

5 WAYS TO MARKET YOURSELF AS A REAL ESTATE AGENT WITH VIDEO

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So, now you've read the stats and have realized the power of using video in your marketing. Maybe, you've even taken action and hired a video production company to film an amazing video. You're ready for the flood gates to open and the clients to start rolling in... but then you ask yourself, "Self? HOW THE HECK DO I USE VIDEO TO MARKET MYSELF?"

This article covers **5 ways you can take advantage of the power of video marketing**, brand yourself as "the go-to agent" in your area, position yourself as "the expert listing agent", and watch those commission checks roll in!



1. WELCOME VIDEOS

On their first encounter with your website or social media platforms, potential clients look for content that will provide a thorough, but brief, overview of the agent, information about the broker, and an overview of the services the agent offers.

Your “Welcome Video” (aka Intro Video) is “the lobby” to your virtual online business identity. And, as with any business in the physical realm, the job of the lobby is to assure your potential client that he or she is in the right place! We don’t want clients walking into the lobby only to turn around and walk right out. We want to show them, right away, that you are more than qualified to assist them, that you’re a professional agent, that you’re a pleasure to work with, and that your past clients are willing to back those claims up.

Because of the shrinking human attention span, your “Welcome Video” should encompass all of these elements and present them all within a two minute timeframe, or less.



2. BRANDING (FAQ) VIDEOS

When it comes time to select a real estate agent, most people will turn first to someone they know and trust. “Branding Videos” create that familiarity, relationship, and trust with your potential clients, by offering advice and free answers to frequently asked questions, with no strings attached.

Example “Branding (FAQ) Video” Titles:

- How much commission will I be required to pay?
- What items makes up closing costs?
- What does a title company do?
- Why shouldn't I use a “discount broker”?
- and many more

Though Branding (FAQ) Videos can and should be used on Facebook and IG, they are most effective on YouTube. This is because YouTube is where most viewers go in search of specific “how to” information. LinkedIn has also stepped up to the plate, offering organic video posting, which can be very useful in your “Branding Video” goals.

Branding (FAQ) Videos do their job best when they are released on a consistent schedule, providing ongoing content to your followers (aka potential future clients), and assuring the search engines that you are a legitimate, relevant business (SEO tip).



3. TESTIMONIAL VIDEOS

There's nothing stronger in the marketing realm than "word-of-mouth" advertising. People will take other people's opinions of you much more seriously than your opinion of yourself. Though a referral from a friend or family member is the best form of "social proof" around, client "Testimonial Videos" serve as a close 2nd best.

If you're fortunate enough to have clients willing to speak on camera on your behalf, never, ever give them a script to read. Client testimonials, using scripted material, defeat the purpose of the testimonials and simply turns your clients into actors - bad actors in most cases.

Simply press record and chat with your past clients, asking them about their experience working with you. Ask what they enjoyed most about working with you, what stood out to them as different from agents they've worked with in the past, how they benefited financially by working with an agent with your negotiation skills and mastery of the process and industry. Then, edit the best sections down to several powerful 1 to 2 minute "Testimonial Videos".



4. NEIGHBORHOOD TOUR VIDEOS

There's no better way to position yourself as "the expert agent" of a particular neighborhood than to produce a "Neighborhood Tour Video".

A "Neighborhood Tour Video" is a professional 2-3 minute video, hosted by YOU, the expert agent, walking your viewers through the various features and amenities of a neighborhood, as well as pertinent "inside information" about the neighborhood that only you can offer.

"Neighborhood Tour Videos" take a little longer to produce, and require a larger budget, but when done right, will act as a major marketing tool, sure to generate endless leads and a hearty supply of new seller and buyer clients.

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5. PROPERTY LISTING HOME VIDEO TOURS

As a Seller's agent, you are expected to present your client's homes in the most professional and presentable way. In 2019, home buyers expect a "Home Video Tour" and often will not even consider a listing that does not have one available to view.

The "Home Video Tour" presents and highlights all areas of your client's home, along with all of its features, amenities, and special accommodations. Stand out from the crowd by including animated text descriptions, and go the extra mile by including a professional voice over to your "Home Video Tour".

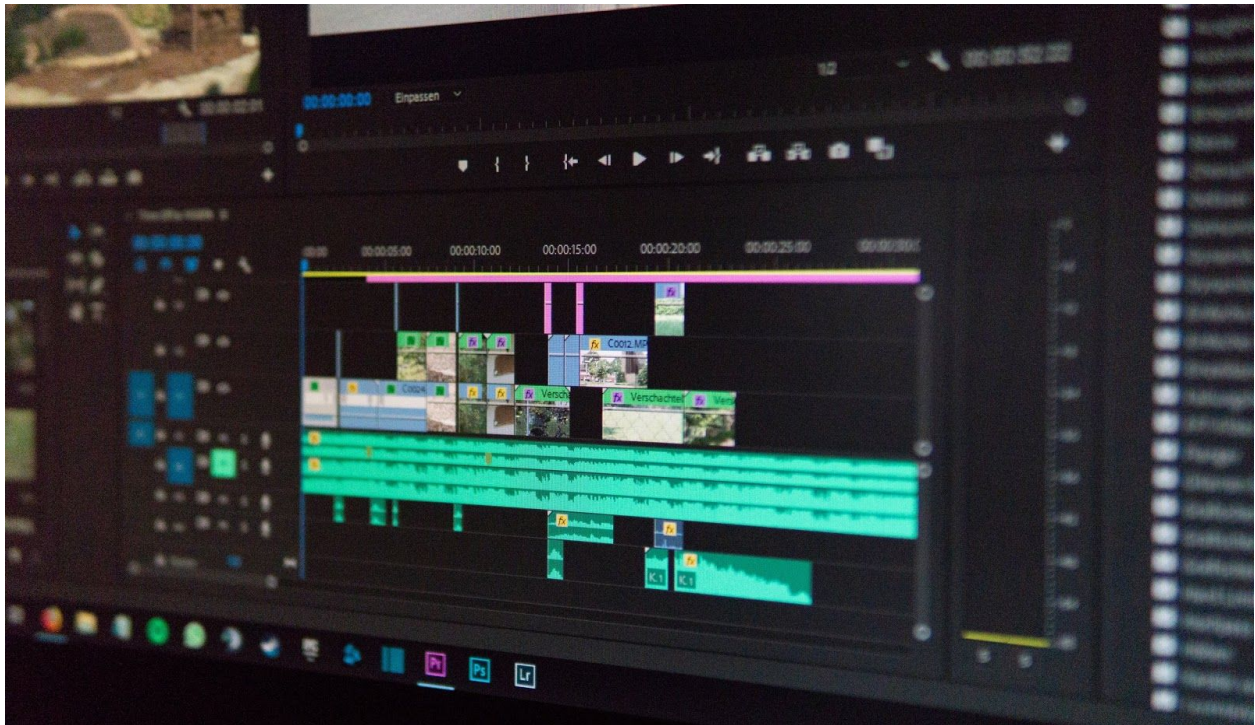
Adding professional "Home Video Tours" to your list of sales tools puts you ahead of the pack and assures your potential client that you are the person who can get the job done right.



What if I don't know how to shoot video?

Thanks to the high quality of modern iPhones and Androids, an agent can produce a pretty decent video using their phone, a few nifty gadgets, and some basic, user-friendly video editing software, such as Adobe Premiere Elements or iMovie. With a combination of available resources, a savvy real estate agent can put together hours of quality video content. However, if all of your time is spent shooting and editing video, who is going to do YOUR job?

Many real estate agents find that it makes more sense to hire a video marketing company to do what they do best - Videos - so that you can focus on what you do best - Selling Homes! Nashville Video Marketing's Real Estate division, [Tennessee Real Estate Videos](https://www.tennesseerealestatevideos.com), offers several Video Marketing subscription packages for real estate agents and brokers. For a reasonable monthly fee, you have the opportunity to have all the professional videos produced that you need. Visit their website at <https://www.tennesseerealestatevideos.com> for more information and to view videos being produced for real estate agents currently.



Whether you decide to go at it alone or hire a video pro for the job, get started today, right now! Analysis Paralysis will get you nowhere! Jump head first into video marketing for your real estate business and you'll see a major difference in the return on your efforts!

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