letter — the thing every buyer is taught matters most — barely registers with a listing agent. What actually gets a buyer taken seriously is verified proof of funds, because financing at this level works differently than it does lower down the market.
- **Objective:** Insider Knowledge correction. Positions Senada as someone who tells buyers the real rules of the room, building credibility with serious buyers who want to be taken seriously fast.
- **Target audience:** Buyers moving up from a more conventional price tier for the first time, carrying assumptions from a previous purchase.
- **Key insight:** The documentation that proves seriousness changes as price goes up — buyers often bring the wrong paperwork to the right fight.
- **Intended reaction:** "Oh — I didn't know that's not enough." Save/comment asking what actually counts.
- **Ideal duration:** 24 seconds.

B. Three Hooks

- **Visual-first:** Senada holds up a printed pre-approval letter prop, glances at it, then at camera, unimpressed: "This gets you nowhere at this level."
- **Spoken:** "If you think your pre-approval letter makes you a serious buyer here, I need to stop you."
- **Contrarian/curiosity:** "The document every buyer is told to get first is often the least useful one at this price point."

C. Storyboard

TIME	VISUAL	FRAMING/ MOVEMENT	DIALOGUE/VO	ON-SCREEN TEXT	EDIT/TRANSITION	SOUND
0:00–0:03	Senada holding a printed generic letter prop (not a real buyer's document), slight head shake	Medium-close	"If you think this makes you a serious buyer here — I need to stop you."	things buyers don't know	Hard cut open	Raw audio
0:03–0:07	Sets paper down, direct to camera	Close-up	"A standard mortgage pre-approval barely moves the needle at this level."	pre-approval ≠ proof you're real	Cut	Raw audio
0:07–0:13	Gesturing, explaining	Same, slight lean-in	"A huge amount of what trades up here is cash, or close to it — so what actually gets a listing agent's attention is verified proof of funds, not a lender's letter."	what actually gets attention: proof of funds	Cut to text-card insert contrasting "pre-approval letter" vs. "proof of funds"	Subtle underscore begins
0:13–0:18	Back to Senada	Close	"That's a bank or	bring that, not the	Cut	Underscore

TIME	VISUAL	FRAMING/ MOVEMENT	DIALOGUE/VO	ON-SCREEN TEXT	EDIT/TRANSITION	SOUND
			brokerage statement, sometimes a letter from a wealth manager — something that actually shows the money's there and ready to move."	letter		continues
0:18-0:24	Senada, closing line, direct and calm	Close-up	"Different price point, different rules. Nobody tells you that until you're already in the room."	Follow — for the rules nobody explains	Cut to end card	Underscore resolves

D. Dialogue

1. "If you think this makes you a serious buyer here — I need to stop you."
2. "A standard mortgage pre-approval barely moves the needle at this level." **[DRAFT — confirm with Senada]**
3. "A huge amount of what trades up here is cash, or close to it — so what actually gets a listing agent's attention is verified proof of funds, not a lender's letter." **[DRAFT — confirm with Senada: keep as a general market description, not a claim about her own specific deals, unless she confirms]**
4. "That's a bank or brokerage statement, sometimes a letter from a wealth manager — something that actually shows the money's there and ready to move."
5. "Different price point, different rules. Nobody tells you that until you're already in the room." **[DRAFT — confirm with Senada]**

INTERVIEW PROMPT: "In general terms — what actually convinces you a buyer is real before you'll move forward on a showing or an offer at this level? What's the real document or signal you look for?"

E. Shot List

- Senada holding a printed generic letter prop, medium-close, handheld feel.
- Direct-address progression, close-up, consistent plain background.
- Insert (0:07-0:13): simple two-item text-card comparison graphic, built in post.
- Native 9:16, raw audio, no visible studio lighting rig.

F. Post-Production Notes

Keep the prop letter generic and clearly a stand-in — no real buyer's financial information, ever, even blurred. The text-card insert is the one moment to slow down slightly; hold it a beat longer than the Senada cuts, then snap back to her for the explanation. This script leans more "explainer" than 21/22, so direction should push energy — have her deliver it like she's correcting a friend about to make a mistake, not reciting a rule.

G. Distribution Package

- **Cover/caption options:** 1) "your pre-approval letter means nothing here" 2) "different price point, different rules" 3) "things buyers don't know: what actually proves you're serious"
- **Caption:** "A mortgage pre-approval is the wrong paperwork at this level. Here's what actually gets you taken seriously."
- **CTA:** Soft — "Follow for the rules nobody explains."
- **Pinned comment:** "To be clear — pre-approval still matters in plenty of this market. This is specifically about the top end, where financing looks different. Happy to explain in the comments."
- **Audio note:** Raw dialogue-led; optional subtle underscore under the insert card only, dropped before the closing line.

H. Alternative Execution (no Senada on camera)

Two-prop visual: a printed pre-approval letter and a mock, non-identifying proof-of-funds-style document laid side by side on a desk, filmed top-down, with Senada's VO carrying lines 1–5 while a hand moves the proof-of-funds document forward and pushes the pre-approval letter aside at the relevant beat. Keeps the physical "here's the real document" demonstration without her face on camera, and could be reused as a visual motif for other finance-mechanics episodes in this engine.

VIDEO 24

"The Clock That Lies"

Engine: Things Buyers Don't Know · Duration: 30s

A. Creative Brief

- **Concept:** The "days on market" number buyers see next to a listing can mislead — a price change, a brief withdrawal and relist, or a switch to a new MLS entry can reset the counter, making a listing look brand new when it's actually been sitting a long time. Buyers use that number to judge leverage and urgency without knowing how easily it resets.
- **Objective:** Correct a widely-relied-on but misunderstood data point. Insider Knowledge + Authority, with a genuinely actionable "ask this instead" takeaway.
- **Target audience:** Active buyers/investors who shop listings themselves and treat "days on market" as a key negotiating signal.
- **Key insight:** "Days on market" measures the current listing entry, not the property's real history — the number and the truth aren't always the same thing.
- **Intended reaction:** "I've been using that number wrong." Save for future house-hunting; comment asking how to check the real history.
- **Ideal duration:** 30 seconds — needs the extra room since it's a mechanism explanation with a practical payoff.

B. Three Hooks

- **Visual-first:** Senada points at a phone screen showing a mock "3 Days on Market" badge, eyebrow raised: "Don't trust this number."
- **Spoken:** "The 'days on market' number you check before you even call an agent? It can reset. Here's how."
- **Contrarian/curiosity:** "A listing that says it's been on the market for three days might actually be a year old. Nobody tells buyers this."

C. Storyboard

TIME	VISUAL	FRAMING/ MOVEMENT	DIALOGUE/VO	ON-SCREEN TEXT	EDIT/TRANSITION	SOUND
0:00–0:03	Senada, phone in hand showing mock "3 Days on Market" badge	Close, phone + face	"Don't trust this number."	things buyers don't know	Hard cut open	Raw audio
0:03–0:07	Lowers phone, direct address	Close-up	"'Days on market' is one of the most relied-on numbers in this whole search — and it can completely reset."	the clock can reset	Cut	Raw audio
0:07–0:13	Gesturing, explaining	Same, slight lean	"If a listing gets pulled off, even briefly, and comes back — or moves to a new MLS entry after a price change — that counter can start over at zero."	pulled + relisted = fresh clock	Cut to sequence graphic: Listed → Pulled → Relisted → Day 1 (again)	Subtle underscore begins
0:13–0:18	Back to Senada	Close	"So a property that looks brand new to	'new' might mean old	Cut	Underscore continues

TIME	VISUAL	FRAMING/ MOVEMENT	DIALOGUE/VO	ON-SCREEN TEXT	EDIT/TRANSITION	SOUND
			the market might actually have been sitting for a year."			
0:18-0:24	Senada, more direct/practical tone	Close-up	"The real question isn't 'how many days on market.' It's 'how long has this actually been for sale, under any listing.' Your agent can pull that history."	ask for the full listing history, not the counter	Cut	Underscore holds
0:24-0:30	Senada, closing line	Close-up, steady	"That one question tells you more about your leverage than the badge on the app ever will."	Follow — the badge isn't the truth	Cut to end card	Underscore resolves

D. Dialogue

1. "Don't trust this number."
2. "'Days on market' is one of the most relied-on numbers in this whole search — and it can completely reset." **[DRAFT — confirm with Senada]**
3. "If a listing gets pulled off, even briefly, and comes back — or moves to a new MLS entry after a price change — that counter can start over at zero." **[NEEDS: confirm this mechanism description matches current South Florida MLS rules before filming — day-counting/reset rules vary by MLS and can change]**
4. "So a property that looks brand new to the market might actually have been sitting for a year."
5. "The real question isn't 'how many days on market.' It's 'how long has this actually been for sale, under any listing.' Your agent can pull that history." **[DRAFT — confirm with Senada]**
6. "That one question tells you more about your leverage than the badge on the app ever will."

INTERVIEW PROMPT: "Can you describe, in general terms, how you personally check a property's real listing history for a buyer — what do you actually pull, and what have you found that surprised a client?"

E. Shot List

- Senada with phone showing mock "Days on Market" badge — close, handheld.
- Direct-address progression, close-up, consistent plain background.
- Insert (0:07-0:13): simple four-step sequence graphic, built in post, on-brand typography.
- Native 9:16, raw audio throughout.

F. Post-Production Notes

The most "explainer"-heavy script in the batch, so pacing discipline matters — do not drift past 30 seconds; trim the graphic beat before adding time elsewhere. The sequence graphic should animate step by step (four beats appearing in order) rather than all at once, so it reads as a process. Captions on throughout, standard lower-third placement. Flag for a factual accuracy pass against current South Florida MLS/listing-portal day-counting rules before filming — the mechanism is real and commonly understood in the industry, but exact terminology and rules can shift and vary by market.

G. Distribution Package

- **Cover/caption options:** 1) "the days-on-market number can reset — don't trust it" 2) "that '3 days' badge might be lying to you" 3) "things buyers don't know: the clock that resets"
- **Caption:** "That 'days on market' badge you check before every call? It can reset to zero. Here's what to ask instead."
- **CTA:** Soft — "Follow — the badge isn't the truth."

- **Pinned comment:** "Not every relist is shady — sometimes it's a legitimate price change or a broker switch. The point is: check the real history, don't just trust the counter."
- **Audio note:** Raw dialogue-led; subtle underscore under the process-graphic beat only.

H. Alternative Execution (no Senada on camera)

Pure screen-capture build: a phone screen recording scrolling a mocked listings app showing a "3 Days on Market" badge, then a smash-cut overlay graphic walking through Listed → Pulled → Relisted → Day 1, with Senada's VO carrying all six lines over the visual. Clean, fast, reusable template for future data-literacy episodes in this engine, and a lower-lift option for weeks with a full filming slate elsewhere.

VIDEO 25

"The Lever Nobody Bids With"

Engine: Things Buyers Don't Know · Duration: 22s

A. Creative Brief

- **Concept:** In a competitive multiple-offer situation, buyers assume the highest number wins. What they don't know: a flexible or seller-friendly closing/possession timeline can beat a higher price offer, because sellers at this level are often solving a timing problem, not just a money problem.
- **Objective:** Reframe how buyers think about competing for a property. Genuinely non-obvious, usable negotiating insight — Insider Knowledge + light Contrast.
- **Target audience:** Buyers actively competing for listings or anticipating a multiple-offer scenario. Secondary: other agents (Authority content).
- **Key insight:** Price is one variable in a seller's decision, not the only one — timing can be worth more to a seller than an extra few hundred thousand dollars.
- **Intended reaction:** "I never thought about that." Save for when they're actually writing an offer.
- **Ideal duration:** 22 seconds — tight, single-idea, high quotability.

B. Three Hooks

- **Visual-first:** Senada, direct to camera, holds up two fingers then folds one down as she talks: "There's a lever buyers never think to pull."
- **Spoken:** "You can lose a bidding war with the higher number. Let me explain."
- **Contrarian/curiosity:** "The highest offer doesn't always win. Here's the lever almost nobody uses."

C. Storyboard

TIME	VISUAL	FRAMING/ MOVEMENT	DIALOGUE/VO	ON-SCREEN TEXT	EDIT/TRANSITION	SOUND
0:00-0:03	Senada, direct to camera, mid-sentence energy	Close-up	"You can lose a bidding war with the higher number."	things buyers don't know	Hard cut open	Raw audio
0:03-0:08	Same framing, slight lean-in	Close-up	"Price is only one thing a seller is solving for. A lot of the time, the real problem is timing."	it's not always about price	Cut	Raw audio
0:08-0:14	Gesturing, more animated	Close, push slightly tighter	"A seller who needs sixty extra days to move out, or who wants to close fast and be done — a buyer who can match that is sometimes worth more to them than one	flexible timeline > higher number	Cut to text-card: "\$ vs. timing — both are leverage"	Subtle underscore begins

TIME	VISUAL	FRAMING/ MOVEMENT	DIALOGUE/VO	ON-SCREEN TEXT	EDIT/TRANSITION	SOUND
			who's offering more money on a timeline that doesn't work."			
0:14-0:19	Back to Senada	Close	"Before you write a number, ask what the seller actually needs on the calendar. That's the lever."	ask what the seller needs, not just what they want	Cut	Underscore continues
0:19-0:22	Senada, final line, confident/wry	Close-up	"Most buyers never even ask the question."	Follow — for the lever nobody tells you about	Cut to end card	Underscore resolves

D. Dialogue

1. "You can lose a bidding war with the higher number."
2. "Price is only one thing a seller is solving for. A lot of the time, the real problem is timing." **[DRAFT — confirm with Senada]**
3. "A seller who needs sixty extra days to move out, or who wants to close fast and be done — a buyer who can match that is sometimes worth more to them than one who's offering more money on a timeline that doesn't work." **[DRAFT — confirm with Senada: generalized pattern, not tied to a specific real deal unless she confirms she can speak to it generically]**
4. "Before you write a number, ask what the seller actually needs on the calendar. That's the lever."
5. "Most buyers never even ask the question." **[DRAFT — confirm with Senada]**

INTERVIEW PROMPT: "Without naming anyone — can you describe, generally, a time timing mattered more to a seller than price? What should a buyer's agent actually be asking on their behalf before writing an offer?"

E. Shot List

- Direct address throughout, close-up, consistent plain background, handheld-adjacent energy. No b-roll in this one — use small reframes (push-in, slight angle change) between cuts to manufacture movement.
- Insert (0:08-0:14): single minimal text-card graphic, "\$ vs. timing — both are leverage," on-brand typography.
- Native 9:16, raw audio.

F. Post-Production Notes

The simplest shoot in the batch — pure talking-to-camera, no props — so the job is entirely in the writing and the cut rate. Keep cuts every 3–5 seconds even without new visual information. Strong candidate to film as a single continuous take and cut it apart in the edit rather than multiple takes per line, which keeps the dialogue conversational rather than rehearsed-sounding.

G. Distribution Package

- **Cover/caption options:** 1) "you can lose with the higher number" 2) "the lever nobody bids with" 3) "things buyers don't know: price isn't the only leverage"
- **Caption:** "The highest offer doesn't always win. Here's the lever almost nobody uses when they're competing for a property."
- **CTA:** Soft — "Follow for the lever nobody tells you about."
- **Pinned comment:** "To be clear — price still matters, a lot. This is about the situations where it's not the ONLY thing on the table. Ask your agent what else is."
- **Audio note:** Raw dialogue-led, no trending audio as the spine; optional minimal underscore under the text-card beat only.

H. Alternative Execution (no Senada on camera)

A pure text-card sequence set to Senada's VO only — three or four large-type cards appearing in rhythm with the lines, ending on the "\$ vs. timing" card and the end card. The fastest, lowest-lift version in the entire batch — no filming required beyond the VO — and works well as a format to rotate in during weeks with zero production capacity, while still carrying her voice and point of view.

Batch 3 — Production Dependency Summary

- **Video 21:** [NEEDS] b-roll source clearance (no identifiable active client property without permission). [DRAFT] Senada's real framing on off-market frequency and seller motivations.
- **Video 22:** [DRAFT] Senada's real description of staging mechanics and her POV closing line.
- **Video 23:** [DRAFT] Senada's real criteria for vetting buyer seriousness; keep proof-of-funds framing general, not a specific-deal claim.
- **Video 24:** [NEEDS] factual accuracy pass on current South Florida MLS day-counting/reset rules before filming. [DRAFT] Senada's real process for pulling listing history.
- **Video 25:** [DRAFT] Senada's real example/framing on timing-over-price negotiations, kept non-identifying.

The Carousels

Ten photo-carousels, two per engine — the swipe-and-screenshot format, built blunter and rawer than an Instagram carousel, with zero magazine polish on slide one.

Secondary format. 10 carousels, 2 per approved engine, 5–8 slides each. Built for the swipe-and-screenshot behavior, not the account's primary driver (video). Shorter, blunter, rawer than an Instagram carousel — no magazine polish on slide 1.

CAROUSEL 01

Three Phrases That Mean Nothing

Engine: The Take · Slides: 6

Concept. A rapid-fire translation of overused listing language — each slide takes one cliché and says what it actually signals (usually nothing). Zero production lift, zero deal-specific facts required.

Editorial Angle. Judgment + Contrast. This is Senada's take on an industry habit, not a claim about any specific property or agent.

Cover Headline. "3 phrases real estate agents use that mean literally nothing"

Slides:

1. "3 phrases real estate agents use that mean literally nothing" — *Image:* Black card, bold off-white type, small gold underline on "nothing." No photo — this one's pure text, built for the hook not the aesthetic.
2. "'Luxury finishes' — translation: nothing. Every listing says this. It means the agent didn't look closer." — *Image:* Same card template, red stamp-style "X" graphic over the phrase "luxury finishes."
3. "'Motivated seller' — translation: either true, or someone's hoping you won't ask why." — *Image:* Same template, stamp graphic over the phrase.
4. "'Won't last long' — translation: also said about homes that sat for 90 days." — *Image:* Same template, small crossed-out clock icon.
5. "If the listing needs the adjective, the listing needs the work." — *Image:* Quote-card treatment, small "— Senada Adžem" attribution line, charcoal background, no photo.
6. "Follow The Index for verdicts, not filler." — *Image:* End card — logo lockup, Follow icon graphic, same black/gold system.

Information Density. One phrase, one translation, per slide — nothing else on screen. This is the fastest-swiping carousel on the account; it has to work even skimmed.

Caption. "the words don't mean anything until someone makes them mean something. three phrases i'm done hearing 📌
#luxuryrealestate #realestatetiktok #southflorida #realtortips"

Verification Needed. None — generic industry commentary, no client-specific or factual claims.

CAROUSEL 02

Stop Judging a \$20M Home by Price Per Square Foot

Engine: The Take · Slides: 7

Concept. A contrarian take on the buyer habit of reducing every home to \$/sq ft — argued through logic, not invented deal specifics.

Editorial Angle. Contrast: the metric that works at \$800K breaks down at the top of the market. Uses the real, approved price range of her active inventory as backdrop, nothing more specific.

Cover Headline. "Stop judging a \$20M home by price per square foot"

Slides:

1. "Stop judging a \$20M home by price per square foot" — *Image:* Black card, bold type, a faded grid/graph-paper texture in the background implying "the formula."
2. "Price per square foot works great — until the square footage isn't the point." — *Image:* Same system, simple calculator icon with a line through it.
3. "Her active portfolio alone runs from \$3.7M to \$85M." — *Image:* Minimal range bar graphic, \$3.7M on one end, \$85M on the other, no property photos.
4. "That spread isn't explained by square feet. It's explained by what can't be rebuilt — view, light, address." — *Image:* Three small icon callouts: eye (view), sun (light), pin (address).
5. "A spreadsheet can divide a number. It can't price a sightline." — *Image:* Quote-card treatment.

6. "Ask what the number is actually buying — not what it divides into." — *Image*: Same quote-card system, slightly different accent color for rhythm.

7. "Follow for the next number worth questioning." — *Image*: End card, Follow CTA graphic.

Information Density. One idea per slide, building a single argument start to finish — this is an opinion piece, not a data dump, so density stays low and the type stays large.

Caption. "price per square foot is a great metric for a condo and a useless one for a compound. here's why 🏡 #luxuryrealestate #realestate101 #southflorida #thetake"

Verification Needed. None — the \$3.7M–\$85M range is the verified active/signature inventory range from the brand bible; no specific addresses or deals named.

CAROUSEL 03

The House I've Sold Four Times

Engine: Inside the Deal · Slides: 8

Concept. A condensed, data-card version of The Palazzo Tapes arc, built as a reference/save piece that complements (not replaces) the video series — someone who missed the episodes gets the whole timeline in one swipe.

Editorial Angle. Access + Story + Tension. Receipts, not narration. The combined figure is clearly flagged as unconfirmed, exactly as the brand bible requires. No fabricated quote from Senada — her reflection is pointed to the video series instead of invented here.

Cover Headline. "I've sold the same house four times. Here's the timeline."

Slides:

1. "I've sold the same house four times. Here's the timeline." — *Image*: Black card, bold headline, small architectural line-drawing icon (generic, not the actual property) standing in for the house.
2. "Palazzo di Lago. Delray Beach." — *Image*: [NEEDS: cleared property photo or approved exterior image before publishing — do not use an unlicensed photo] — placeholder in production: simple location-pin graphic over a map outline of Delray Beach.
3. "Sale 1 — 2020: \$17M" — *Image*: Timeline graphic, point 1 of 4, filled gold dot.
4. "Sale 2 — 2023: \$26M, after renovation" — *Image*: Timeline point 2, filled gold dot, small upward arrow between points 1 and 2.
5. "Sale 3 — 2024: \$37M — buyer side traced to Mark Wahlberg's team (CNBC, October 2024)" — *Image*: Timeline point 3, filled gold dot, small "CNBC" source tag in corner.
6. "Reported combined across all four sales: ~\$106M — figure unconfirmed, verifying before we state it as fact" — *Image*: Timeline point 4 styled differently from the first three (dotted outline instead of filled, small "unconfirmed" tag) to visually signal it's not a stamped number.
7. "Full story, episode by episode: The Palazzo Tapes, on the feed now." — *Image*: Cross-promo card referencing the video series, simple "▶ Episode 01" graphic.
8. "Follow for the rest of the record." — *Image*: End card, Follow CTA graphic.

Information Density. One dated data point per slide for the timeline (slides 3–6) — this is exactly the kind of content people screenshot, so each slide has to stand alone if someone stops mid-swipe.

Final Slide + CTA. Slide 8 carries the Follow CTA; slide 7 does double duty driving traffic to the video series, which is the account's primary format.

Caption. "the short version, for anyone who hasn't seen the full series yet. 2020 → 2023 → 2024 → the number everyone asks about (still confirming that last one). full story in The Palazzo Tapes. #insidethedeal #southflorida #realestatetiktok #thepalazzotapes"

Verification Needed. Property image clearance [NEEDS: seller/property permission before using any exterior photo]. The ~\$106M combined figure must stay flagged "unconfirmed" through production and must not be stated as fact in the caption or on-screen text. Confirm current public-reporting status of the Wahlberg connection before each repost (already CNBC-sourced per brand bible, but reconfirm no embargo/update).

CAROUSEL 04

South Florida's Most Expensive Single Home Sale, By the Numbers

Engine: Inside the Deal · Slides: 7

Concept. A pure data-card breakdown of the \$90M Manalapan sale — the record transaction — stripped to numbers with no adjectives.

Editorial Angle. Access + Money. Receipts over adjectives, explicitly: no description of the house itself beyond the verified facts, because none are in the source file.

Cover Headline. "The record is \$90M. Here's exactly what closed."

Slides:

1. "The record is \$90M. Here's exactly what closed." — *Image:* Black card, bold type, small "RECORD" tag graphic top corner.
2. "December 2021. Manalapan, Florida." — *Image:* Map-pin graphic over a simple Florida coastline outline, Manalapan marked.
3. "\$90M. One residence." — *Image:* Large numeral treatment, "\$90M" dominating the slide.
4. "Highest single-residence sale on record in South Florida." — *Image:* Same numeral system, small "on record" tag.
5. "Not a portfolio. Not a compound. One house, one closing." — *Image:* Simple graphic — a single house icon, no multiples, to visually underline "one."
6. "Source: Traded.co tracked-transaction data." — *Image:* Source-citation card, minimal, small Traded.co text credit.
7. "Follow for the next record before it's public." — *Image:* End card, Follow CTA graphic.

Information Density. Extremely low per slide by design — this is built to be read in under 3 seconds a slide and still land. No speculation about buyer/seller identity, which isn't in the facts file.

Caption. "\$90M. one house. still the record in South Florida. source: Traded.co. #insidethedeal #southflorida #luxuryrealestate #record"

Verification Needed. [NEEDS: brokerage/compliance check on displaying third-party data-source attribution (Traded.co) per their terms of use]. Reconfirm at time of posting that this is still the standing record before each repost/reuse — real estate records can be superseded, and the brand bible's claim is accurate as of its source date only.

CAROUSEL 05

Worth It? \$85M on Billionaire's Row

Engine: Worth It? · Slides: 7

Concept. The signature stamped-verdict format applied to a real, approved listing — Villa Skyfall — walking the case for and against before landing a verdict.

Editorial Angle. Judgment + Contrast + Money. The "case against" is explicitly editorial judgment, not a factual claim about the property — framed as Senada's read of the buyer pool, not a defect in the listing.

Cover Headline. "Worth It? \$85M. Billionaire's Row, Delray Beach."

Slides:

1. "Worth It? \$85M. Billionaire's Row, Delray Beach." — *Image:* Black card, bold headline, small "WORTH IT?" stamp outline (unfilled — the verdict comes later).
2. "Villa Skyfall. 800 S Ocean Blvd, PH4, Delray Beach." — *Image:* [NEEDS: approved listing photo or cleared exterior image] — placeholder in production: location-pin graphic on an oceanfront map outline.
3. "\$85M. Known on this stretch as 'Billionaire's Row.'" — *Image:* Large numeral treatment, "\$85M."
4. "The case for: direct oceanfront, penthouse-level privacy, an address that signals before you say a word." — *Image:* Simple icon row — wave (ocean), lock (privacy), pin (address).
5. "The case against: at this price, you're also buying scarcity. There's a ceiling on how many buyers that number fits." — *Image:* Same icon system, single icon — a narrowing funnel graphic.
6. "Verdict: WORTH IT — for the buyer this house is built for. Not every buyer." — *Image:* "WORTH IT ✓" stamp graphic, filled in gold, slightly off-register like an actual rubber stamp.

7. "Follow for the next verdict." — *Image*: End card, Follow CTA graphic.

Information Density. One claim per slide, building directly to the stamp — this format lives or dies on the stamp landing cleanly, so nothing competes with it on slide 6.

Final Slide + CTA. Slide 7 is a clean Follow CTA, kept separate from the verdict slide so the stamp isn't diluted by a call-to-action in the same frame.

Caption. "\$85M on Billionaire's Row. worth it? depends who's asking. my verdict inside 🙌 #worthit #luxuryrealestate #southflorida #billionairesrow"

Verification Needed. [NEEDS: confirm listing is still active/priced at \$85M before posting — luxury listings reprice]. Image clearance for the property as noted above. The "case against" framing should be reviewed by Senada before posting since it's presented in her editorial voice.

CAROUSEL 06

Worth It? Oceanfront at \$10.95M vs. a \$29.995M Reprice

Engine: Worth It? · Slides: 7

Concept. A side-by-side swipe comparison of two listings referenced generically in the approved deck, testing what a reprice actually signals versus a straight, correctly-priced buy.

Editorial Angle. Contrast + Judgment. Both listings are referenced generically in source material (no address given) — treated here as illustrative examples, flagged for confirmation before filming/posting.

Cover Headline. "Worth It? Oceanfront at \$10.95M vs. a \$29.995M reprice."

Slides:

1. "Worth It? Oceanfront at \$10.95M vs. a \$29.995M reprice." — *Image*: Black card, split-screen layout teaser — left side labeled "A," right side labeled "B."
2. "Listing A: an oceanfront penthouse, \$10.95M." — *Image*: [PLACEHOLDER — confirm live listing, address, and current price before filming] — simple oceanfront icon card, no specific photo yet.
3. "Listing B: repriced down to \$29.995M." — *Image*: [PLACEHOLDER — confirm live listing, address, and current price before filming] — price-tag icon with a small downward arrow showing the reprice.
4. "A reprice isn't a discount. It's the market correcting a number that was never right." — *Image*: Quote-card treatment.
5. "Oceanfront at \$10.95M isn't cheap. It's correctly priced for what it is." — *Image*: Same quote-card system.
6. "Verdict: the reprice is the one to watch — not because it's cheaper, but because it shows where the seller's expectations finally landed." — *Image*: "WATCH THIS ONE" stamp graphic in place of a straight yes/no, since the verdict here is about market signal, not a buy/don't-buy call.
7. "Follow for the next price worth questioning." — *Image*: End card, Follow CTA graphic.

Information Density. Two data points max (price + one-line context) per listing slide — this is a comparison format, so pacing matters more than volume.

Caption. "one of these prices is a correction. one of them was always right. which one do you think is the smarter buy? #worthit #luxuryrealestate #southflorida #pricecheck"

Verification Needed. [NEEDS: confirm both listings are still active and these prices are current before any filming or posting — source material references them generically with no address, so treat as placeholders, not confirmed live listings]. Confirm neither listing involves confidential deal details beyond what's already public.

CAROUSEL 07

Is Delray Beach the New Palm Beach?

Engine: South Florida Intel · Slides: 7

Concept. A direct, carousel-native answer to a real searched question — the kind of content built to be screenshotted and revisited, not just watched once.

Editorial Angle. Place + Insider Knowledge. Answers the question briskly, then backs it with verified range and record data rather than vibes.

Cover Headline. "Is Delray Beach the new Palm Beach? Short answer inside."

Slides:

1. "Is Delray Beach the new Palm Beach? Short answer inside." — *Image:* Black card, bold headline, simple map outline of the two towns side by side.
2. "Short answer: wrong question." — *Image:* Same card system, "wrong question" in gold.
3. "Palm Beach has history. Delray Beach has momentum." — *Image:* Two-icon comparison — a clock (history) and an upward arrow (momentum).
4. "Her active inventory alone spans \$3.7M to \$85M — in Delray Beach." — *Image:* Range-bar graphic, same style as Carousel 02, \$3.7M to \$85M.
5. "The market's record sale wasn't in Palm Beach. It was Manalapan — \$90M, December 2021." — *Image:* Large numeral "\$90M," small location tag "Manalapan."
6. "Delray isn't trying to be Palm Beach. It's building its own ceiling." — *Image:* Quote-card treatment.
7. "Follow for the next searched question, answered straight." — *Image:* End card, Follow CTA graphic.

Information Density. Moderate — this is the account's "data-led, save-worthy" lane, so a little more substance per slide is acceptable than on The Take carousels, but each slide still carries exactly one fact or one line of reasoning, never both stacked.

Caption. "'is delray the new palm beach' is one of the most searched real estate questions in south florida. here's the actual answer. #southfloridaintel #delraybeach #palmbeach #realestatetiktok"

Verification Needed. None on the facts used (inventory range and Manalapan record are both verified in the brand bible). Confirm the "momentum" framing reads as editorial opinion, not an investment or appreciation guarantee — no specific return or trend figure is used, which keeps this compliant with the no-guarantees rule.

CAROUSEL 08

Spanish River Road vs. S Ocean Boulevard

Engine: South Florida Intel · Slides: 6

Concept. A head-to-head on two addresses explicitly paired as a contrast example in the approved deck — built as a scorecard swipe rather than a narrative.

Editorial Angle. Place trigger. Deliberately avoids declaring one street an absolute "winner," since no comparative performance data exists in the facts file — the verdict is reframed around buyer intent instead.

Cover Headline. "Spanish River Road or S Ocean Boulevard — which address actually wins?"

Slides:

1. "Spanish River Road or S Ocean Boulevard — which address actually wins?" — *Image:* Black card, split-screen "A / B" teaser, same visual system as Carousel 06 for franchise consistency.
2. "Two of South Florida's most referenced addresses. Different reasons to want either one." — *Image:* Simple map outline showing both corridors at a high level, no specific property markers.
3. "S Ocean Boulevard: direct oceanfront. This is where Villa Skyfall sits — \$85M, Billionaire's Row." — *Image:* Wave icon, oceanfront visual motif.
4. "Spanish River Road: Intracoastal-side, a different kind of privacy, a different kind of buyer." — *Image:* Waterway icon, calmer visual motif than the oceanfront slide.
5. "There's no universal winner here — there's only what you're optimizing for." — *Image:* Quote-card treatment.
6. "Follow for the next address worth knowing." — *Image:* End card, Follow CTA graphic.

Information Density. Low — six slides, one idea each, built to resolve the question fast and leave the "it depends" verdict as the takeaway rather than a stat.

Caption. "two addresses, two different buyers. not a competition — a decision tree. #southfloridaintel #delraybeach #bocaton #realestatetiktok"

Verification Needed. [NEEDS: Senada's confirmation on the Spanish River Road positioning language before posting] — the Intracoastal/privacy framing is general market knowledge, not a sourced fact from the brand bible, and should be checked against current conditions before this airs.

CAROUSEL 09

What FIRPTA Actually Costs a Foreign Buyer

Engine: Things Buyers Don't Know · Slides: 8

Concept. An evergreen, data-led explainer carousel on FIRPTA withholding — the kind of reference content a foreign buyer screenshots and reads twice. This is the TikTok-native version of the education content that seeds the brand's Instagram "Playbook" track.

Editorial Angle. Insider Knowledge. Mechanism, not opinion — every claim here is a legal/tax mechanic, so it needs compliance sign-off before it airs, and it closes on an explicit non-advice disclaimer.

Cover Headline. "If you're a foreign buyer, the IRS already took a cut before you close."

Slides:

1. "If you're a foreign buyer, the IRS already took a cut before you close." — *Image:* Black card, bold headline, small "FIRPTA" tag top corner.
2. "FIRPTA: the Foreign Investment in Real Property Tax Act." — *Image:* Same card system, acronym spelled out as a clean type treatment.
3. "If the seller is a foreign person, the IRS can require a percentage of the sale price withheld at closing." — *Image:* Percentage icon, withholding/escrow visual motif. [NEEDS: compliance/tax-counsel review of the exact percentage and thresholds before this figure appears on screen — FIRPTA rates have exceptions tied to price and buyer intent.]
4. "It's not a penalty. It's a withholding — against taxes that may or may not end up being owed." — *Image:* Quote-card treatment.
5. "Buyers don't pay it directly. But if the closing isn't structured right, it can stall the deal." — *Image:* Same quote-card system, small "⏸" delay icon.
6. "This is why the right title company and the right attorney matter more than the listing photos." — *Image:* Icon row — scale (legal), document (title).
7. "Not tax advice. Talk to your CPA before you close." — *Image:* Clean disclaimer card, lower visual weight than the rest of the deck on purpose.
8. "Follow for the next thing buyers don't know." — *Image:* End card, Follow CTA graphic.

Information Density. Denser than the opinion-format carousels by necessity — this is reference content people revisit, so slide 3 in particular should be treated as the one slide worth re-reading, not skimmed.

Caption. "foreign buyer in south florida? this is the part nobody explains until it's already holding up your closing. (not tax advice — talk to your CPA.) #thingsbuyersdontknow #firpta #realestatetiktok #southflorida"

Verification Needed. [NEEDS: tax/legal compliance review of the exact withholding percentage and any applicable exceptions before publishing] — do not post slide 3's figure until confirmed. Disclaimer slide (7) is mandatory and must not be cut even if the carousel runs long.

CAROUSEL 10

Why Your Appraisal Can Kill a \$20M Deal

Engine: Things Buyers Don't Know · Slides: 7

Concept. An insider-knowledge carousel on why appraisals get structurally harder at the ultra-luxury tier — thin comps, not thin value.

Editorial Angle. Insider Knowledge + Tension. General market mechanics, not a specific deal — should still be reviewed by Senada before it airs since it's presented as established expertise under her name.

Cover Headline. "At \$20M+, the appraisal is the part that can kill the deal."

Slides:

1. "At \$20M+, the appraisal is the part that can kill the deal." — *Image*: Black card, bold headline, small cracked-clipboard icon.
2. "Below \$5M, appraisals are easy. Comps are everywhere." — *Image*: Dense-dot map graphic implying many comparable sales.
3. "Above \$20M, comps thin out fast. Some streets have one sale a decade." — *Image*: Same map graphic, now nearly empty — one dot.
4. "An appraiser without the right comps can undervalue a correctly priced home." — *Image*: Scale icon tipping the wrong way.
5. "That gap is where financed deals fall apart — even with a willing buyer and a willing seller." — *Image*: Quote-card treatment, small crack-in-the-middle graphic motif.
6. "This is why cash moves differently at the top of the market. It skips the exposure entirely." — *Image*: Same quote-card system.
7. "Follow for the next thing buyers don't know." — *Image*: End card, Follow CTA graphic.

Information Density. One mechanic per slide, building a single cause-and-effect chain from slide 2 to slide 6 — no numbers or stats are invented, so the density stays conceptual rather than data-heavy.

Caption. "the house isn't the hard part at \$20M+. the appraisal is. here's why cash buyers have an advantage nobody talks about. #thingsbuyersdontknow #luxuryrealestate #southflorida #realestatetiktok"

Verification Needed. [NEEDS: Senada's review before posting] — this describes general lending/appraisal mechanics in the ultra-luxury tier, not a specific client transaction, but it's presented in her voice as established expertise and should be checked against her actual experience and the current lending environment before it airs.

Posting Rhythm & the Cross-Format System

Four weekly rhythm sequences built for TikTok's cadence, plus one worked example of a single idea becoming five genuinely different formats without repetition.

Posting Rhythm

TikTok has no Stories, but it has four native extension tools this calendar uses deliberately: **pinned comments**, a **"Part 2" reply video**, **stitch/duet-style reaction content** (recreated via TikTok's own Reply-to-comment video feature when we are extending our own pinned comment, not duetting a stranger), and **same-day reactive posting**. Every rhythm sequence below uses at least one of these.

Rhythm Sequence: The Verdict and the Pushback

Engine/Trigger: Worth It? verdict post that draws split reactions, extended same-day via a pinned comment and a "responding to your comments" follow-up.

1. **Video — Worth It? verdict (AM post)** — Senada, direct to lens, phone-shot: "Worth It? \$29.995M. Here's my actual answer — not the agent-safe one." She gives the real yes/no with reasoning. On-screen text: lower-third stamp "WORTH IT? — \$29.995M" from 0:00, cutting to a bold verdict stamp graphic "VERDICT: YES" at the close. Caption: "Worth It? \$29.995M. My real answer. #WorthIt #SouthFloridaRealEstate #TheIndex"
2. **Pinned comment (within 1 hour of posting)** — Content Manager identifies the sharpest dissenting comment (e.g., someone arguing she's biased because she's a realtor) and pins it. Senada or the Content Manager replies under it with: "Fair point. Doing a part 2 on this tonight — drop your questions below." This is the bridge that manufactures the follow-up's premise instead of inventing one.
3. **Follow-up video — "Responding to your comments" (same day, PM)** — Hook: "You guys had a lot to say about the \$29.995M verdict. Let's go through it." On-screen text: banner "RESPONDING TO YOUR COMMENTS," then 2–3 real comment screenshots overlaid as she answers each by name/handle. Caption: "Round 2 on the \$29.995M listing — you asked, I'm answering. #WorthIt #PartTwo #TheIndex"
4. **Comment seed for next cycle** — Follow-up ends on a new unresolved question ("Next week I'll show you one that's actually overpriced") to seed the next Worth It? post without a hard sales ask.

Rhythm Sequence: The Take, Round Two

Engine/Trigger: The Take (zero-production reactive opinion) extended next-day as a scripted Part 2 responding to pushback.

1. **Video — The Take (Day 1)** — Raw selfie-cam, single continuous take: "71% of buyers say they're more likely to work with an agent who's actually active online. That's not a vanity stat — here's why." (Context stat: Hootsuite/NAR 2024, presented as market context, not Senada's personal result.) On-screen text: stat card "71% — Hootsuite/NAR 2024" for the first 3 seconds, then "THE TAKE" bug in the corner for the remainder. Caption: "The Take: why 'post more' isn't vanity advice. (source: Hootsuite/NAR 2024) #RealEstateTok #TheTake #TheIndex"
2. **Pinned comment (same day)** — Pin the top comment pushing back ("this only matters for influencers, not real deals"). No reply yet — just pin it, which visibly flags "there's more coming."
3. **Follow-up video — Part 2 (Day 2, AM)** — Hook: "Yesterday's take got some pushback — let's talk about it." On-screen text: "THE TAKE: PART 2" title card, then the pinned comment's text reproduced as an overlay card while she responds directly to it. Caption: "Part 2: answering the pushback on yesterday's take. #TheTake #PartTwo #TheIndex"

Rhythm Sequence: Intel, Then the Reply

Engine/Trigger: South Florida Intel answer extended next-day via a reply-style "stitch" to a pinned viewer question.

1. **Video — South Florida Intel (Day 1)** — Direct answer to a real searched-style question: "Why are international buyers flooding into Boca Raton right now?" [NEEDS: current market research — confirm the 2–3 drivers cited are accurate and sourced before filming; do not assert migration/volume figures without a source]. On-screen text: question card "SOUTH FLORIDA INTEL" over the hook, then a 3-point text list of drivers as she names them. Caption: "Why Boca Raton, right now. #SouthFloridaIntel #BocaRaton #TheIndex"
2. **Pinned comment (same day)** — Pin a genuine follow-up question in the comments (e.g., a commenter asking about a specific visa/currency angle). This becomes the premise for the next piece — no invented comment text, only a real one selected and surfaced.
3. **Reply video — "Replying to your comment" (Day 2)** — Senada uses TikTok's native reply-to-comment video tool, which shows the original comment pinned on screen while she answers it directly. On-screen text: the comment itself (native TikTok reply UI), then "SOUTH FLORIDA INTEL — THE FOLLOW-UP" bug. Caption: "Replying to your question on yesterday's video. #SouthFloridaIntel #TheIndex"

Rhythm Sequence: The Insider Fact, Clarified

Engine/Trigger: Things Buyers Don't Know fact extended next-day with a scope-clarifying reply video.

1. **Video — Things Buyers Don't Know (Day 1)** — "Price per square foot is basically meaningless once you're above \$20M. Here's what actually drives the number." On-screen text: "THINGS BUYERS DON'T KNOW" bug, then a 3-item text-card list of what matters instead (land value, view corridor, construction quality — general industry knowledge, not deal-specific). Caption: "Things buyers don't know: why \$/sqft breaks down at the top of the market. #ThingsBuyersDontKnow #TheIndex"
2. **Pinned comment (same day)** — Pin a comment testing the claim's scope ("does this apply to my \$2M condo too?"). Real, unedited comment text only.
3. **Follow-up video — "Clarifying yesterday's video" (Day 2)** — Hook: "A few of you asked if yesterday's video applies below \$20M — clarifying that now." On-screen text: "CLARIFYING YESTERDAY'S VIDEO" banner. Caption: "Where the \$/sqft rule actually applies (and where it doesn't). #ThingsBuyersDontKnow #PartTwo"

One Idea, Five Formats (TikTok)

Idea: the Palazzo di Lago arc. One real, verified story — a Delray Beach estate sold four times, with reported prices of \$17M (2020), \$26M (2023), and \$37M (2024, buyer side traced to Mark Wahlberg's team per CNBC) — spun across five formats that each do a different job. The combined ~\$106M figure carries the unconfirmed caveat everywhere it appears.

1. **Video — Inside the Deal (Palazzo Tapes EP03, "Then Mark Wahlberg entered the story.")** — Job: deliver the narrative's Access/Tension peak in a documentary-style flagship piece. This is the only format built for story — pacing, reveal, and emotional build live here, and nowhere else in the five formats.
2. **Carousel — data recap** — Slide 1: "I've sold this house four times." Slide 2: 2020 — \$17M. Slide 3: 2023 — \$26M. Slide 4: 2024 — \$37M (buyer side traced to Mark Wahlberg's team, CNBC/Elliman Insider). Slide 5: "Combined reported figure: ~\$106M — unconfirmed, figure to verify." Job: give a static, screenshot-able reference object for retention and sharing (group chats, saves) — the video sells the story, the carousel is what people actually keep and forward.
3. **Pinned comment reply** — On the EP03 video, pin and answer the inevitable "is this even true / source?" comment with the exact sourcing line: "Reported by CNBC, October 2024 — buyer side traced to his team." Job: real-time credibility control. It stops the comment section from drifting into "fake" accusations without spending a new video on it.
4. **Follow-up reactive video — "Why so many of you are asking if the \$106M is real"** — Posted same-day or next-day once comments cluster around the figure. On camera, Senada restates plainly: the \$106M is a combined reported figure across four sales, and it is unconfirmed — flagged that way on purpose. Job: converts skepticism into a second engagement cycle and visibly demonstrates editorial discipline (a differentiator other agents won't bother with), which builds trust faster than the original claim could alone.
5. **Things Buyers Don't Know spinoff — "What buying the same house four times teaches you about re-trades."** — A standalone insider-knowledge lesson (why a property can legitimately re-sell multiple times in a few years — renovation arbitrage, buyer psychology, market timing) that reuses the Palazzo story's equity without re-telling the documentary. Job: extends the IP's shelf life into a different engine (Insider Knowledge trigger instead of Story/Tension), generating a sixth and seventh future touch without repeating the arc itself.

The Production System

Production cards for priority concepts, and the batching discipline that turns one property visit into weeks of genuinely distinct assets.

Production Cards

(T1–T10)

Concept T1

THE TAKE · VIDEO

Creative Objective. React to "social is agents' #1 lead source" stat to position Senada ahead of the curve

Required Location. Any (car, office, driveway) — no set

Required People. Senada only

Required Permissions. None

Exact Shots. Single selfie-cam continuous take, vertical, natural light, 20–35s

Props / Supporting Materials. Stat overlay card (added in edit), no physical props

Script Status. Full script drafted

Senada Input Required. Deliver in her own words from structure, not fed line-for-line

Data Verification Required. Confirm stat source/year (NAR 2025) before caption publishes

Editing Complexity. Low — text overlay + caption only

Est. Production Effort. 15 min capture, 20 min edit

Deliverables. 1 video (9:16, under 60s), caption, hashtag set

Approval Checkpoint. Content Manager confirms citation; no compliance review needed (industry stat)

Concept T2

THE TAKE · VIDEO

Creative Objective. Reactive commentary on a live, same-week South Florida market headline

Required Location. Any

Required People. Senada

Required Permissions. None — but [NEEDS: confirm headline/source before filming]

Exact Shots. Selfie-cam single take; optional b-roll insert from bank

Props / Supporting Materials. Optional phone screen-share of the headline

Script Status. Structure only — topic fixed same-week once headline is known

Senada Input Required. High — reacts in her own voice to that week's real headline

Data Verification Required. Yes — confirm headline/source same day as filming

Editing Complexity. Low

Est. Production Effort. 15 min capture, 20 min edit, same-day turnaround

Deliverables. 1 video, caption with source tag

Approval Checkpoint. ESTMA Strategy confirms headline accuracy pre-film; Content Manager final caption check

Concept T3

INSIDE THE DEAL • VIDEO

Creative Objective. Palazzo Tapes EP01 cold-open hook: "I've sold this house four times."

Required Location. Exterior of Palazzo di Lago or comparable banked b-roll

Required People. Senada + videographer

Required Permissions. [NEEDS: property access/seller or listing-agent permission if filming on-site]; brokerage sign-off on public deal narrative

Exact Shots. Walking exterior establishing shot; mid push-in on hook line; 2-3 architectural detail cutaways banked for later episodes

Props / Supporting Materials. None beyond location; property stills as backup if access unavailable

Script Status. Full script drafted (hook only, ~15-20s)

Senada Input Required. Delivery/performance of hook line; approves any property detail shown

Data Verification Required. Confirm "sold four times" framing still accurate before publish

Editing Complexity. Medium — documentary pacing, sound design, title card

Est. Production Effort. ~30 min on-site (part of batch block), 1.5 hr edit

Deliverables. 1 video, matching carousel teaser graphic, series title card asset

Approval Checkpoint. Senada + Compliance/brokerage sign off on property depiction; ESTMA Strategy approves series pacing

Concept T4

INSIDE THE DEAL • VIDEO

Creative Objective. Palazzo Tapes EP03: "Then Mark Wahlberg entered the story."

Required Location. Same site bank as EP01, or talking-head setup

Required People. Senada + videographer

Required Permissions. Same property/brokerage permission as EP01; [NEEDS: compliance review of Wahlberg-team phrasing — must say "buyer side traced to his team," never imply he personally transacted]

Exact Shots. Direct-to-camera medium close-up for the reveal line; on-screen source-citation card insert

Props / Supporting Materials. CNBC source citation graphic ("CNBC, October 2024")

Script Status. Full script drafted, phrasing locked to facts file wording

Senada Input Required. Delivery only — no ad-lib on the Wahlberg detail

Data Verification Required. Yes — reconfirm CNBC sourcing language every time this episode is republished or re-cut

Editing Complexity. Medium — source card overlay timing, pacing

Est. Production Effort. ~20 min capture (same batch block), 1.5 hr edit

Deliverables. 1 video + pre-drafted pinned-comment sourcing reply

Approval Checkpoint. Compliance/legal review mandatory before publish; Senada final approval

Concept T5

WORTH IT? · VIDEO

Creative Objective. Recurring verdict format on \$29.995M repriced listing

Required Location. On-site if scheduled for batch day, else reaction-only

Required People. Senada

Required Permissions. [NEEDS: seller/listing permission if filming on-site]

Exact Shots. Vertical hook shot stating price; 2-3 supporting detail shots if on-site; verdict-stamp graphic moment

Props / Supporting Materials. "WORTH IT?" stamp template, price card

Script Status. Full script drafted

Senada Input Required. Genuine verdict and reasoning, not pre-written opinion

Data Verification Required. Confirm current list price/repriced status day-of-filming

Editing Complexity. Low-medium — stamp animation, price card

Est. Production Effort. 20 min capture, 30 min edit

Deliverables. 1 video, optional matching data-recap carousel

Approval Checkpoint. Content Manager verifies listing status current; Senada approves pre-publish

Concept T6

WORTH IT? · VIDEO

Creative Objective. Second recurring verdict slot on Oro-Satori (\$40M), distinct visual angle from T5

Required Location. On-site or approved listing media

Required People. Senada

Required Permissions. [NEEDS: seller/listing permission if on-site]

Exact Shots. Same stamp-verdict structure as T5, different supporting visual to avoid repetitive footage

Props / Supporting Materials. "WORTH IT?" stamp template, price card (\$40M)

Script Status. Full script drafted

Senada Input Required. Genuine verdict/reasoning distinct from T5's angle

Data Verification Required. Confirm price/status accuracy

Editing Complexity. Low-medium

Est. Production Effort. 20 min capture, 30 min edit

Deliverables. 1 video

Approval Checkpoint. Senada + Content Manager sign-off pre-publish

Concept T7

SOUTH FLORIDA INTEL • VIDEO

Creative Objective. Answer searched-style question: "Why are international buyers flooding into Boca Raton right now?"

Required Location. Any neutral location

Required People. Senada

Required Permissions. None

Exact Shots. Selfie-cam or two-angle talking-head; text card listing 2–3 drivers

Props / Supporting Materials. On-screen text-list graphic

Script Status. Structure drafted; stats need confirmation before filming

Senada Input Required. Delivery + any firsthand color (flag as INTERVIEW PROMPT if her specific opinion is used)

Data Verification Required. Yes — any market-driver claim must be sourced, not asserted

Editing Complexity. Low

Est. Production Effort. 20 min capture, 30 min edit

Deliverables. 1 video, pinned-comment-ready follow-up stat

Approval Checkpoint. ESTMA Strategy confirms claims pre-film; Compliance check if tax/legal framing is implied

Concept T8

SOUTH FLORIDA INTEL • VIDEO

Creative Objective. Answer searched-style question: "Why do so many \$20M+ listings never show up on Zillow?"

Required Location. Any

Required People. Senada

Required Permissions. None

Exact Shots. Direct-to-camera; optional generic/blurred screen-capture insert (no real client listing shown)

Props / Supporting Materials. Generic screen-capture insert if used

Script Status. Full script drafted

Senada Input Required. Confirm phrasing doesn't imply naming a specific off-market client deal

Data Verification Required. Confirm off-market/pocket-listing mechanics description is accurate and generic

Editing Complexity. Low

Est. Production Effort. 15 min capture, 25 min edit

Deliverables. 1 video

Approval Checkpoint. Compliance review (MLS/advertising rule sensitivity); Senada final approval

Concept T9

THINGS BUYERS DON'T KNOW • VIDEO

Creative Objective. "Why price-per-square-foot is meaningless above \$20M."

Required Location. Any

Required People. Senada

Required Permissions. None

Exact Shots. Direct-to-camera single take; text card reinforcing the real value drivers

Props / Supporting Materials. Text-card overlay listing factors

Script Status. Full script drafted

Senada Input Required. Delivery; optional generic framing from her price range, no specific address unless already approved

Data Verification Required. Confirm claim reflects standard appraisal/valuation knowledge, not overstatement

Editing Complexity. Low

Est. Production Effort. 15 min capture, 25 min edit

Deliverables. 1 video + optional carousel recap

Approval Checkpoint. Content Manager fact-checks framing; Senada approves delivery

Concept T10

THINGS BUYERS DON'T KNOW · VIDEO

Creative Objective. Palazzo spinoff: "What buying the same house four times teaches you about re-trades."

Required Location. Any (no site access needed — reflection piece)

Required People. Senada

Required Permissions. None beyond standard Palazzo Tapes approval already in place

Exact Shots. Direct-to-camera single take, intercut with 1 banked still/clip from the T3/T4 shoot

Props / Supporting Materials. One banked visual asset from Palazzo Tapes footage

Script Status. Full script drafted

Senada Input Required. Genuine takeaway via INTERVIEW PROMPT + script structure, not a fabricated quote

Data Verification Required. Reconfirm \$106M figure still carries "unconfirmed" caveat if referenced; reconfirm sale prices/years match facts file exactly

Editing Complexity. Medium — intercutting banked footage

Est. Production Effort. 15 min capture, 40 min edit

Deliverables. 1 video

Approval Checkpoint. Compliance reconfirms caveat language present; Senada final sign-off

PART 3 — BATCHING SYSTEM

TikTok's cadence (~1 video/day + 2–3 carousels/week, roughly 10–13 pieces/week) is far higher-frequency than one batch day can sustain on its own — and the Core Rule (never post the same clip cropped/recaptioned from Instagram) means the TikTok team

cannot simply "cut down" the Instagram footage either. The system below is a **hybrid**: one heavy batch block does the bulk of the lower-reactivity formats, and short light-lift top-ups between batch days keep the feed genuinely reactive.

The batch block (same day Senada is already on-site for the Instagram shoot):

TikTok does not share a single clip with Instagram — it shares the *site visit*. Embedded inside the IG batch day, the TikTok team runs a separate 2–3 hour capture block using a different setup (handheld/vertical-native framing, different lens and line delivery, different pacing) and comes away with an entirely distinct asset set:

1. **One flagship Inside the Deal / Palazzo Tapes segment** — shot vertical-native, not cropped from the IG camera's footage. This is the week's (or arc's) highest-production-value piece.
2. **3–5 raw, unscripted Take-style selfie-cam reactions** — recorded in the dead time between IG lighting/camera resets, at effectively zero incremental time cost. These are banked for release across the next 1–2 weeks.
3. **2–3 Worth It? verdict clips** on whatever real listings are being shown that day — shot raw and vertical, deliberately different energy from the polished IG Reel of the same property (different angle, different take, different line reading — never the same file).
4. **A stock of data-recap stills/graphics** (architectural detail shots, non-confidential document-safe details, signage) banked for the week's carousels.
5. **4–6 pre-recorded answers** to anticipated South Florida Intel questions and Things Buyers Don't Know facts, banked as buffer inventory.
6. **Pre-recorded pinned-comment clarification lines** for the Palazzo Tapes episodes' predictable skepticism (the "is this real / source?" comments), so the sourcing reply is ready the moment it's needed.

From one embedded batch block, the team typically banks **10–15 TikTok-native pieces** — roughly 1.5–2 weeks of inventory at the 1/day cadence.

The light-lift top-up (2–4 short sessions/week, no crew):

Batching alone cannot cover every week indefinitely — The Take and timely South Florida Intel content specifically need same-week or same-day topicality to feel like "thinking out loud" rather than a scheduled drop; that reactive feel is part of the Anti-Strategy's guardrail against polished-ad content. So between batch days, Senada (or the Content Manager prompting her) records 15–20 minute phone-only sessions, 2–4 times a week, to:

- React to a live market headline or stat the same week it's relevant (The Take).
- Answer a genuinely time-sensitive Intel question.
- Film the "responding to your comments" or "Part 2" follow-ups the rhythm sequences in Part 1 depend on — these cannot be pre-banked because they require real comments to exist first.

Realistic read on cadence: a single batch day banks enough Inside the Deal, Worth It?, and buffer Intel/TBDK content to cover roughly 60–70% of a given week's video slots. The remaining 30–40% — anything reactive, comment-driven, or news-tied — has to be captured fresh, close to publish time, with no crew. Treat the batch day as the backbone, not the whole skeleton; skipping the light-lift top-up for more than a week or two will make the feed read as pre-scheduled, which breaks the "reactive, thinking-out-loud" promise TikTok specifically requires.

The 30-Day Calendar & Team Workflow

A realistic month on the calendar, who owns what, and the editorial safeguards that hold regardless of deadline pressure.

PART 4 — 30-DAY CALENDAR & TEAM WORKFLOW

Palazzo Tapes placement: all five episodes land on **Wednesdays** — Days 1, 8, 15, 22, and 29 — mirroring Instagram's Wednesday "Behind the Deal" pillar so the two platforms build the same weekly beat without duplicating content. This calendar's Day 1 is a Wednesday; adjust the weekday labels if the actual production start date differs.

Day	Day of Week	Engine	Concept Slot	Format	Production Job	Needed	Status
1	Wed	Inside the Deal	Palazzo Tapes EP01 — "I've sold this house four times."	Video	Batch Shoot Day — flagship capture (crew + Senada on site)	[NEEDS: property access/seller permission; compliance sign-off on series]	- [] Pending
2	Thu	Things Buyers Don't Know	"Why price-per-square-foot is meaningless above \$20M."	Video	Banked talking-head capture (batch day overflow)	None	- [] Pending
2	Thu	— (carousel)	Teaser/index carousel: "The full Palazzo breakdown drops across 5 TikToks this month."	Carousel	Graphics build (editor, from batch day stills)	None	- [] Pending
3	Fri	The Take	React: "social is agents' #1 lead source" (NAR 2025)	Video	Light-lift phone capture (Senada solo, no crew)	Confirm stat/source/year before caption publishes	- [] Pending
4	Sat	Worth It?	\$29.995M repriced listing	Video	Batch Shoot Day — on-site verdict capture	[NEEDS: confirm current list price/status day-of]	- [] Pending
5	Sun	The Take	"Responding to your comments" loop from Day 4's verdict	Video	Light-lift phone capture, same-day/next-day turnaround	Requires real comments from Day 4 post first	- [] Pending
6	Mon	South Florida Intel	"Why are international buyers flooding into Boca Raton right now?"	Video	Light-lift capture — same-week timing required	[NEEDS: current market research; no unsourced migration/volume claims]	- [] Pending
7	Tue	Worth It?	Oro-Satori — \$40M	Video	Batch Shoot Day — on-site verdict capture	[NEEDS: confirm price/status accuracy]	- [] Pending
7	Tue	— (carousel)	Data recap: Oro-Satori comp breakdown	Carousel	Graphics build (editor, from batch day assets)	None	- [] Pending
8	Wed	Inside the Deal	Palazzo Tapes EP02 — "The first time it sold for \$17M. Three years later: \$26M."	Video	Batch Shoot Day — flagship capture	[NEEDS: compliance sign-off; confirm renovation-story framing stays factual]	- [] Pending
9	Thu	Things Buyers Don't Know	"The one line in a listing agreement that decides who	Video	Banked talking-head capture (batch day overflow)	None	- [] Pending

Day	Day of Week	Engine	Concept Slot	Format	Production Job	Needed	Status
			controls showings."				
9	Thu	— (carousel)	Data recap tied to EP02: before/after price slides (\$17M → \$26M)	Carousel	Graphics build (editor)	[NEEDS: reconfirm both figures match facts file exactly]	- [] Pending
10	Fri	The Take	React to live market headline (same week)	Video	Light-lift phone capture, same-day turnaround	[NEEDS: confirm headline/source before filming]	- [] Pending
11	Sat	Worth It?	Villa Skyfall — 800 S Ocean Blvd PH4, Delray Beach — \$85M ("Billionaire's Row")	Video	Batch Shoot Day — on-site verdict capture	[NEEDS: seller/listing permission if on-site]	- [] Pending
12	Sun	The Take	Reactive weekend slot — audience-question or news-driven	Video	Light-lift phone capture	[NEEDS: current research — confirm topic same week]	- [] Pending
13	Mon	South Florida Intel	"Why do so many \$20M+ listings never show up on Zillow?"	Video	Banked talking-head capture (batch day overflow)	[NEEDS: compliance review — MLS/advertising rule sensitivity]	- [] Pending
14	Tue	Worth It?	Spanish River Road vs. S Ocean Boulevard — head-to-head verdict	Video	Batch Shoot Day — on-site verdict capture	[NEEDS: confirm both listings' current status]	- [] Pending
14	Tue	— (carousel)	Data recap: Spanish River Road vs. S Ocean Boulevard contrast slides	Carousel	Graphics build (editor)	None	- [] Pending
15	Wed	Inside the Deal	Palazzo Tapes EP03 — "Then Mark Wahlberg entered the story."	Video	Batch Shoot Day — flagship capture	[NEEDS: compliance review of Wahlberg-team phrasing — mandatory]	- [] Pending
16	Thu	Things Buyers Don't Know	"Why appraisals lag the market at this price point."	Video	Banked talking-head capture (batch day overflow)	[NEEDS: confirm appraisal-mechanics claim is accurate/generic]	- [] Pending
16	Thu	— (carousel)	Appraisal-mechanics explainer carousel (companion to same-day video)	Carousel	Graphics build (editor)	None	- [] Pending
17	Fri	The Take	React: "71% of buyers more likely to choose a visibly active	Video	Light-lift phone capture	Confirm stat/source/year before caption publishes	- [] Pending

Day	Day of Week	Engine	Concept Slot	Format	Production Job	Needed	Status
			agent" (Hootsuite/NAR 2024)				
18	Sat	Worth It?	16121 Quiet Vista Circle [PLACEHOLDER — confirm price/status before filming]	Video	Light-lift on-site solo capture (phone, no crew)	[NEEDS: confirm live price/status; seller permission if on-site]	- [] Pending
19	Sun	The Take	React: "1.22% average IG engagement rate in real estate" (ValPal 2024) — market context, not her result	Video	Light-lift phone capture	Confirm stat/source/year before caption publishes	- [] Pending
20	Mon	South Florida Intel	"What's actually driving Manalapan into nine-figure territory?"	Video	Banked talking-head capture (batch day overflow)	[NEEDS: frame as market/place insight, not a re-claim of the \$90M deal's confidential details]	- [] Pending
21	Tue	Worth It?	\$10.95M oceanfront penthouse	Video	Batch Shoot Day — on-site verdict capture	[NEEDS: confirm price/status accuracy]	- [] Pending
21	Tue	— (carousel)	Portfolio-spread carousel: price range \$3.7M-\$85M, "what makes a listing Worth It" criteria	Carousel	Graphics build (editor)	None	- [] Pending
22	Wed	Inside the Deal	Palazzo Tapes EP04 — "One house. Four sales. \$106M." (UNCONFIRMED combined figure — caveat required on-screen and in caption)	Video	Batch Shoot Day — flagship capture	[NEEDS: \$106M figure explicitly caveated; compliance sign-off mandatory]	- [] Pending
23	Thu	Things Buyers Don't Know	Palazzo spinoff — "What buying the same house four times teaches you about re-trades."	Video	Banked footage integration (editor-led, Palazzo B-roll)	[NEEDS: reconfirm all sale figures/years match facts file; reconfirm \$106M caveat if referenced]	- [] Pending
23	Thu	— (carousel)	Full Palazzo data recap: 4 sale prices + \$106M unconfirmed caveat slide	Carousel	Graphics build (editor, flagship recap asset)	[NEEDS: \$106M caveat present on its own slide, not buried]	- [] Pending
24	Fri	The Take	React: "84% of millennial buyers found	Video	Light-lift phone capture	Confirm stat/source/year before caption	- [] Pending

Day	Day of Week	Engine	Concept Slot	Format	Production Job	Needed	Status
			their home through a digital channel vs. 49% of Boomers" (NAR Generational Trends)			publishes	
25	Sat	Worth It?	2633 Spanish River Road [PLACEHOLDER — confirm price/status before filming], standalone angle	Video	Light-lift on-site solo capture (phone, no crew)	[NEEDS: confirm live price/status; seller permission if on-site]	- [] Pending
26	Sun	The Take	"Responding to your comments" loop from a recent Worth It?/Intel post	Video	Light-lift phone capture, same-day/next-day turnaround	Requires real comments from the referenced post first	- [] Pending
27	Mon	South Florida Intel	"Is Fort Lauderdale the most undervalued luxury market in South Florida right now?"	Video	Light-lift capture — same-week timing required	[NEEDS: current market research; no unsourced claims]	- [] Pending
28	Tue	Worth It?	Current live listing — rotation slot [PLACEHOLDER — confirm active listing before filming, no address invented]	Video	Light-lift on-site solo capture (phone, no crew)	[NEEDS: confirm an active, approved listing exists at filming time]	- [] Pending
28	Tue	— (carousel)	Recap carousel: "what makes a listing Worth It" criteria, general	Carousel	Graphics build (editor)	None	- [] Pending
29	Wed	Inside the Deal	Palazzo Tapes EP05 — "What selling the same house four times taught me about luxury real estate." (Senada's POV close)	Video	Batch Shoot Day — flagship capture; INTERVIEW PROMPT + script structure, not a scripted quote	[NEEDS: Senada interview session scheduled ahead of filming]	- [] Pending
30	Thu	Things Buyers Don't Know	"What 'coming soon' actually means — and why it's not what buyers think."	Video	Banked talking-head capture (batch day overflow)	[NEEDS: confirm "coming soon" mechanics description is accurate/generic]	- [] Pending
30	Thu	— (carousel)	Palazzo Tapes full-arc index/recap carousel (all 5 episodes linked,	Carousel	Graphics build (editor, flagship recap asset)	[NEEDS: \$106M caveat repeated on its recap slide]	- [] Pending

Day	Day of Week	Engine	Concept Slot	Format	Production Job	Needed	Status
			series wrap)				

Team Responsibilities & Approval Workflow

Owner	Responsibility
ESTMA Strategy	Owns the engine mix and calendar structure; confirms any stat, headline, or market claim before it's scripted; reviews performance cycles without promising view counts or virality; keeps TikTok and Instagram beats coordinated without content overlap.
Content Manager	Runs the batching schedule and asset log (what was captured, what's still banked); writes on-screen text and captions; selects and pins comments; schedules and publishes; sources real comments for every "Part 2" / "responding to your comments" follow-up; tracks which concept slots still need a live listing confirmed.
Senada	Delivers on-camera lines in her own words from the provided structure (never reads a fabricated quote as her own); provides real opinions via INTERVIEW PROMPT sessions where her POV is the content; signs off on any compliance-flagged script before it's scheduled; gives final publish approval on anything naming a specific deal, figure, or property.
Videographer	Plans the batch-day capture list so TikTok's footage is genuinely distinct from Instagram's (different setup, angle, and takes — never the same file); banks B-roll and raw Take-style footage during IG setup/reset gaps; manages audio for both the flagship episode and the lighter pieces.
Editor	Cuts TikTok-native versions of every piece (never a crop/recaption of the IG cut); builds carousel graphics and recap slides; burns in on-screen text and verdict/source-citation cards; keeps pacing to TikTok's faster, reactive rhythm rather than Instagram's.
Compliance / Relevant Expert	Reviews every figure, address, and quote against the facts file before publish; enforces the \$106M unconfirmed caveat wherever it appears; checks Fair Housing and MLS/advertising-rule language; confirms confidentiality on any deal detail; signs off on the Wahlberg-team phrasing specifically before EP03 and any spinoff referencing it goes live.

Source Verification & Editorial Safeguards

- **Never invent transaction figures, addresses, client names, or quotes.** Every number and address in this calendar traces to the facts file; every placeholder listing is explicitly labeled **[PLACEHOLDER — confirm live listing before filming]** and must be confirmed before production, not assumed.
- **The ~\$106M combined Palazzo figure is always unconfirmed.** It carries the caveat "unconfirmed — figure to confirm with client / source verification required" on-screen, in caption, and on any recap slide, every single time it appears — no exceptions, no shortened version that drops the caveat.
- **Confidentiality holds.** No negotiation specifics, non-public deal details, or client identities beyond what's already public via the CNBC/Traded.co record.
- **No algorithm or engagement guarantees.** Nothing in this calendar promises a view count, a "viral" outcome, or a specific growth number — performance language stays descriptive (what was posted, what engine it used), not predictive.
- **No Instagram-repost default.** Every TikTok piece in this calendar is captured or cut specifically for TikTok. A clip that is simply the Instagram Reel cropped and recaptioned does not satisfy any slot on this calendar, even on a light-lift week.