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PART 3 · BACK BY POPULAR DEMAND

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HIGGSFIELD FOR REALTORS, PART 3

Every AI Video Tool Worth Knowing

COMPLETE IMPLEMENTATION WORKBOOK

The Listing Trailer Studio, the Digital Twin and the Engine Room, refreshed for November 2026, plus a new chapter: Google Flow, Runway, HeyGen and Descript

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"Because Guessing Which Tool to Use is NOT an Option!"

YOUR MISSION FOR PART 3

THE ROSTER	THE PRICE	THE TAKE	THE NEW CHAPTER
20+	**$19**	**30 s**	**4**
video model families on Higgsfield's pricing page. Starter gets "selected models only"	Starter list price a month. Plus $59, Ultra $129, billed monthly, before tax	single takes at up to 1080p on Seedance 2.5 and Kling 4.0, per Higgsfield's pages	other tools worth knowing: Google Flow, Runway, HeyGen and Descript

All figures from the vendors' own pages, checked Nov 11, 2026. Higgsfield: higgsfield.ai/pricing, /seedance/2.5, /kling-4-0-intro.

The 3 Systems, Refreshed

1 The Listing Trailer Studio

Six real listing photos in, one honest trailer out. Cinema Studio camera moves on Seedance 2.5 or Kling 4.0; motion and light added, features never. Two cuts: branded for social, unbranded for an MLS that accepts video.

2 The Digital Twin

Your own face, built from 20+ of your photos with your recorded consent on file, delivering announcements and market minutes while you're at showings. Disclosed every time.

3 The Engine Room

The right engine per job at November 2026 prices, the fine print read out loud, and a 20-minute monthly audit that keeps the plan matched to what you publish.

NEW · Chapter 4: Beyond Higgsfield. The four tools worth knowing, what each does best for agents, its starting price, its AI labels and consent rules, and when to use it instead of, or alongside, Higgsfield.

Old Way vs. New Way

THE MOMENT	OLD WAY	NEW WAY
Listing video	A shoot per property, booked days out	**A trailer from the photos you have**
Which listings	The trophy homes	**Every listing you choose**
On camera	Retakes, or nothing	**A disclosed twin for routine updates**
Model access	A separate plan per lab	**One studio, plus a tool per job if needed**
Tools change	Rebuild from zero	**Keep the method, swap the engine**

Why a Part 3: back by popular demand. The September 25 encore had our biggest guest turnout in weeks, and the tools have moved: Higgsfield renamed and repriced its plans, Kling 4.0 arrived, and Sora 2 is gone (OpenAI removed its API on Sep 24, 2026). This workbook keeps September's three systems, corrects every claim that changed and adds the tools agents ask about.

What You'll Leave With Today

- ☐ **The six-shot trailer method**, updated for Kling 4.0 and Seedance 2.5
- ☐ **24 copy-paste prompts**: trailers, twin, engine room, Chapter 4
- ☐ **Your Digital Twin blueprint**, with your own consent on file
- ☐ **The Model Picker and Credit-Math Card** at Nov 11, 2026 prices
- ☐ **The four-tool decision table**, plus an exercise with an answer key
- ☐ **The Rules Card**: every item marked rule, guidance or our reading

How to use this workbook: page 3 lists what changed since September and page 4 is the core idea. Pages 5–16 are the three systems (overview, prompts, worksheet or reference). Pages 17–23 are the new Chapter 4. Pages 24–25 are the Rules Card. Pages 26–31: the build order, the 30-day plan, your own numbers, the contract, the manifesto and the sources.

Session: Friday, November 20, 2026 · 12:00 PM ET · Register: reignation.com/higgsfield-part-3 · Part 1 ran Sep 11, 2026; its encore ran Sep 25, 2026. No affiliate or referral links in this workbook.

WHAT CHANGED SINCE SEPTEMBER

Every September claim was re-checked against the vendors' own pages on Nov 11, 2026. Here is what moved. Vendor claims are marked as the vendor's.

SEPTEMBER SAID	NOW (NOV 11, 2026)	SOURCE
Plans "~$15–19 entry · ~$34–47 mid · ~$84–99 top"	Renamed and repriced: **Starter $19** (270 credits), **Plus $59** (1,200), **Ultra $129** (3,000). List prices, billed monthly, before tax. An 11.11 sale ends Nov 15, so it won't apply on Nov 20.	higgsfield.ai/pricing
"Native 4K Cinema Studio output, up to a minute per generation"	Cinema Studio 4.0 makes "Up to 1080p" and "Up to 30 seconds in a single generation". 4K exists only on certain engines: Kling 3.0, Seedance 2.0 and Gemini Omni Flash 1.1 (plus one 4K lip-sync model).	higgsfield.ai/blog/cinema-studio-4-0 (Aug 12, 2026)
Seedance 2.5 in 4K	"30 seconds in one take … Native 1080p" (vendor claim).	higgsfield.ai/seedance/2.5
Sora shut its app "overnight"	OpenAI announced the end on Mar 24, 2026. The app closed Apr 26; the API and all sora-2 models were removed Sep 24, 2026. Higgsfield: "Sora 2 is no longer available."	developers.openai.com/api/docs/deprecations (Mar 24 notice, Sep 24 removal) · OpenAI help center, "What to know about the Sora discontinuation" (app closure Apr 26) · higgsfield.ai/sora-2
Kling 3.0 as the newest Kling	**Kling 4.0** launched Oct 15, 2026 and is live on Higgsfield: up to 30 s, 10 keyframes, 15 references, 720p/1080p (vendor claim).	higgsfield.ai/kling-4-0-intro
Video Extend's "bridge mode"	Forward/Backward Extend: "Upload a video for a seamless continuation or lead-in." No bridge mode is documented.	Cinema Studio 4.0 post
A Soul twin from "10–15 photos"	"20 or more photos of the same person (up to 80 supported)", at least one full-height, no sunglasses, hats or group shots.	Soul ID help article (Sep 2, 2026)
Marketing Studio: "paste a listing URL … ad in about two minutes"	Redesigned around products: "Paste a link to your website or social and your product loads in automatically", 40+ stock avatars. Speed now "in seconds" (vendor claim). Whether it reads an MLS or IDX listing page correctly: not verified.	higgsfield.ai/marketing-studio-intro
Drafting video in the "unlimited window"	Standing unlimited offers cover mostly image models. Video unlimited is promotional and short-lived, runs in the slower standard queue and works on the website only. Don't plan around it.	pricing page; Terms §10.6
Refunds: "days-long window, conditions apply"	Within 7 days of purchase, only if no credits were used, with a fee of up to 6%. Renewals are generally non-refundable.	Terms §9.3 (Oct 23, 2026)
"$200+ a month" to subscribe to the models separately	About **$59/mo** at entry tiers and about **$183/mo** at mid tiers (our arithmetic, page 16).	vendor pricing pages
"No other login has it"	Runway, Luma and Pika also sell Kling 4.0 and Seedance 2.5 inside their own plans; HeyGen and Google Flow offer avatars. Higgsfield's mix is distinctive, not unique.	vendor pages (Chapter 4)
"One color grade from 50+ palettes"	Higgsfield's own post says 30+, 45+ and 50+ in different places. We say "dozens of colour-grade presets".	Cinema Studio 4.0 post

Still true: monthly credits don't roll over (Terms §9.4); top-up credits last 90 days (§9.6); Starter, Plus and Ultra include commercial use, while the no-cost starter tier may carry a visible watermark and excludes commercial use (pricing page). Kling 3.0 still costs about 7.5 credits per 720p clip (our arithmetic).

The three systems below already carry these corrections. Re-check prices on the vendor's page on the day you buy.

THE RENTAL DESK

AI video is now good enough for listing work, and the market under it keeps moving: new models every few weeks, a separate plan and credit system for each lab, and one big name gone this year (OpenAI discontinued Sora: the app in April, the API on September 24, 2026). The answer from September still holds: **rent the engines, don't marry one.** Higgsfield is one multi-model studio that does this. Its pricing page lists 20+ video model families behind one login (Seedance 2.5, Kling 4.0, Veo 3.1, Wan 3.0 and more), plus a studio layer: Cinema Studio camera moves, Soul ID for a likeness of you and Marketing Studio for template ads.

It isn't the only one. Runway, Luma and Pika now sell some of the same engines (Kling 4.0, Seedance 2.5) inside their own plans, and some jobs are done better elsewhere. This workbook uses Higgsfield because Part 1 was built on it and it keeps those pieces in one place, and Chapter 4 shows when another tool fits the job better. The method carries to any tool: when an engine changes, your operation stays.

The Five Video Traps

TRAP	WHAT IT LOOKS LIKE	WHAT IT COSTS	YOUR MOVE
🛰️ **The videographer bottleneck** Video only for trophy listings	A shoot per property, booked days out, so most listings get none	Some listings get video, most don't	The six-shot trailer from the photos you have (S1)
😨 **The camera-shy stall** "I'll film it next week"	The market update that stopped after two episodes	No on-camera presence	A disclosed twin for routine updates (S2)
🎳 **The one-model marriage** A workflow built on one lab	One plan, one skill set, then a change or a shutdown	Rebuilding, as Sora users did after Sep 24, 2026	Keep the method, swap the engine (S3, Ch. 4)
🎰 **The credit casino** Paying without reading the fine print	Credits that expire; top-ups bought "to have them"	Money spent on credits nobody used	The Plan Sizer and two monthly audits (S3)
🤹 **The fakery temptation** AI where it doesn't belong	Altered listing media, invented testimonials, undisclosed twins	MLS fines, FTC penalties, license discipline	The Rules Card, pages 24–25

At the Listing Appointment

"Every listing I take gets a trailer and an on-camera announcement. Here's last week's." That's a line you can show, not just say: the seller sees the production their home will get before they sign.

In the Feed

Consistency is the hard part of video. A disclosed twin and a 30-minute Friday batch make a weekly presence something you can keep through a busy month, without a shoot every week.

The one-sentence thesis: production got cheaper, so the edge moved to running the operation well: honest trailers on every listing, a disclosed twin on camera, discipline on the bill, and the judgment to pick the right tool for each job. This workbook is that operation.

The whole session on one page. Everything that follows builds it into working tools.

1 The Listing Trailer Studio

Cinematic video from the listing photos you already have · A trailer per listing, the day the photos arrive

Why This Works

A videographer shoot is booked per property and days out, so most listings never get video. Cinema Studio changes the method: your real listing photo becomes the **first frame** of each shot, and the engine adds camera movement (the Cinema Studio page lists 33 named moves, including drone orbit, dolly in and out, crane up and down, arc, truck and slider), light and atmosphere. Forward and Backward Extend continue a clip, and dozens of colour-grade presets make the shots feel like one film. Higgsfield's launch post says Cinema Studio 4.0 produces up to 1080p and up to 30 seconds per generation (Aug 12, 2026).

New since September: Seedance 2.5 ("30 seconds in one take … Native 1080p") and Kling 4.0 (up to 30 s, 10 keyframes) are both live on Higgsfield (vendor claims). Kling 4.0's keyframes let you set up to ten room photos in walking order for one take. Full Seedance access ("All Seedance models", including Seedance 2.5) starts at Plus; Starter gets only Seedance 2.0 Fast and 2.0 Mini, so check which engines your plan includes.

The integrity rule makes it last: **every shot starts from a real photo of the real property.** You add cinematography, not fiction. Buyers arrive and the house is what the trailer showed.

The Six Shots of a Listing Trailer

SHOT	SOURCE PHOTO	THE MOVE
1 · ESTABLISH	Best exterior, in the light it was shot in	Slow orbit or crane-up: the "what is this place" opener
2 · WELCOME	Front door or entry	Push-in dolly toward the door: the invitation
3 · ROOM WALK	Hero rooms, in floor-plan order	Wide push-ins, or one Kling 4.0 keyframed take
4 · DETAIL	The memorable feature (pool, view, kitchen)	Slow close move with the atmosphere already there: water, light
5 · LIFE	Outdoor living or the street	Gentle drift: the place, never the people who "belong"
6 · CLOSE	A real twilight exterior, or the best angle again	Pull-back; title card on the branded cut only

The Honesty Guardrails

- → A real photo of the real property as every first frame
- → Motion, light, atmosphere added; features never (NAR SOP 12-10)
- → Sky, sun position and views stay as photographed (Stellar 04.04)
- → No people, branding or text in MLS uploads (Stellar 04.05)
- → The buyer-walk test: would they feel misled on arrival?

Signs It's Working

- → The seller shares the trailer before you even post it
- → Your listing presentation includes last week's trailer
- → Every listing you choose gets one, not just the trophies
- → Buyers say the house "looked like the video"

The key insight: you already paid for the raw material, the photo shoot. The trailer is the same pixels, directed. Check that your photographer agreement covers that use: Higgsfield's Terms (§4.4, Oct 23, 2026) let it train its models on your inputs and outputs, and Runway's Terms do the same (page 18).

Next: the six trailer recipes, one per shot. Photo in, cinema out.

SYSTEM 1 — TRAILER RECIPES I

Run in Cinema Studio, or in image-to-video on any engine (Google Flow's Frames to Video and Runway work too). Upload the real listing photo as the first frame, paste the recipe, fill the brackets. Nothing publishes until you have watched every second.

RECIPE 1 — THE TRUE-LIGHT ESTABLISH

Using the uploaded exterior photo as the first frame: a slow, smooth cinematic orbit arcing right around the home, camera at eye level rising gently to a slightly elevated angle. Keep the light exactly as photographed: the same sun position, the same shadows, the same sky. Gentle movement in the trees and landscaping only. Preserve the property's actual architecture, colors and landscaping exactly as photographed; add only camera motion and natural atmosphere. No new structures, furniture, people, text or features. 8 seconds, subtle and elegant: listing-film energy, not action-movie energy.

The job: the opener, the shot that makes a scroller stop and a seller proud.

Pro move: if the shoot has a real twilight exterior, run this recipe twice: the day photo for the open, the twilight photo for the close. Never turn a day photo into dusk. Stellar MLS allows twilight photos only when no light is added where none exists and the sun position is true (Article 04.04).

RECIPE 2 — THE WELCOME PUSH

Using the uploaded entry photo as the first frame: a steady, slow dolly push-in toward the front door, as if a welcomed guest is arriving. A gentle breeze in any plants, faint natural movement only. Keep the door, hardware, lighting, materials and surroundings exactly as photographed; camera motion only, nothing added or altered. 6 seconds, smooth gimbal feel.

The job: the invitation, the shot that turns a viewer into an imagined guest.

Pro move: the push-in is the most forgiving camera move for image-to-video. When in doubt on any shot, push in slowly.

RECIPE 3 — THE ROOM WALK

Option A, one room per generation: from each interior photo, a slow, wide cinematic push-in from the doorway, letting the room open up; curtains barely moving, everything else still. The room's real layout, furniture, finishes and window views stay exactly as photographed. 5–6 seconds per room. Join the clips in walking order in your editor; use Forward Extend only to lengthen a clip that ends too soon. Option B, one take: in Kling 4.0, load up to ten room photos as keyframes in floor-plan order (entry, great room, kitchen, primary) and ask for one slow, continuous walk-through of up to 30 seconds that passes through each keyframe without inventing rooms, doors or hallways between them.

The job: the tour feeling without a steadicam operator. Rooms in walking order read as "I was just inside that house."

Pro move: rooms in the real floor-plan order. If the engine invents a hallway between two keyframes, cut there and use Option A for that join. The 10-keyframe, 30-second figures are Higgsfield's claims for Kling 4.0; check your plan includes it.

Recipes 4–6: the living detail, the neighborhood establisher, the assembly and the two cuts. Next page.

SYSTEM 1 — TRAILER RECIPES II

Recipe 4 is the shot buyers rewatch. Recipe 6 turns six clips into one film, in two cuts.

RECIPE 4 — THE LIVING DETAIL

Using the uploaded feature photo as the first frame [POOL / KITCHEN / VIEW / FIREPLACE]: a very slow, intimate camera move toward the feature while its natural atmosphere comes alive: [the water surface catching light and rippling gently / soft light shifting across the counter / clouds already in the photo drifting slowly / firelight flickering, only if the photo shows a real fire in a working fireplace]. Atmosphere and motion only: the feature, its materials and everything around it stay exactly as photographed. No new objects. 6 seconds. Make it feel like a held breath.

The job: desire. Every home has one shot that sells it; this recipe is that shot, alive.

Pro move: atmosphere is not alteration. Rippling water is honest; a sunnier sky than the photo had is not. Stellar bars adding views, lighting or landmarks "not physically possible" (Article 04.04).

RECIPE 5 — THE NEIGHBORHOOD ESTABLISHER

Using the uploaded street or neighborhood photo as the first frame (one you took or have rights to): a gentle rising crane move, as if lifting off from the sidewalk to reveal the tree-lined street, leaves moving softly, in the light of the photo. The actual street, homes and trees stay exactly as photographed; add only camera lift and gentle movement. No people added. 6 seconds.

The job: answering "what's the area like?" by showing the place. Describe the place, never who lives there or who "belongs" (fair housing, page 24).

Pro move: one street shot serves every listing you take on that street.

RECIPE 6 — THE ASSEMBLY & TWO CUTS

Assemble the shots in story order: establish, welcome, room walk, detail, life, close. Cut the joins in your editor; use Forward or Backward Extend only to add a continuation or lead-in to a single clip. Apply ONE colour-grade preset across every shot so the trailer feels like a single film [WARM / CLEAN BRIGHT / MOODY DUSK only for real dusk photos]. Then export two cuts. The BRANDED cut, for social and YouTube: end on a title card reading exactly "[ADDRESS] · [OPEN SAT 1–3 or COMING SOON] · [YOUR NAME], [BROKERAGE'S LICENSED NAME]"; check every letter. The MLS cut, only if your MLS confirms it accepts video (Stellar's tour field lists only photographs, site plot, sketch, line art or survey): no title card, no names, logos, contact details, text or people. Export each at 16:9 and 9:16. Keep both under 45 seconds: trailers tease, tours sell.

The job: one film, two cuts, every placement covered.

Pro move: Florida requires the brokerage's licensed name on every ad (FAC 61J2-10.025). Stellar bans branding and people in MLS photos and virtual tours (Article 04.05). Same film, two cuts, both rules met. Pick ONE grade as your signature across all listings.

The pattern: establish → welcome → room walk → detail → life → close. Six real photos in, one honest film out, in two cuts and your signature grade.

Next: the trailer worksheet. Shot-list your current listing before the session ends.

YOUR FIRST TRAILER — WORKSHEET

Shot-list a real listing now. This page becomes your first render queue.

THE LISTING

The Shot List

SHOT	WHICH PHOTO (FROM MY SHOOT)	ENGINE	NOTES (THE FEATURE, THE MOOD)
1 · Establish			
2 · Welcome			
3 · Room walk			
4 · Detail			
5 · Life			
6 · Close			

Engine shortlist (page 13): Seedance 2.5 or Kling 4.0 for the showpiece shots (Plus and above for Seedance 2.5), Kling 3.0 for quick social cuts, Seedance 2.0 Fast or Hailuo 2.3 for drafts.

MY STANDING GRADE (THE SIGNATURE)

WHERE THE BRANDED CUT PUBLISHES (IN ORDER)

BRANDED TITLE CARD (EXACT, LETTER-CHECKED)

DOES MY MLS ACCEPT VIDEO? WHICH FIELD?

MY BROKERAGE'S LICENSED NAME, AS IT MUST APPEAR

WHO GETS IT FIRST

Before I Leave This Page

- [ ] Photographer agreement checked: marketing and derivative use covered
- [ ] My MLS's photo, virtual-tour and staging rules read (Stellar Articles 04.04 and 04.05, or my board's)
- [ ] The buyer-walk test applied to every planned shot; no sky, view or feature changed
- [ ] Brokerage licensed name on the branded cut; nothing branded in the MLS cut

The trailer is the showpiece. System 2 puts a presenter in front of it.

2 The Digital Twin

Your face, on camera every week, disclosed every time · Built once, from your own photos, with your consent on file

Why This Works

Being on camera every week is the first thing a busy month takes away. The Digital Twin covers the routine part. Higgsfield's **Soul ID** builds a character from your photos: its help article asks for "20 or more photos of the same person (up to 80 supported)", including at least one full-height photo, with no sunglasses, hats or group shots. **Speak 2.0** and Lipsync Studio add speech, **Marketing Studio** wraps it in a template ad, and the new **Shorts Studio** adds captions and graphics to a talking video (Higgsfield's pages, Nov 11, 2026).

The strategy is leverage, not deception. The twin owns the *routine* layer: announcements, market minutes, the content that must exist but needn't be live. YOU keep the *trust* layer: real walkthroughs, real client stories, real conversations. And the disclosure line is an asset, not an admission: "That's my AI twin. It films while I sell. Want the real me? Come to the open house."

Consent first, even for yourself. Higgsfield's rule: "Only upload photos of yourself, or of someone who has given you permission to use their likeness." Ours is stricter: build a twin only of yourself, and record your own consent before you start (one minute on your phone: your name, the date and the uses). Anyone else needs their own recorded consent and a written agreement naming the uses. Florida §540.08 requires consent before anyone's likeness is used for advertising.

What the Twin Covers vs. What You Keep

LAYER	ON CAMERA	EXAMPLES
Routine	Your twin, disclosed	New-listing announcements · open-house reminders · weekly market minute · just-sold updates · evergreen tips
Trust	The real you	Property walkthroughs · real client testimonials, with permission · negotiation stories · anything where trust depends on live
Reach	Twin, multilingual	The same market minute in the languages your market speaks, after a native-speaker review

The Build (once)

- → Your consent recorded and filed before the first upload
- → 20+ photos (up to 80): front, three-quarter, one full-height
- → Natural light; no sunglasses, hats, filters or group shots
- → Standing wardrobe and setting locked: consistency is the brand
- → Three calibration takes; someone who knows you picks "most me"

Signs It's Working

- → The Market Minute survives your busiest month
- → Clients say "I saw your video" at appointments
- → "Is that AI?" gets your confident yes, and a smile back
- → No viewer ever has to guess what was live

The key insight: a disclosed twin is a production tool; an undisclosed one is a deception. Higgsfield's own Terms ban presenting an AI output as human-made (§5.2(xi), Oct 23, 2026).

Next: the six Digital Twin prompts. Build, calibrate, deploy.

SYSTEM 2 — DIGITAL TWIN PROMPTS I

Prompt 1 runs once in Soul ID. Prompts 2 and 3 are the calibration and the first standing job. The twin says only what you have reviewed. On Higgsfield, most lip-sync models make 10–15-second clips: record longer scripts in 10–15-second segments and cut them together, or use HeyGen (page 19).

PROMPT 1 — THE TWIN BUILDER

First, record your consent on your phone and file it: "I, [YOUR NAME], on [DATE], consent to creating an AI likeness of my face and voice with [TOOL] for my own real estate marketing: [USES]." Then, in Higgsfield's Soul ID, upload 20 or more photos of yourself (up to 80): front-facing and three-quarter angles, natural smile and neutral expression, at least one full-height photo, a consistent recent look, good light, no sunglasses, hats, heavy filters or group shots. Include at least three in the outfit you want as the twin's standing wardrobe. Generate the character, then describe the standing scene: "[MY WARDROBE], seated/standing at [MY SETTING: office, branded backdrop], warm professional lighting, looking into camera." Save this exact character and scene as your default.

Expected output: your twin in its standing look, plus a consent record you can show anyone who asks.
Pro move: shoot the photos in one session in today's look. Mixed eras and haircuts confuse the model, and the mirror.

PROMPT 2 — THE CALIBRATION TAKE

Give the twin a 20-second test script you'd actually say (your real greeting, a sentence about your market, your real sign-off) and generate three takes at different energy levels [warm and calm / bright and upbeat / direct and confident]. Show all three to someone who knows you well and ask one question: "Which one is most me?" Lock that energy level as your default. Then the honesty check: watch the winning take and ask whether you'd be comfortable telling a client "that's my AI twin." If anything about it feels like it's pretending to be a live recording, adjust until "it's my twin" is a sentence you can say with a smile.

Expected output: a locked default energy, and a twin you're proud to disclose.
Pro move: your spouse or assistant is the perfect judge. They'll spot "too salesy" in three seconds.

PROMPT 3 — THE LISTING ANNOUNCEMENT

Write a 30-second on-camera announcement script for my new listing, in my voice [PASTE YOUR VOICE CARD IF YOU HAVE ONE]. Use only these facts from my listing sheet: [ADDRESS / AREA, 3 standout features, price or "price on request", open-house date]. Structure: a hook that leads with the most memorable feature (never "I'm excited to announce"), two sentences on what makes this home itself, the logistics, and a natural close inviting DMs or a visit to the open house. Rules: describe the home and the place, never who should live there; no superlatives I can't prove; under 80 words. If a fact isn't in what I pasted, write NOT KNOWN instead of guessing. Draft only: I review every line before the twin records it. Then a 15-second cut-down for Stories.

Expected output: the announcement pair, feed and Stories, ready for the twin the day the listing signs.
Pro move: pair it with the trailer: announcement Monday, trailer Wednesday, open-house reminder Friday. One listing, one week of presence.

Prompts 4–6: the market minute, the Marketing Studio ad, the multilingual reach. Next page.

SYSTEM 2 — DIGITAL TWIN PROMPTS II

Prompt 4 is the weekly franchise. Prompt 5 is the template ad, checked line by line. Prompt 6 is reach in the languages your market speaks.

PROMPT 4 — THE MARKET MINUTE

Write my weekly 45-second Market Minute script from these verified numbers [PASTE: median price, days on market, inventory, one notable shift, from MY MLS, this week, with the date and area]. Structure: open with the one number that changed most and what it means for a real person ("if you're selling in [AREA], here's why the next two weeks matter"), two supporting stats in plain English, one honest caveat, and the sign-off I use every week. My voice, no jargon, no hype. Never state a number that isn't in what I pasted; if something I'd need is missing, write NOT KNOWN. End with the on-screen line: "[AREA] · Week of [DATE] · Source: [MLS] · Presented by my AI twin". Draft only; I check every figure before recording.

Expected output: the weekly franchise: accurate, dated, sourced and disclosed on screen.

Pro move: the consistent sign-off is the hook. After six weeks your sphere finishes the sentence with you; that's a series, not a post.

PROMPT 5 — THE MARKETING STUDIO AD

In Marketing Studio (now built around products; Higgsfield says "Paste a link to your website or social and your product loads in automatically"), paste your own listing page link and check what loads. It is built for product pages, and whether it reads an MLS or IDX page correctly is not verified, so be ready to enter the facts yourself. Choose YOUR twin as the presenter, never one of the 40+ stock avatars for a listing, and never any avatar playing a client. Pick the template by job [UGC for feeds / Product Review for a feature deep-dive / TV Spot for the polished cut]. Review the generated script line by line against the listing sheet: delete anything the AI added, and where a fact is missing write NOT KNOWN and fill it from the sheet. Check the lip sync, every on-screen word and the brokerage name. Export 9:16 and 16:9. You publish it; the tool never does.

Expected output: a presenter ad you've checked line by line.

Pro move: New York has required a conspicuous disclosure of synthetic performers in ads since June 9, 2026 (GBL §396-b); our reading: a stock avatar is one. Your own twin is a replica of a real person: disclose it anyway.

PROMPT 6 — THE MULTILINGUAL REACH

Take my strongest twin script of the week [PASTE] and prepare it for the languages my market speaks [e.g., Spanish, Portuguese, French]. Rules: translate meaning, not words; keep names, numbers and the address exactly as they are; adapt the sign-off so it sounds natural; add the disclosure line in each language ("presented by my AI twin"). Mark any phrase you're unsure of as NOT SURE so my native-speaker reviewer checks it. Deliver each version with its own on-screen text line. If a fact or number is unclear or missing, write NOT KNOWN. Nothing records until a native speaker has approved it; then generate each with the twin in the same wardrobe and setting.

Expected output: your market minute in each language your buyers scroll in, reviewed by a person who speaks it.

Pro move: a wrong idiom costs more trust than no video. The native-speaker pass is the step that matters.

Next: the Twin Playbook. The disclosure answers, where each format lives, and the platform labels.

THE TWIN PLAYBOOK

The questions you'll actually get, answered; where each video format lives; and how each platform labels AI.

The Disclosure Q&A

WHEN THEY ASK…	YOU SAY (CONFIDENT, TRUE, SMILING)
"Wait, is that AI?"	"That's my twin! It films while I sell. Everything it says, I approved and fact-checked. Want the real me? Come to Saturday's open house."
"Isn't that fake?"	"The presenter is digital; the listings, the numbers and the agent behind it are real. It's a production tool, and I say so on every video."
A client asks if a video was live	The truth, always. "That one's my twin. Here's the live me, any time you want it."
"Can you make one of ME?"	"Happy to show you how. You'd record your own consent first, and it would be your twin, on your account."

Where Each Format Lives

VIDEO	FORMAT	PLACEMENT
Trailer, branded cut	16:9 + 9:16	YouTube, your site, social. Brokerage licensed name on it (FAC 61J2-10.025)
Trailer, MLS cut	per MLS spec	Only if your MLS confirms it accepts this kind of video (Stellar 04.05 lists only photographs, site plot, sketch, line art or survey for tours): no people, branding or text
Twin announcement	9:16 first	Reels, Stories, feed. Never in MLS media: a twin is a person on screen
Market Minute	9:16 + 16:9	Reels/Shorts weekly slot, plus a thumbnail in the sphere email
Marketing Studio ad	9:16	Paid and feed. Housing-ad targeting limits apply (page 24)
Multilingual minute	9:16	Same slots, plus WhatsApp

How the Platforms Label AI GUIDANCE

PLATFORM	WHAT ITS OWN HELP PAGES SAY (CHECKED NOV 11, 2026)
YouTube	Disclose realistic content made or altered with AI, such as a real person appearing to say something they didn't: Studio ▸ "AI use". Captions, colour filters, upscaling and "cloning your own voice for voiceovers" are exempt. Content carrying C2PA is labeled automatically, and that label can't be removed. Our reading: a photoreal twin delivering a script should be disclosed.
Meta	Meta "may require an AI label when content has photorealistic video or realistic-sounding audio", and "there may be penalties" for not labeling. Since a Jun 1, 2026 update it also detects third-party AI ads through signals such as C2PA.
TikTok	Creators must "label AI-generated or significantly edited content that shows realistic-looking scenes or people" (guidelines effective Sep 24, 2026). Non-Spark ads that are completely AI-generated or significantly modified by AI switch on "This ad contains AI-generated content". TikTok reads C2PA.

The standing rule: the twin never claims to be live, never presents a property it hasn't been given the facts on, and never says a number you didn't verify. Say it's AI before the platform does.

Systems 1 and 2 make the content. System 3 makes the economics work.

3 The Engine Room

The right engine per job, at November 2026 prices · 20 minutes of setup, one audit a month

Why This Works

The AI video market reshuffles every few weeks. Since the September sessions, Kling 4.0 launched (Oct 15) and Higgsfield renamed and repriced its plans; OpenAI had already removed the Sora API on Sep 24, the day before the encore. Subscribing to several labs separately runs about $59 a month at entry tiers and about $183 at mid tiers (our arithmetic, page 16). A multi-model studio trims the logins, but it has its own fine print, and reading it out loud is this system's job: **monthly credits don't roll over; top-ups last 90 days; "unlimited" runs in the slower standard queue, on the website only, for set periods; refunds come only within 7 days and only if no credits were used** (Higgsfield Terms and pricing FAQ, Oct 23 and Nov 11, 2026).

None of that is a reason to stay out. It's a reason to run the engine room: size the plan to real volume, send each job to the engine that earns its credits, draft on low-cost engines and audit monthly.

The Model Picker Cheat Sheet

· Higgsfield compare table, Nov 11, 2026 · credits are "about", per 5-second clip unless noted

THE JOB	REACH FOR	WHY (SOURCE)
Listing trailer (showpiece)	Seedance 2.5 Kling 4.0	30-second single takes at up to 1080p; Kling 4.0 adds 10 keyframes (Higgsfield's pages). Full Seedance access starts at Plus (Starter: Seedance 2.0 Fast and 2.0 Mini only). Seedance 2.5 cost per clip: NOT KNOWN (sources say 15, 35 or 52 credits)
Daily social clips	Kling 3.0	About 7.5 credits per 720p clip, on Starter. Higgsfield calls it "still the right pick for 15-second social clips"
Drafts and tests	Seedance 2.0 Fast Hailuo 2.3	About 12.5 credits per 5 s and 6 per 6 s, both on Starter. Draft cheap; re-render the winner on the showpiece engine
Scenes with sound	Veo 3.1	About 40 credits per 4 seconds, so about 80 for an 8-second clip (Veo 3.1 Fast about 16 per 4 s), Plus and above. Seedance, Kling 3.0/4.0 and MiniMax H3 also make audio with the picture (vendor claims)
Presenter content	Soul ID + Speak 2.0	Your twin with lip-sync; about 14 credits per Speak 2.0 720p clip, Plus and above. Marketing Studio for template ads
Gone	Sora 2	"Sora 2 is no longer available" (Higgsfield); API removed Sep 24, 2026 (OpenAI)

The Fine Print, Read Aloud

- → Monthly credits don't roll over and expire each billing period (Terms §9.4)
- → Top-up credits last 90 days from purchase (§9.6): buy for a project
- → "Unlimited": fair-use limits, may be throttled or queued (§10.6); website only, not on MCP, CLI or Canvas
- → Refund: 7 days, only if no credits were used, fee up to 6% (§9.3)
- → Starter gets "selected models only": no Veo 3.1, no full Seedance 2.0

The Two Monthly Audits

- → **Overpay Audit:** credits used vs. plan → keep, up or down
- → **Results Ledger:** conversations per video → double the format that works
- → **Price check:** re-read the pricing page before any renewal
- → Together: 20 minutes, once a month, coffee included

The key insight: credit plans make it easy to overspend when enthusiasm runs ahead of volume. Sizing, routing, low-cost drafts and a monthly audit keep the bill matched to what you actually publish.

Next: the six Engine Room prompts. Sizing, bake-offs, the batch, the audits.

SYSTEM 3 — ENGINE ROOM PROMPTS I

These run in your regular AI chat: the operations layer around the platform. Paste the numbers in; AI chats don't know this month's prices.

PROMPT 1 — THE PLAN SIZER

Help me size my Higgsfield plan honestly. My monthly video plan: [N listing trailers × 6 shots, N market minutes, N social clips, N drafts]. Use ONLY these costs, about, as of Nov 11, 2026, per 5-second clip unless noted: Kling 3.0 720p 7.5 credits; Seedance 2.0 Fast 720p 12.5; Seedance 2.0 720p 22.5, 1080p 60; Veo 3.1 40 per 4 seconds (80 for an 8-second clip); Speak 2.0 720p 14. Scale each cost to the shot length I plan. Seedance 2.5 is NOT KNOWN: leave it as a blank I'll fill from a quote in my account. Plans (list, monthly): Starter $19 = 270 credits (selected models only), Plus $59 = 1,200, Ultra $129 = 3,000. Estimate my monthly credit use with a 25% buffer for retakes, tell me which plan fits and whether my volume justifies the plan above, and remind me: credits don't roll over, top-ups expire in 90 days, refunds only within 7 days and only if no credits were used. Where my input is missing, write NOT KNOWN; don't guess.

Expected output: a plan decision made with arithmetic instead of enthusiasm.
Pro move: start one plan LOWER than the estimate suggests. Upgrading after a real month of data beats downgrading after an expensive one.

PROMPT 2 — THE BAKE-OFF

This week's calibration run: take ONE listing recipe [e.g., the True-Light Establish with the same photo] and generate it on three engines: the showpiece pick (Seedance 2.5 or Kling 4.0), the everyday pick (Kling 3.0) and a draft engine (Seedance 2.0 Fast or Hailuo 2.3). Compare honestly: motion quality, faithfulness to the source photo, artifacts and the credits each one actually charged. Record the verdict in my Engine Log: "For THIS job, the winner is X because Y, costing Z credits on [DATE]." Repeat for one twin clip. If a credit cost or result is unclear or missing, write NOT KNOWN. After two weeks my cheat sheet is calibrated to MY listings instead of the internet's opinions.

Expected output: an Engine Log with dated verdicts, the cheat sheet localized to your own content.
Pro move: faithfulness to the source photo is the tiebreaker for listing work. A prettier clip that drifted from the real house loses, every time.

PROMPT 3 — THE FRIDAY BATCH

Build my 30-minute Friday video batch checklist from this week's real inputs [PASTE: new listings if any, this week's market stats with source and date, one story from the week]. The standing order: 1) if there's a new listing, trailer shots queued first (renders run while I do everything else); 2) Market Minute script written, checked against the MLS, twin generation queued; 3) one social clip from the week's story; 4) while renders finish, captions and disclosure lines written and everything scheduled for my review. Output: the checklist in order, which engine each item uses per my cheat sheet, and the estimated credit total. If a credit cost isn't in my cheat sheet, write NOT KNOWN. Nothing is scheduled to publish until I've watched it.

Expected output: the week's video presence, produced in one coffee: queue first, write while rendering.
Pro move: the credit estimate at the bottom of every batch is what keeps the monthly audit short.

Prompts 4–6: the repurpose chain and the two audits. Next page.

SYSTEM 3 — ENGINE ROOM PROMPTS II

Prompt 4 makes one render work for a week. Prompts 5 and 6 are the monthly discipline.

PROMPT 4 — THE REPURPOSE CHAIN

Take this week's best video [DESCRIBE, e.g., the Seabreeze trailer, branded cut] and plan its repurpose chain: the full 16:9 master (under 45 seconds) for YouTube and the listing page; a 30-second 9:16 cut for Reels with the hook moved to the first second; two 10-second Story teasers (the detail shot, the close) with a "see the full trailer" sticker; a thumbnail frame from the establish shot; and the email version, a thumbnail linking to the full trailer for my sphere. Keep the brokerage name on every branded placement, and keep the MLS cut separate and unbranded. List the order to publish across the week. If a fact or number is unclear or missing, write NOT KNOWN. Draft the captions with their disclosure lines; I approve each before it posts.

Expected output: six placements from one render. The credit math only works when every render works this hard.
Pro move: the email embed is the quiet one to watch: your sphere may not scroll Reels, but they open email.

PROMPT 5 — THE OVERPAY AUDIT

Monthly engine-room audit. Here's my month [PASTE: credits used vs. plan total, what I made, any top-ups bought, what got published vs. abandoned, and the plan's price on today's pricing page]. Answer honestly: did I use under 60% of my credits (downgrade candidate) or hit the ceiling and top up (upgrade candidate: compare the next plan's list price with what I spent on 90-day top-ups)? Which engine used the most credits, and did its output earn that, per my Engine Log? What did I render and never publish, and what does that pattern say? Am I drafting on low-cost engines or spending showpiece credits on experiments? If a number I'd need is missing, write NOT KNOWN. End with one plan decision (keep / up / down) and one habit change for next month.

Expected output: a plan decision and a habit change.
Pro move: "rendered but never published" is the most honest number in the audit. It's usually a workflow problem, not a credit problem.

PROMPT 6 — THE RESULTS LEDGER

Same monthly sitting, other side of the ledger: here are my published videos with results [PASTE: views, watch-through if visible, shares, DMs, and the ones that matter most: seller reactions, buyer inquiries, "I saw your video" mentions at appointments]. Analyze what my audience actually responded to: trailers vs. twin content vs. social clips; which listing trailer drew inquiries; whether the Market Minute is building a repeat audience week over week. The number to watch is conversations started per video, not views. Use only the data I pasted; where it's missing, write NOT KNOWN rather than estimate. Give me the format to double next month, the one to cut or rework, and the one thing I'd need to track better to judge it next month.

Expected output: your strongest format, your cut, and what to measure next.
Pro move: log every "I saw your video" mention the day it happens. It's the most useful number you'll collect.

The pattern: size honestly → calibrate with bake-offs → batch on Friday → repurpose everything → audit both sides monthly. The engines change; the operation doesn't.

Next: the Credit-Math Card. The market's prices on one page, dated.

THE CREDIT-MATH CARD

List prices in USD, billed monthly unless noted, from each vendor's own pricing page, checked Nov 11, 2026. Prices exclude tax. Promo and first-month prices vary; re-check on the day you buy.

OPTION	LIST PRICE	WHAT YOU GET	THE CATCH
Higgsfield	Starter $19 · Plus $59 · Ultra $129 /mo	270 / 1,200 / 3,000 credits; 20+ video model families; Cinema Studio, Soul ID, Marketing Studio	Starter: selected models only. No-cost starter tier: may carry a watermark; no commercial use
Google Flow (Veo 3.1)	No-cost starter tier · AI Pro $19.99 · Ultra $99.99 or $199.99	Starter: 50 daily credits, Veo 3.1 Lite. Pro: 1,000 monthly + 50 daily credits	Credits per full Veo 3.1 clip: not verified. AI Plus: $4.99/mo on the Flow page (prices vary by market)
Runway	Standard $15 · Pro $35 · Max $95 ($12 / $28 / $76 billed yearly)	Standard: 625 credits, "52s of Gen-4.5"; Kling 4.0 from Standard, Seedance 2.5 listed on Pro and Max	Credits roll over only on Max (one month)
HeyGen	Creator $29 ($24 yearly) · Pro from $49	Creator: 600 credits, 30-minute videos, 1080p	No-cost tier: watermark, non-commercial only
Descript	Hobbyist $24 ($16 yearly) · Creator $35 ($24)	Hobbyist: 10 hours, 1080p, no watermark	No-cost tier: 60 media minutes, watermarked 720p
Kling direct	Standard $8.80 · Pro $32.56 (after the first month)	660 / 3,000 credits	First month is a promo ($6.99 / $25.99). Basic: no commercial use, watermark
Seedance via Dreamina	US Basic $15 (after an intro month)	Seedance 2.5 at 37 credits per second, 720p (vendor page, Oct 27, 2026)	Seedance 2.5 is also inside Higgsfield and Runway
Sora 2	—	—	Discontinued: app Apr 26, API Sep 24, 2026

About How Many Credits per Clip on Higgsfield

· from the pricing page's compare table, Nov 11, 2026 · per 5-second clip unless noted

Hailuo 2.3 ≈ 6 per 6 s · **Kling 3.0 720p ≈ 7.5** · **Seedance 2.0 Fast ≈ 12.5** · **Speak 2.0 ≈ 14** · **Veo 3.1 Fast ≈ 16 per 4 s**

Wan 3.0 1080p ≈ 17.5 · **Seedance 2.0 720p ≈ 22.5** · **Veo 3.1 ≈ 40 per 4 s (≈ 80 for 8 s)** · **Seedance 2.0 1080p ≈ 60**

Seedance 2.5: NOT KNOWN

The Arithmetic That Decides It

· our arithmetic, list prices, Nov 11, 2026

- → **Separately, entry tiers:** Google AI Pro $19.99 + Kling Standard $8.80 + Runway Standard $15 + Dreamina Basic $15 ≈ **$59/mo**
- → **Separately, mid tiers:** Google AI Ultra $99.99 + Kling Pro $32.56 + Runway Pro $35 + Dreamina $15 ≈ **$183/mo**
- → **One multi-model studio, sized honestly:** one bill, one credit system

The decision rule: if you make more than a couple of videos a month and want the twin, one studio sized by the Plan Sizer is the simpler setup. If you make one video a quarter, practise on a no-cost starter tier (watermarked, often non-commercial) and use the lowest paid plan for anything you publish. Add a Chapter 4 tool only for a job your studio doesn't do well.

Systems built. Next, new in Part 3: Chapter 4, the four tools worth knowing beyond Higgsfield.

NEW

Beyond Higgsfield: The Four Tools Worth Knowing

Google Flow · Runway · HeyGen · Descript · when to use each instead of, or alongside, Higgsfield

Why This Chapter

In September the pitch was one login for every model. By November several tools resell the same engines, and some jobs are done better elsewhere: long presenter videos, editing real footage, captions. These four cover the four jobs agents ask about: **(1) listing video from photos, (2) a talking head of you, (3) editing and captions for social, (4) short ads.** Each profile gives what the tool does best for agents, its starting USD price (dated), its AI labels, its likeness and consent rules, and when to use it instead of, or alongside, Higgsfield. Every tool fact comes from the vendor's own pages, checked Nov 11, 2026; vendor claims are marked as theirs. There are no affiliate or referral links here, and none of this is an endorsement.

Which Tool for Which Job

THE JOB	IN HIGGSFIELD	OR REACH FOR	WATCH OUT FOR
Listing video from photos	Cinema Studio 4.0 with Seedance 2.5 or Kling 4.0	Google Flow (Veo 3.1 Frames to Video) · Runway	Same honesty rules in every tool; no people or branding in MLS media (Stellar 04.05)
A clip with sound in one pass	Veo 3.1 (Plus and above, about 40 credits per 4 s)	Google Flow	Ambient sound only; nothing the property doesn't have
Editing real footage (exposure, colour)	No Aleph; Higgsfield lists video-edit models (Grok Video Edit, MiniMax H3; vendor claims), untested for exposure fixes	Runway (Aleph)	Exposure and colour yes; added features, views or light no
A short talking head of you	Soul ID + Speak 2.0 · Marketing Studio	HeyGen · Flow Avatars (own likeness, US)	Your own recorded consent; disclose every time
A long presenter video or several languages	Most lip-sync models make 10–15-second clips; Kling Avatars 2.0 up to 5 minutes (Higgsfield's HeyGen comparison, Oct 22, 2026)	HeyGen (up to 30 min on Creator)	Native-speaker review before anything records
Captions and clips from real footage	Shorts Studio (partial)	Descript	Higgsfield has no full caption editor; permission from anyone else on screen
Short ads	Marketing Studio (video) · Ads Studio (static)	Runway Ads	Meta housing-ad limits apply to all of them (page 24); no avatar as a client
Provenance labels on by default	"May embed" invisible markers; no C2PA statement found	Google Flow (SynthID) · Runway (C2PA)	Platforms may label it AI automatically; disclose first

Looked At, Not Included

Kling direct (its engines are already inside Higgsfield and Runway) · CapCut (budget editor; licence caveats on library music) · Synthesia (stock avatars barred from "any form of paid promotion") · Luma and Pika (multi-model resellers too, nothing extra for agents) · Grok Imagine (pricing not verifiable; inside Higgsfield anyway).

The rule that doesn't change with the tool: real photos, real numbers, your own face with your consent, disclosed. Every tool here has a no-cost starter tier with limits. Name the limit (watermark, no commercial use) before you rely on it.

Next: the four tool profiles, two per page.

TOOLS 1 AND 2: GOOGLE FLOW AND RUNWAY

Both make listing clips from photos. Flow brings sound and a SynthID watermark by default; Runway edits real footage and carries C2PA on every output. Prices checked Nov 11, 2026.

1 · Google Flow (Veo 3.1 + Gemini Omni)

flow.google.com · one.google.com

BEST AT, FOR AGENTS	Photo-to-clip with sound in one pass (Veo 3.1 "native audio", Google's claim); Frames to Video and Video Extension; Gemini Omni to create and edit from reference images; **Avatars** of "your own highly accurate visual and audio likeness" (not offered in the EEA, UK or Switzerland).
STARTING PRICE	No-cost starter tier: 50 daily Flow credits, with Veo 3.1 Lite and Omni 1.2 Flash clips up to 10 s. **Google AI Pro $19.99/mo**: 1,000 monthly + 50 daily credits. Ultra $99.99 (10,000 credits, 4K upscaling) or $199.99 (25,000). Google AI Plus is $4.99/mo on the Flow page (Nov 11, 2026; "prices may vary by market"): check at checkout. Commercial terms for no-cost-tier video: not verified.
AI LABELS	Every Flow output from Veo, Omni and Nano Banana carries an invisible **SynthID** watermark. Google's page on C2PA Content Credentials and the visible-mark setting covers Gemini Apps only; press reports (Aug 2026, secondary) say Flow's Nano Banana and Omni files keep SynthID and C2PA when the visible mark is off. C2PA on Veo clips in Flow: not verified.
LIKENESS & CONSENT	Avatars are for your own likeness, with "strict recitation and safety checks on all generated likeness content". Real-person content falls under Google's Generative AI Prohibited Use Policy. Whether you may build an avatar of someone else isn't stated: treat it as yourself only.
USE IT WHEN	**Instead:** you already live in a Google account, want a SynthID watermark on by default, or want to try Veo 3.1 Lite at no cost before paying for a Higgsfield Plus plan. **Alongside:** Veo 3.1 is also on Higgsfield (Plus and above, about 40 credits per 4 seconds); Flow's own-likeness Avatars and SynthID-by-default are not.

2 · Runway

runway.com

BEST AT, FOR AGENTS	**Aleph 2.0** video-to-video editing of real footage: relight, restyle, re-angle (Runway's claims). Gen-4.5 generation, 4K upscaling, Runway Ads, and **Kling 4.0 and Seedance 2.5 on the same bill**. Characters (real-time avatars).
STARTING PRICE	No-cost starter tier: 125 one-time credits. **Standard $15/mo** ($12/mo billed yearly): 625 credits, "52s of Gen-4.5", "No watermarks". Pro $35 ($28). Max $95 ($76), where credits roll over one month. Gen-4.5 costs 60 credits per 5 seconds.
AI LABELS	Runway says "all Runway-generated outputs include C2PA metadata", on every plan, and runs a public checker at runway.com/safety/verify (vendor claim).
LIKENESS & CONSENT	The Usage Policy bars using "an image, video, or audio of another person without their permission". Characters may not be based on anyone under 18, public figures or IP without authorization; impersonation is banned. Terms §4.4 (Oct 23, 2026) also license your inputs and outputs to Runway for model training. **OUR READING** confirm your photographer agreement allows that upload.
USE IT WHEN	**Instead:** you need to fix real footage rather than generate it, or want C2PA on every output and credits that can roll over (Max). **Alongside:** Kling 4.0 and Seedance 2.5 run in both; compare what one clip costs in each before you choose.

Sources: flow.google.com/about · one.google.com/about/google-ai-plans · support.google.com/gemini/answer/17405358 · runway.com/pricing · runway.com/terms-of-use · runway.com/safety/usage-policy

TOOLS 3 AND 4: HEYGEN AND DESCRIPT

HeyGen presents for you, with a recorded consent gate. Descript edits the real you. Together they cover both layers of System 2. Prices checked Nov 11, 2026.

3 · HeyGen	heygen.com
BEST AT, FOR AGENTS	Your talking-head **Digital Twin** for announcements, market minutes and multilingual versions; presenter-style ads; videos up to 30 minutes on Creator. Its editing and captions are basic, and it doesn't make listing video from photos.
STARTING PRICE	No-cost starter tier: 3 videos a month, watermarked, 1-minute limit, "personal, non-commercial, and internal evaluation purposes" only. **Creator $29/mo** ($24/mo billed yearly): 600 credits, 30-minute videos, 1080p. Pro from $49 (4K). Business $149 + $20 per seat. Paid output may be used commercially while the plan is active (HeyGen blog, Nov 4, 2026).
AI LABELS	Visible watermark on the no-cost tier. No C2PA statement on HeyGen's pages (not verified). Its Terms (Oct 16, 2026) say users must "proactively disclose" AI use where the law requires it.
LIKENESS & CONSENT	A twin is blocked until the person records an **on-camera consent statement**; the person shown can ask for removal at any time; voice use needs permission, and owning a recording isn't enough; impersonation is banned (HeyGen, updated Oct 20, 2026). The strongest consent gate we found.
USE IT WHEN	**Instead:** you need a longer presenter video (a monthly market review, a buyer-process explainer) or want the consent record built in. **Alongside:** trailer in Higgsfield, presenter in HeyGen. Higgsfield's Soul ID, Speak 2.0 and Marketing Studio overlap the short clips.

4 · Descript	descript.com
BEST AT, FOR AGENTS	Editing real recordings by editing the transcript; automatic and dynamic captions; filler-word removal, Studio Sound and eye contact; cutting social clips from a long walkthrough or a Zoom.
STARTING PRICE	No-cost starter tier: 60 media minutes, watermarked 720p export. **Hobbyist $24/mo, or $16/mo billed yearly**: 10 hours, 1080p, no watermark. Creator $35 or $24 (30 hours, 4K). Business $65 or $50 (40 hours, 4K). Descript's page doesn't say which figure is annual; we assume the lower one.
AI LABELS	No-cost exports are watermarked; C2PA isn't documented (not verified). YouTube lists captions, and cloning your own voice for voiceovers or dubs, as exempt from its AI disclosure; a realistic avatar, or anyone else's cloned voice, is a different matter.
LIKENESS & CONSENT	A voice clone requires "explicit recorded authorization from the person whose voice will be used"; no clones of a deceased or non-consenting person; trying to bypass the consent process breaches Descript's Terms (Descript help center). You own inputs and outputs "to the extent protectable" (Terms, Feb 25, 2025).
USE IT WHEN	**Instead:** the footage is real (you, a walkthrough, a Zoom Q&A) and needs cutting, captions and clean-up. That's the job Higgsfield doesn't cover: it has no full caption editor, by its own comparison page. **Alongside:** Descript serves your trust layer; Higgsfield's Shorts Studio is only a partial overlap.

Sources: heygen.com/pricing · heygen.com/terms · heygen.com/blog/ai-avatar-consent-brand-controls · descript.com/pricing · help.descript.com/ai-speech/custom-speaker · descript.com/terms

CHAPTER 4 — PROMPTS I

Prompt 1 runs in any AI chat. Prompts 2 and 3 run inside Google Flow and Runway. Every prompt keeps you as the one who reviews and publishes.

PROMPT 1 — THE TOOL PICKER (ANY AI CHAT)

Act as my video-tool adviser. Use ONLY the decision table and price card I paste below [PASTE pages 16–17 of the workbook], dated Nov 11, 2026. My job: [DESCRIBE, e.g., "a 2-minute monthly market review presented by my twin, in English and Spanish"]. Tools I already pay for: [LIST]. Tell me: which tool fits this job and why, in two sentences; whether a tool I already pay for can do it; the plan needed and its list price from the card; and the rules I need to check (consent, disclosure, MLS, fair housing). If a price, limit or feature isn't in what I pasted, write NOT KNOWN; don't guess, and don't call anything "compliant". I'll confirm the price on the vendor's page before I buy anything.

Expected output: a short tool choice with its catch and its price, dated.

Pro move: paste the card every time. AI chats don't know this month's prices, and they rarely say so.

PROMPT 2 — THE FRAMES-TO-VIDEO CLIP (GOOGLE FLOW)

In Flow, Frames to Video, with the uploaded listing photo as the start frame: a slow push-in toward [THE FEATURE], the camera gliding at eye level. Keep everything as photographed: architecture, finishes, furniture, sky, sun position and views. Add only camera motion and the subtle movement the photo already implies [water rippling / leaves moving]. Sound: quiet ambient room tone only; no voices, no music, and no sound of anything the property doesn't have (no surf unless it's on the water). No people, text, logos or new objects. 8 seconds.

Expected output: a listing clip with sound in one pass, with SynthID on.

Pro move: whatever you choose for the visible watermark, SynthID stays on (Google), so platforms may label the clip as AI. Disclose it yourself first.

PROMPT 3 — THE HONEST RELIGHT (RUNWAY ALEPH)

Edit the uploaded walkthrough clip of [ROOM / ADDRESS]. Correct exposure, white balance and colour so the room looks the way it does in person in daylight. Do NOT add, remove or change anything: no fixtures, furniture, flooring, views, sky, landscaping, people or light sources that aren't in the footage, and no light where there is none. Keep every window view exactly as filmed. Return the clip at the same length and framing.

Expected output: the same footage, correctly exposed. Nothing else changed.

Pro move: California's AB 723 (since Jan 1, 2026) exempts routine lighting, colour, cropping and exposure edits from its altered-image disclosure; adding or removing features triggers it. Stellar's rule: never add light where none exists.

Prompts 4–6: the long-form twin script, the clip finder, the label line. Next page.

CHAPTER 4 — PROMPTS II

Prompt 4 feeds HeyGen, Prompt 5 feeds Descript, Prompt 6 works for every tool in this workbook.

PROMPT 4 — THE LONG-FORM TWIN SCRIPT (FOR HEYGEN)

Write a [2]-minute monthly market review script for my AI twin, in my voice [PASTE VOICE CARD]. Use ONLY these verified numbers [PASTE: median price, days on market, inventory, one shift, from my MLS, with the area and the date]. Structure: a hook with the number that moved most; three plain-English points; one honest caveat; what it means for sellers and for buyers; my standard sign-off; and the line "This video is presented by my AI twin. The numbers, and the agent, are real." Describe the market and the homes, never who should live there. If a number isn't in what I pasted, write NOT KNOWN. Draft only: I check every figure before the twin records it, and I publish it myself.

Expected output: a sourced, dated, disclosed script for a longer video.

Pro move: before your first HeyGen twin, you record its on-camera consent statement yourself. A teammate's twin needs her own recorded statement and a written agreement naming the uses.

PROMPT 5 — THE CLIP FINDER (FOR DESCRIPT)

Here is the transcript of my real [walkthrough / Zoom Q&A / open-house talk], with timestamps [PASTE]. Find the three strongest 20–45-second clips for social. For each: start and end timestamps; a hook taken from my own words (don't put words in my mouth); captions exactly as spoken; and a list of every fact in the clip (price, square footage, dates, rates), marked VERIFIED only if it matches my listing sheet [PASTE], otherwise NOT KNOWN. Flag anyone other than me who appears or speaks: I need their permission before posting. Nothing is published until I review it.

Expected output: three clips, their captions and a fact list to check.

Pro move: captions and filler-word removal are editing. A cloned voice saying new words is not: Descript requires "explicit recorded authorization" for any voice clone.

PROMPT 6 — THE LABEL LINE (ANY AI CHAT)

For this video [DESCRIBE the tool and what's AI, e.g., "trailer animated from real listing photos in Higgsfield, my own voiceover" or "my HeyGen twin presenting"], write the disclosure line for each place I'll post it: the YouTube description (and whether to switch on Studio's "AI use" setting), the Instagram and Facebook caption, the TikTok caption and my email. Each under 20 words, plain and confident, never apologetic. Add my brokerage's licensed name [NAME] wherever it's an ad. Don't call the video "compliant" or "approved". If you're not sure a platform requires a label, write NOT KNOWN and tell me which help page to check. I post them myself.

Expected output: one disclosure line per placement, ready to paste.

Pro move: YouTube, Meta and TikTok read C2PA, so content from Runway (C2PA on every output, its claim) may be labeled automatically. Say it first, in your own words.

Next: the Chapter 4 exercise. Eight situations, one tool and one rule each.

EXERCISE: PICK THE TOOL, NAME THE RULE

EXERCISE · 10 MINUTES · ANSWERS ON THE NEXT PAGE

Eight situations from an ordinary month. For each, write the tool you'd use (or "none"), and the one rule you'd check first. Use the decision table on page 17 and the Rules Card on pages 24–25. All situations are invented for practice.

#	SITUATION	TOOL	RULE TO CHECK FIRST
1	A 10-second Reel of the listing's real pool, with gentle water sound, from the photographer's pool shot.		
2	A 6-minute monthly market review presented by your own avatar, in English and Spanish.		
3	Three captioned 30-second clips from your 40-minute Zoom Q&A, with two past clients on screen.		
4	Your walkthrough video is too dark; you want it brighter before posting.		
5	A teammate asks you to build a twin of her for her listings.		
6	A colleague suggests a stock avatar saying "We loved working with this team!" for your Facebook ad.		
7	You want your branded trailer, with your name on the title card, in your Stellar MLS virtual-tour field.		
8	Boosting the trailer on Facebook, a colleague says: "Target ages 30–45, within 5 miles."		

My Takeaway

Which answer surprised you, and what will you do differently on your next listing?

Score yourself on the next page: one point for the tool, one for the rule.

ANSWER KEY: PICK THE TOOL, NAME THE RULE

One point for the tool, one for the rule: 16 possible. Other sensible tools count if the rule is right. Education, not legal advice.

#	TOOL	RULE TO CHECK FIRST	WHY (SOURCE)
1	Higgsfield (Kling or Seedance; Veo 3.1 tops out at 8 s per clip) or Google Flow (Frames to Video)	Motion, light and ambient sound only; nothing the pool doesn't have. Brokerage name in the caption.	**RULE** NAR SOP 12-10; FAC 61J2-10.025. **GUIDANCE** Meta may require an AI label on photoreal video.
2	HeyGen (Creator: videos up to 30 minutes)	Your own recorded consent; native-speaker review of the Spanish; disclose in both languages.	HeyGen's consent gate. **GUIDANCE** YouTube asks for disclosure when a real person appears to say something they didn't.
3	Descript	Written permission from both clients before their faces and voices go into marketing.	**RULE** Florida §540.08: no commercial use of a likeness without consent. Their words stay their words (FTC Part 465).
4	Runway (Aleph), or any editor's exposure/colour controls: exposure and colour only	Correct the exposure; add no light source, view or feature.	**RULE** CA AB 723 exempts routine lighting and exposure edits; Stellar 04.04 bars light "not physically possible".
5	HeyGen or Soul ID, but only on her own account, with her own consent	She records her own consent and signs a written agreement naming the uses. It's her twin, not yours.	**RULE** Florida §540.08. **OUR READING** written consent naming the uses; HeyGen and Higgsfield terms require consent.
6	None	A stock avatar posing as a client is a fabricated testimonial. Labeling it AI doesn't fix it.	**RULE** 16 CFR Part 465, civil penalty up to $53,088 per violation. **OUR READING** labeling doesn't cure it.
7	None. Ask Stellar before uploading any video	No names, logos, contact details, text or people in photos or virtual tours, and the tour may hold only photographs, site plot, sketch, line art or survey.	**RULE** Stellar MLS Article 04.05 (updated Oct 29, 2026).
8	Meta ad in the Housing special ad category	Age is fixed at 18–65+, minimum radius 15 miles, no ZIP or demographic exclusions. Describe the property, never the people.	**RULE** Meta Special Ad Category; 42 U.S.C. §3604(c); NAR SOP 10-3.

How You Did

- → **14–16:** ready. Run the Tool Picker on your next real job
- → **10–13:** re-read the Rules Card before your next trailer
- → **Under 10:** redo the exercise after the session, card open

The pattern in the answers: the tool is the easy part. Most of the points are in the rule: consent, disclosure, MLS media, fair housing. Those don't change when the tool does.

Next: the Rules Card. Every item marked rule, guidance or our reading.

THE RULES CARD, I: THE LISTING AND THE AD

Education, not legal advice. Each item is marked RULE (law, regulation or MLS rule), GUIDANCE (official but not binding, or a platform policy) or OUR READING (our interpretation). Checked Nov 11, 2026. Florida and Stellar are examples; your state and board may differ. Ask your broker or attorney before you rely on any of it.

TYPE	WHAT IT SAYS, AND WHAT IT MEANS IN PRACTICE	SOURCE
RULE	**Present a true picture.** REALTORS® "shall present a true picture in their advertising". SOP 12-10 extends it to "Internet content, images" and bars "manipulating … listing and other content" and "use of misleading images". In practice: motion, light and atmosphere on real photos; never invented rooms, views or features.	NAR Code of Ethics 2026, Art. 12, SOP 12-10
RULE	**Label virtual staging; never stage the outside.** Each staged photo says "Virtually staged" and the remarks begin "One or more photo(s) was virtually staged." Prohibited: staging exteriors, adding, removing or altering permanent fixtures, views or lighting "not physically possible", hiding defects, distorting room size. Twilight only if no light is added and the sun position is true. Penalty: removal and a fine.	Stellar MLS Art. 04.04 (updated Sep 27, 2026)
RULE	**No people or branding in MLS media.** No agent logos, photos, contact info, branding, text or graphics in photos or virtual tours, and no people. No member names in tour URLs.	Stellar MLS Art. 04.05 (updated Oct 29, 2026)
OUR READING	A twin video or a branded trailer can't go in Stellar's photo or virtual-tour fields. Article 04.05 allows only "photographs, site plot, property sketch, property line art or survey of the property" in the virtual tour and doesn't mention video, so ask Stellar before uploading even an unbranded cut with no people in it. BeachesMLS has similar staging and branding rules; whether they bind MIAMI members is not verified, so ask your board.	Stellar 04.05; BeachesMLS help center
RULE	**No misleading ads; name the brokerage.** Discipline for advertising "in a manner which is fraudulent, false, deceptive, or misleading in form or content". Every ad "must include the licensed name of the brokerage firm"; online, next to the point of contact.	Fla. Stat. §475.25(1)(c); FAC 61J2-10.025
OUR READING	An AI trailer that adds a view, sky, feature or condition the property lacks is misleading "in form or content", whatever an MLS label says. Every off-MLS video carries the brokerage name: the reverse of the MLS rule.	§475.25(1)(c)
RULE	**Disclose altered listing images (California).** Since Jan 1, 2026, a "digitally altered image" needs a conspicuous disclosure and a link to the original; routine lighting, colour, cropping and exposure edits are exempt. Wisconsin adds a similar duty from Jan 1, 2027.	CA AB 723, Bus. & Prof. Code §10140.8 (secondary source); WI 2025 Act 69 (secondary)
RULE	**Fair housing covers every ad.** No ad may indicate "any preference, limitation, or discrimination" based on race, color, religion, sex, handicap, familial status or national origin. OUR READING it covers what a video shows, not just its words: AI "residents", avatar casting and lifestyle scenes get the same review as written copy.	42 U.S.C. §3604(c); NAR SOP 10-3
RULE	**Housing-ad targeting.** Meta: age fixed at 18–65+, all genders, no ZIP or location exclusions, minimum radius 15 miles, no Lookalike or Saved Audiences. Google (US and Canada): no targeting by gender, age, parental or marital status, or ZIP.	Meta Special Ad Category; Google Ads policy 143465

In one line: show the real property, name your brokerage, keep people and branding out of MLS media, and describe the place, never who should live there.

Continued: the face and the label, next page.

THE RULES CARD, II: THE FACE AND THE LABEL

Same key: RULE GUIDANCE OUR READING. Education, not legal advice. Checked Nov 11, 2026.

TYPE	WHAT IT SAYS, AND WHAT IT MEANS IN PRACTICE	SOURCE
RULE	**No fake testimonials, AI included.** Bans reviews or testimonials that misrepresent the reviewer's existence or experience, including a "purported" consumer; the FTC said it covers "AI-generated fake reviews". Civil penalty up to $53,088 per violation.	16 CFR Part 465; FR Doc. 2026-18853
OUR READING	An avatar playing a "happy buyer" or "past client" is a fabricated testimonial. Labeling it AI doesn't cure it. Real testimonials come from real clients, with permission; avatars deliver only your own message.	Part 465
GUIDANCE	**Endorsements and material connections.** Endorsements must reflect honest opinions or experience; an advertiser can be liable for a deceptive endorsement. Disclose any affiliate or referral link to a vendor.	FTC Endorsement Guides, 16 CFR Part 255
RULE	**Consent before using a likeness (Florida).** No one may use a person's "name, portrait, photograph, or other likeness" for trade or advertising without express written or oral consent.	Fla. Stat. §540.08
RULE	**Synthetic performers in ads (New York).** Since June 9, 2026, ads must "conspicuously disclose" a synthetic performer (an AI-made person who isn't a recognizable real person). OUR READING Marketing Studio's stock avatars are synthetic performers; your own twin isn't, but disclose it anyway.	NY GBL §396-b (Cooley summary)
RULE	**Voice is likeness too.** Tennessee's ELVIS Act protects voice, including simulated voice. California limits digital-replica contract clauses (AB 2602) and needs an estate's consent for a deceased performer's replica (AB 1836).	Manatt summaries (law firm)
OUR READING	**Twins:** make a twin only of yourself, with your own recorded consent on file. Anyone else needs written consent naming the uses. Every tool in this workbook requires consent in its terms, and Higgsfield's Terms ban presenting AI output as human-made (§5.2(xi)).	Section C3; vendor terms
GUIDANCE	**Platform labels.** Meta may require an AI label on photorealistic video or realistic audio. YouTube asks creators to disclose realistic altered content (captions and own-voice voiceovers exempt) and auto-labels C2PA content. TikTok requires labels on realistic AI content and an ad toggle.	Meta, YouTube 14328491, TikTok help pages

Not law yet (status, Nov 11, 2026): the federal NO FAKES Act of 2026 is pending (last action Jun 24, 2026); the FTC is "still evaluating its options" on extending its impersonation rule to individuals (Oct 1, 2026); Florida's SB 482 died on Mar 13, 2026. Watch these; don't cite them as rules.

The Brokerage Check

Before the first render: your brokerage's AI-content policy, your MLS's photo, video and staging rules, your state's advertising rules and your photographer contract. Fifteen minutes, and "I checked" is a good sentence in any compliance conversation.

The Trust Ledger

Every honest trailer and every verified number adds to it. One doctored clip or one invented review makes clients question everything else. **Being the agent whose video is always true is the edge.**

Next: the build order. What to build, in what sequence, starting today.

THE BUILD ORDER

Everything connects: the consent file protects the twin, the plan funds the engines, the twin feeds the calendar, the audits tune the plan. Build in this order and nothing is wasted.

#	BUILD	TIME	FEEDS	DONE WHEN
1	Compliance check: brokerage, MLS, photo contract (pages 24–25)	15 min	Everything; do it first	Three answers in writing or notes
2	Consent recorded; prices re-checked; plan sized (S3-P1)	15 min	The twin, and the budget	Plan chosen by arithmetic
3	Twin built and calibrated (S2-P1, P2)	40 min	The routine layer	"Most me" take locked
4	First trailer, six shots, two cuts (S1, worksheet p. 8)	45 min	The showpiece	Branded and MLS cuts exported
5	First twin announcement (S2-P3)	15 min	The listing's week	Live, disclosed, with the trailer
6	First Market Minute (S2-P4)	20 min	The weekly series	Shipped, dated, sourced
7	First bake-off logged (S3-P2)	15 min	The calibrated cheat sheet	Engine Log entry #1
8	One Chapter 4 test on a real job (Ch. 4, P1 then P2–P5)	15 min	The right tool per job	Kept or dropped, with a reason
9	Friday Batch as a standing ritual (S3-P3)	30 min/wk	The whole operation	One full batch completed

File It Like a Pro

- → **HF3- prefix** in your prompt library: all 24 prompts from this workbook
- → **Consent file:** your recording, dated, with the uses named
- → **Engine Log:** one note, verdicts by job type, dated
- → **Render archive:** masters named by address and date

The Maintenance Loop

- → **Weekly (30 min):** the Friday Batch: queue, write, schedule
- → **Per listing:** trailer and announcement the day photos arrive
- → **Monthly (20 min):** Overpay Audit, Results Ledger, price check
- → **Quarterly:** re-run one bake-off and re-read the Rules Card

Total build: about three hours, one afternoon. After that, the operation runs on 30 Friday minutes plus one trailer per new listing.

Next: the 30-day plan, the build order on a calendar.

THE 30-DAY VIDEO OPERATION PLAN

Friday, November 20 to Sunday, December 20, 2026. From camera-shy to a running video operation, on 30 Friday minutes.

WEEK 1 · THE SETUP · Nov 20–26

- → Compliance check done: brokerage, MLS, photo contract
- → Prices re-checked on the vendor pages; plan sized
- → My consent recorded and filed
- → Twin built from 20+ photos; wardrobe locked
- → Calibration takes done; disclosure line rehearsed

WEEK 2 · THE TRAILER · Nov 27 – Dec 3

- → First six-shot trailer from real photos
- → Branded cut and MLS cut exported
- → Sent to the seller first
- → Twin announcement live the same week, disclosed
- → Engine Log started with bake-off #1

WEEK 3 · THE RHYTHM · Dec 4–10

- → First Market Minute shipped: verified, dated, sourced
- → Friday Batch run start to finish in 30 minutes
- → Repurpose chain run on the best video
- → One Chapter 4 tool tested on a real job
- → Label lines written for each platform (Ch. 4, P6)

WEEK 4 · THE COMPOUND · Dec 11–17

- → Overpay Audit: plan decision made
- → Results Ledger: strongest format identified
- → Market Minute now a standing series
- → "Every listing gets a trailer" in my listing presentation
- → The Chapter 4 exercise re-run, card closed

The Scoreboard

METRIC	NOV 20	DEC 20	WHAT IT SHOWS
Listings with a trailer (of listings taken)			The showpiece is a system
Weeks the Market Minute shipped on time			The series is real
Minutes per Friday Batch			The operation is sustainable
Credits used vs. plan (%)			The plan is sized right
Videos published with a disclosure line (%)			The trust ledger is intact
Conversations started by a video			What to double next month

The Dec 20 check: every new listing has a trailer in two cuts, the Market Minute has shipped three weeks running, your consent file and Engine Log exist, and you know which of the four Chapter 4 tools, if any, earns a place next to Higgsfield.

Next: run your own numbers. Your estimate, in your numbers.

RUN YOUR OWN NUMBERS

Your estimate, in your numbers. Not a forecast, and not a promise of listings, leads or income.

The Production Math

LINE ITEM	MY NUMBER
What one listing video costs me today (videographer, editor or my own hours)	$
My plan's list price ÷ videos I publish a month = my cost per video	$ ÷ = $
Listings with video today, of the listings I take	of
Hours a week I spend filming, re-filming, editing, or avoiding it	hrs → target: 30 min Friday batch

The Rent-vs-Subscribe Math · our arithmetic, list prices, Nov 11, 2026

OPTION	MONTHLY
Separately, entry tiers: Google AI Pro + Kling Standard + Runway Standard + Dreamina Basic	≈ $59
Separately, mid tiers: Google AI Ultra + Kling Pro + Runway Pro + Dreamina Basic	≈ $183
My multi-model studio plan, sized by the Plan Sizer (Starter $19 · Plus $59 · Ultra $129)	$
Plus any Chapter 4 tool I add for a specific job (e.g., HeyGen Creator $29, Descript Hobbyist $24)	$
My all-in video tools, per month	$

The Cost Side

- → **Build:** one afternoon (about three hours), once
- → **Run:** 30 minutes a week, plus a trailer per new listing
- → **Tools:** one plan sized by arithmetic, audited monthly, re-priced before each renewal

The honest math: you decide what a trailer on every listing is worth to your business. This page only makes sure you know what it costs.

My Bottom Line

Next: the commitment contract. Sign it before the session ends.

MY VIDEO OPERATION CONTRACT

Signed today. Consent and twin this week; a trailer on every new listing by December 20, 2026.

I commit to:

- [ ] **Run the compliance check first**: brokerage AI policy, MLS photo and video rules, photographer contract. Date: _____
- [ ] **Record my own consent, re-check prices and size my plan with arithmetic**, then build my twin. By: _____
- [ ] **Build my first six-shot trailer from real photos**, in a branded cut and an MLS cut, and send it to the seller first. By: _____
- [ ] **Ship the Market Minute weekly**: verified numbers, dated on screen, disclosed. Starting: _____
- [ ] **Test one Chapter 4 tool on a real job** before December 20, 2026. Which one: _____
- [ ] **Keep every frame honest**: real photos, real numbers, my twin disclosed, no fake people, ever.

The One I'm Building First

The Digital Twin | The First Trailer | The Market Minute | The Plan Sizer | The Friday Batch | A Chapter 4 Tool

My Biggest Risk, and My Pre-Decision

(The tech feels intimidating? Worried what people say about a twin? Too many tools to choose from? Write the failure mode and the counter-move now.)

Accountability

MY ACCOUNTABILITY PARTNER

CHECK-IN CADENCE

Signature

Date

A contract with yourself, witnessed by the workbook. The manifesto seals it.

THE VIDEO MANIFESTO

Every agent can rent the same engines now.
Nobody else has my listings, my market, my face.

For years, video belonged to the agents with the budget (the videographer, the editor, the drone pilot) while everyone else posted photo carousels and hoped. I understand why many agents still skip it. Filming yourself is uncomfortable, production costs money, and the tools change every month.

I choose the other road. My listings get trailers now, built honestly from the real photos of the real property, the day they arrive: one cut with my brokerage's name for social, one clean cut for any MLS that accepts video. My twin shows up on camera every week so my market keeps seeing my face, and I tell anyone who asks exactly what it is, with a smile. My numbers are verified before they're spoken. I rent the engines without marrying any of them, and when a job fits another tool better, I use that tool.

The tools will keep changing. Sora 2 left; Kling 4.0 arrived; Higgsfield repriced its plans. My method doesn't move: **real properties, real numbers, a real person, with consent and disclosure, presented better than anyone else in the market presents theirs.** AI didn't change that game. It changed what it costs to play it well.

Checked. Sized. Built. Disclosed. Audited.
When sellers compare listing presentations, one of them includes a film studio, and every frame is true.

"Because Guessing Which Tool to Use is NOT an Option!"

— Edmund Bogen · Edmund's Mastermind · Bogen.ai

THE LISTING THAT GETS MY NEXT TRAILER

THE CHAPTER 4 TOOL I'LL TEST, AND THE JOB

© 2026 Edmund's Mastermind · Higgsfield for Realtors, Part 3 · bogen.ai/masterminds/higgsfield-part-3 · Register: reignation.com/higgsfield-part-3

SOURCES

Every source checked Nov 11, 2026 unless another date is shown. Vendor pages state the vendor's claims; "secondary" marks a third-party summary; "our arithmetic" marks numbers we calculated from the cited prices. Prices change often: check the live page before you buy.

HIGGSFIELD

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OUR ARITHMETIC

Credits per clip: annual credits ÷ clip counts in Higgsfield's compare table. Separate-subscription totals: the list prices above, added. Both as of Nov 11, 2026.

Education, not legal advice. No affiliate or referral links in this workbook.



SEE YOU FRIDAY, NOVEMBER 20, 2026 · 12:00 PM ET

PART 3 · BACK BY POPULAR DEMAND · LIVE ON ZOOM (LINK IN YOUR REGISTRATION EMAIL)

Register: reignation.com/higgsfield-part-3 · Workbook: bogen.ai/masterminds/higgsfield-part-3

Part 1 recordings: youtube.com/watch?v=cJida7RDjog (Sep 11, 2026) · youtube.com/watch?v=kWm1NEb_B4w (Sep 25 encore)

"Because Guessing Which Tool to Use is NOT an Option!"

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