Financial commercial scripts

30 practice scripts from VO Journey Academy. Free to record, free to use in your reel. Download the PDF to mark up in the booth, or print it straight from here.

Planning for the Future

Financial planning · Adult (40-55) · Neutral American · 30 seconds

Thinking about your financial future? Let's make a plan that works for your life, not somebody else's.

At Tidemark Family Financial, we help families get ready for what's next. Saving for the house, the kids, the someday. Planning for the surprises. And explaining every step in plain English.

Clear guidance. Honest advice. And a real person who picks up the phone.

Tidemark Family Financial. Let's plan it together.

Morning Coffee Budget

Credit union · Adult (30-45) · Neutral American · 30 seconds

That morning coffee? It adds up. So does lunch out, and the streaming service you forgot you had.

Here's the thing. You don't have to give up the little joys. You just need to see the big picture.

Kettle Creek Credit Union gives members simple budgeting tools, automatic savings, and real people who get it, right here in town.

Kettle Creek Credit Union. Banking that fits your real life.

Straight Talk Retirement

Retirement · Adult (40-55) · Neutral American · 30 seconds

Retirement shouldn't feel like a guessing game.

At Grantwood Retirement Services, we believe in straight answers. When can I stop working? What will I actually live on? What if the market has a bad year?

We'll sit down with you, look at the whole picture, and build a plan in plain language. No pressure. No jargon. No sales pitch dressed up as advice.

Grantwood Retirement Services. Honest planning, one conversation at a time.

First Home Feels

Bank (local) · Adult (25-40) · Neutral American · 30 seconds

The first time you turn the key in your own front door, it's a feeling you never forget.

Getting there? That part can feel a little overwhelming. So Hollis Valley Bank walks you through every step, from pre-approval to closing day, with a local loan officer who actually answers your calls.

Clear guidance. Friendly faces. Real support.

Hollis Valley Bank. Here for the big moments. Member FDIC. Equal Housing Lender.

Pay Yourself First

Fintech · Young adult (18-25) · Neutral American · 15 seconds

Quick money tip: pay yourself first.

Pennybright moves a little into savings every payday, automatically, before you can spend it. You set the goal. We do the remembering.

Pennybright. Money habits, made easy.

Life Happens

Insurance · Adult (40-55) · Neutral American · 30 seconds

The pipe bursts on a holiday weekend. A tree decides your garage looks comfortable. Somebody backs into you in the grocery store parking lot.

Life happens. And when it does, you want someone steady on the other end of the line.

Kestrel Mutual Insurance protects your home, your car and your family's future, with local agents who know your name and claims people who call you back.

Kestrel Mutual. Steady, when it counts.

Small Business Boost

Bank (local) · Adult (40-55) · Neutral American · 30 seconds

You built your business from nothing. The late nights. The first customer. The sign you hung yourself.

Now let's help it grow.

Ironbridge Community Bank backs local entrepreneurs with flexible business loans, lines of credit, and a local banker who actually comes to visit your shop.

Ironbridge Community Bank. Backing the businesses that build our town.

Member FDIC. Loans subject to credit approval. Terms and conditions apply.

College Countdown

Financial planning · Adult (40-55) · Neutral American · 60 seconds

Yesterday, she was learning to tie her shoes. This morning, she asked me to proofread her college essay.

I don't know where the time went. But I do know this. I'm glad we started planning when we did.

When our daughter was little, my husband and I sat down with an advisor at Lanternhill Financial. We didn't even know what a college savings plan was. They explained our options, helped us set a monthly goal we could live with, and checked in every year as life changed. New jobs. A second baby. A roof that needed replacing.

It was never about huge amounts. It was about starting, and sticking with it.

Now, with application deadlines coming up, I'm nervous about plenty. Whether she'll get in. Whether she'll call home. But how we'll pay for it isn't keeping me up at night.

Lanternhill Financial. Start early. Sleep better.

Your Money, Your Rules

Fintech · Adult (30-45) · Neutral American · 15 seconds

Your money. Your rules.

Tillbox tracks your spending, builds your savings and maps your goals, all in one clean little app. No paperwork. No confusion. Just clarity.

Tillbox. Download it and take control.

Tax Season Calm

Tax prep · Adult (40-55) · Neutral American · 30 seconds

Tax season. The shoebox of receipts. The forms you don't recognize. That creeping feeling you've missed something.

Take a breath. At Abernathy and Rowe Tax Advisors, we help you navigate deductions, deadlines and decisions with confidence. We'll go through everything with you, answer every question, and make sure nothing slips through the cracks.

Clear answers. No surprises.

Abernathy and Rowe Tax Advisors. Calm, from January to April.

A Jar of Quarters

Bank (local) · Mature (55+) · Southern US · 60 seconds

My granddaddy opened his first savings account at Pecan Ridge in nineteen fifty-two. Walked in with a jar of quarters from mowing lawns, and a fella named Mr. Pruitt shook his hand like he was the most important customer in the county.

My daddy got his first truck loan at that same counter. And when I bought my farm, it was Pecan Ridge that said yes, when a big bank two towns over wouldn't even call me back.

Now, a lot's changed since that jar of quarters. You can check your balance on your phone, deposit a check from the kitchen table, and pay bills in your pajamas, if that's your style.

But some things haven't changed a bit. The folks behind the counter still know your name. And loan decisions are still made right here, by people who live here.

Pecan Ridge Savings Bank. Your neighbors, since before you were born. Member FDIC.

You Own a Bank

Credit union, duet · Adult (25-40) · Neutral American · 30 seconds

Cast: LENA GABE

LENA Hi. I'd like to open a savings account. Do I need to make an appointment?

GABE Nope. You're here. Have a seat.

LENA My old bank made me press nine on the phone for an hour.

GABE We don't have a nine. We have me.

LENA So what's the catch?

GABE No catch. At Northfork, you're not a customer. You're a member. Part owner, actually.

LENA Wait. I own a bank?

GABE A tiny piece of a credit union. Congratulations.

LENA Northfork Credit Union. Federally insured by NCUA.

Rogue Shopping Cart

Insurance · Adult (25-40) · Neutral American · 15 seconds

Parking lot ding? Rogue shopping cart? Glovebox Auto Insurance lets you start your claim from your phone, so you can get back to your day.

Get a quote today.

Glovebox. Coverage subject to terms, conditions and availability.

The Lunchbox Note

Insurance · Adult (30-45) · Neutral American · 60 seconds

Every morning, I put a note in my daughter's lunchbox. Nothing fancy. A joke. A drawing of a dog that looks more like a potato. 'Proud of you, kiddo.'

She's seven. She thinks the notes will just keep coming, forever.

And I want them to. But a few months ago, a friend of mine passed away, far too young, and I watched his family try to hold everything together. The mortgage. The bills. The plans they'd made.

That's when I finally called Oakhollow Life.

An advisor sat down with me and my wife, asked about our lives, and helped us choose coverage that fit our budget. It took less time than I'd spent putting it off.

I hope I'm writing those notes for a long, long time. But whatever happens, she'll be looked after.

Oakhollow Life Insurance. Love, planned for. Coverage subject to underwriting approval.

The Allotment

Retirement · Mature (55+) · Neutral British · 60 seconds

For thirty-eight years, I set my alarm for half past six. I taught three generations of children their times tables, and marked homework at the kitchen table long after everyone else had gone to bed.

And every so often, I'd look out of the window and think, one day, I'll grow my own tomatoes.

Well. I've got an allotment now. The tomatoes are a work in progress.

Retiring wasn't something I could leave to chance. Somewhere in my fifties, I realised I didn't really understand my pension at all. So I booked a conversation with Ashgrove Retirement Planning.

They went through everything, patiently. What I had, what I'd need, and the choices in between. No jargon, no rushing, and never once did they make me feel silly for asking.

Now my days are my own.

Ashgrove Retirement Planning. For the life after the alarm clock. The value of investments can go down as well as up.

A Second Opinion

Mortgage · Adult (30-45) · Neutral American · 30 seconds

When did you last look at your mortgage? Really look at it?

If it's been a few years, it might be time for a second opinion. Doorway Home Loans will review your current loan, walk you through your refinance options, and tell you honestly whether switching makes sense. Sometimes the answer is no, and we'll tell you that, too.

Doorway Home Loans. Straight answers about your biggest bill.

Equal Housing Lender. Subject to credit approval. Terms apply.

Normal Words

Mortgage, duet · Adult (25-40) · Neutral American · 60 seconds

Cast: MAYA DEV

MAYA Okay. Honest question. Can we actually afford a house?

DEV Define 'afford'.

MAYA Afford. Like, own a house and still eat food.

DEV Food's important.

MAYA Dev.

DEV Okay, okay. I don't know. That's the honest answer. I don't even know what pre-approval is.

MAYA Me neither. And every website makes it sound like a test we're going to fail.

DEV So let's ask someone.

MAYA Who?

DEV My sister used Porchlight Mortgage. She said they sat her down, explained everything in normal words, and showed her different loan options side by side.

MAYA Normal words sounds really, really nice.

DEV And they run a first-time buyer class on Saturday mornings. Free coffee.

MAYA You had me at normal words.

DEV I had you at free coffee.

MAYA ...You had me at free coffee.

DEV Porchlight Mortgage. Your first home starts with a conversation.

MAYA Equal Housing Lender. Subject to credit approval.

Where Did It Go?

Budgeting app · Young adult (18-25) · Neutral American · 30 seconds

Payday. You feel rich. Two weeks later, you're checking your balance through your fingers like it's a horror movie.

Where did it go? Budgetbee knows. It sorts your spending into simple categories, spots the subscriptions you forgot about, and nudges you before you overspend. Set a savings goal and watch it fill up, one little buzz at a time.

Budgetbee. Know where your money goes. Free to download.

Spreadsheet Dodgers

Budgeting app · Young adult (18-25) · Australian · 15 seconds

G'day, spreadsheet dodgers. Tallywag is the budgeting app that does the maths for you, splits the rent with your housemates, and reminds you before bills are due.

Download Tallywag. Your money, sorted.

The Business Sandwich

Tax prep, duet · Adult (25-40) · Neutral American · 30 seconds

Cast: TOM PRIYA

TOM Okay. Taxes. I've got everything right here.

PRIYA Tom, that's a shoebox.

TOM It's an organized shoebox.

PRIYA There's a sandwich in it.

TOM That's a... business sandwich.

PRIYA Tom. We're going to Sparrow Street Tax Prep.

TOM The friendly people who find every deduction?

PRIYA And don't judge your shoebox. Walk-ins welcome, weekends too.

TOM Weekends? Okay. They sound nice. Fine.

PRIYA Sparrow Street Tax Prep. Bring your receipts.

TOM Maybe not the sandwich.

Flour on the Calculator

Tax prep · Adult (40-55) · Irish · 60 seconds

I opened my bakery with two ovens, one secondhand mixer, and absolutely no idea what a quarterly tax payment was.

For the first year, I did the books myself. Late at night, flour on the calculator, guessing. By the second year, I was spending more time with receipts than with bread, and I was still never quite sure I'd got it right.

A customer told me about Calloway Tax and Bookkeeping. I rang them on a Monday, and by Friday they'd sorted out my records, set up a simple system for tracking expenses, and put every deadline on a calendar I could actually understand.

Now I send them my paperwork each month, and they handle the rest. Payroll, sales tax, year-end returns, all of it.

I'm back in the kitchen, where I belong.

Calloway Tax and Bookkeeping. You run the business. We'll mind the numbers.

Forty-One Dollars

Credit union · Mature (55+) · Neutral American · 60 seconds

I remember my granddaughter's face the day we opened her first account. She was nine, and she'd saved forty-one dollars from birthday cards and a lemonade stand. She counted it out on the counter, one bill at a time, and the teller counted right along with her, like it was the most important deposit of the day.

Then they gave her a little booklet to track her savings. She still has it.

That's Stonecrop Credit Union. We've been part of this community for generations, and we believe good money habits start early. We offer youth savings accounts, and free money workshops for every stage of life, from first jobs to first homes to retirement.

Because when you join Stonecrop, you're not just a customer. You're a member.

Stonecrop Credit Union. Growing up together. Federally insured by NCUA.

Cedar Hollow Checking

Bank (local) · Adult (30-45) · Neutral American · 15 seconds

Local decisions. Real people. Checking that doesn't nickel-and-dime you.

Maplestead Bank has been part of Cedar Hollow for generations. Stop by any branch today.

Maplestead Bank. Member FDIC. Terms and conditions apply. See branch for details.

Plant Something

Fintech · Young adult (18-25) · Neutral American · 30 seconds

You don't need to be rich to start investing. You just need to start.

Seedline lets you begin with spare change, rounding up everyday purchases and putting the difference to work in a simple portfolio you choose. Learn as you go with bite-size lessons, right in the app.

Seedline Invest. Plant something today.

Investing involves risk, including possible loss of principal. Past performance does not guarantee future results.

Your Stuff Matters

Insurance · Young adult (18-25) · Neutral American · 30 seconds

Quick inventory. Laptop. Bike. The guitar you're definitely going to learn. Grandma's quilt. That really nice coffee maker.

Now picture all of it after a burst pipe upstairs.

Your landlord's insurance covers the building. Not your stuff. Nestguard Renters Insurance covers your things, and you can set it up online in about the time it takes to make that coffee.

Nestguard. Because your stuff matters. Coverage subject to terms and conditions.

Missed the Boat

Retirement · Mature (55+) · Neutral American · 30 seconds

I was fifty-eight before I sat down and really looked at my retirement. Fifty-eight. I figured I'd missed the boat.

The folks at Bramblewood Advisors told me something I didn't expect. It's not too late to make a plan. They looked at what I had, helped me set priorities, and showed me steps I could take right away.

Bramblewood Advisors. Wherever you're starting from, start today.

Don't Share the Code

Bank (local) · Adult (30-45) · Neutral American · 30 seconds

Your phone buzzes. It's a text from your bank. Or it looks like it is. There's a problem with your account, it says. Just reply with the code we sent you.

Stop right there.

Copperfield Bank will never ask for your password or security code by text, email or phone. If something feels off, hang up, and call the number on the back of your card.

Copperfield Bank. Looking out for you. Member FDIC.

That Noise

Credit union · Adult (25-40) · Neutral American · 30 seconds

New car? Used car? Car that finally doesn't make that noise?

Juniper Peak Credit Union makes auto loans simple. Get pre-approved online before you ever set foot on the lot, so you can shop with confidence and a clear budget. Already have a loan somewhere else? Ask us about refinancing.

Juniper Peak Credit Union. Drive happy.

Federally insured by NCUA. Loans subject to credit approval. Terms apply.

The Kitchen Table

Estate planning · Mature (55+) · Scottish · 60 seconds

Nobody likes to talk about it. I understand. I put it off for years myself.

But when my brother passed without a will, I watched his family spend the best part of two years untangling what he'd left behind. Paperwork, arguments, solicitors, and a lot of grief with nowhere to go.

So my wife and I sat down at the kitchen table with a cup of tea and a lady from Glenmorrow Estate Planning. She was kind, and she was clear. She asked about our children, our house, the wee bit of savings we'd put by, and what mattered most to us.

In two short meetings, we had our wills, powers of attorney, and a plan everyone in the family understands.

It was easier than I thought. And the peace of mind? Worth more than I can say.

Glenmorrow Estate Planning. Put your affairs in order, then get back to living.

He Ate a Sock

Insurance · Adult (25-40) · Neutral American · 15 seconds

He ate a sock. Again.

Wagwell Pet Insurance helps cover unexpected vet bills for accidents and illnesses, so you can say yes to the care he needs.

Get a quote online. Wagwell. Terms and exclusions apply.

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