



No On Prop 33 Video Recording Directions

1. Preparing your message

- a. Craft talking points for yourself to speak to during your recording, using the suggested key messaging points below:
 - i. **Strips Homeowners of Rights:** Prop 33 repeals the state prohibition on extreme rent control for single-family homes, removing essential protections for homeowners.
 - ii. **Gives More Power to Politicians:** Local politicians would gain authority to limit rental-rate increases and impose regulations on single-family homes, taking control away from property owners.
 - iii. Add anecdotal information:
 1. Share a personal story or experience that highlights why you oppose Prop 33.
 2. Add how Prop 33 would negatively affect your business, tenants, and community.

2. Before you record

- a. Find a quiet, well-lit location with a neutral or professional background.
- b. Ensure there is no background noise that could detract from your message.
- c. Dress in professional or business-casual attire that represents the REALTOR® brand.
- d. Check your background for anything out of place or distracting.
- e. Aim to record a 30- to 60-second video.

3. Recording your reel

- a. Use a Quality Device:
 - i. Record your video using a smartphone or tablet with a good-quality camera or a stand-alone camera. Ensure the device is stable (use a tripod or prop it up if necessary) and recorded in an upright position (the phone or device should be vertical).
- b. Speak Clearly and Confidently:
 - i. Begin with a brief introduction of yourself (name, role, and affiliation with C.A.R.).
 - ii. Speak slowly, clearly, and in a consistent volume

4. Share and promote your reel

- a. Share your video on your personal social media platforms (e.g., Facebook, Instagram, and Twitter).
- b. Tag C.A.R. (@carealtors) and use hashtags like #NoOnProp33, #ProtectPropertyRights, and #VoteNoProp33
- c. Ask viewers to share the video with their networks.

- d. Encourage fellow REALTORS® and community members to create and share their own videos on social media.
 - e. Invite your audience to learn more about the No on Prop 33 campaign [here](#).
- 5. Submit your video**
- a. If you'd like C.A.R. to share your video on their channels, submit it to Victoria@elevatepublicaffairs.com