



VIDEO 101 ▶

A BEGINNER'S GUIDE FOR REAL ESTATE AGENTS

They used to say 'Those who list, last.' Now they say 'Those who advise, survive.' (It may not be quite as catchy, but it's 110% true.) There is no better way to create an emotional connection with your clients than being on camera! It offers a unique opportunity for you to educate and build trust with buyers and sellers, shape your brand, generate leads — and grow your business. ***Here's how to get started.***



COLDWELL BANKER | TOMLINSON

THE #1 MARKETING TOOL FOR AGENTS



Although real estate is a numbers game, the best agents know that buying or selling a home *is also a very emotional process.*

Video helps you make that emotional connection with your clients. It positions you as a trusted expert, and it enables you to simply, effectively and visually communicate what buyers and sellers need to know.

And here's the unbelievable part - **the National Association of Realtors found that 85% of buyers and sellers prefer to work with an agent who uses video marketing... but only 15% of agents are doing it.**

It's effective, it's the future. What is stopping you from using this valuable tool?

Video helps you make that emotional connection with your clients.

LET'S LOOK AT THE FACTS



1 MINUTE
of video
content is
estimated to
be equal to 1.8
million words

↑93%
of brands got
a new
customer
because of a
video on
social media

↑85%
of buyers and
sellers want to
work with an
agent who uses
video

↑81%
of marketers say
video has helped
them generate
leads

SOURCES: Hubspot, Invideo, Wordstream

NUMBERS

THE BIGGEST BENEFITS

BIG RETURN ON INVESTMENT

In real estate, time equals money. It's important that you're putting your energy into marketing efforts that are worth it. Video is one of those areas worth the extra effort. Today's technology makes video a very easy tool to add to your marketing playbook.

IT'S VERSATILE

Since most platforms support video, you can share your videos in many different ways. If you create a video about "real estate market updates," you can add

it to YouTube, post it on social media and include it in an email campaign for new leads. The sharing opportunities are nearly endless.

SEO RESULTS

Want to focus on your local market? Video is a top choice for agents looking to expand their brand awareness and build a reputation as a local expert. Whether it's a monthly update on your local market or the best place to get a cup of coffee, video is the perfect way to show your sphere and beyond that you're the agent to work with.

BIG ROI

Put your energy into marketing efforts that are worth it.



GETTING STARTED-DO'S & DON'TS

THE DO'S AND DON'TS TO FOLLOW

Let's be real. Video marketing can be very intimidating.

If you've been overthinking where to start, you wouldn't be the first Realtor® to do so, and definitely not the last! Before you get too overwhelmed, here are some easy guidelines to simplify your strategy:

DO...

- + **Make a posting schedule.** This will not only help hold you accountable but give your viewers fresh content.
- + **Think about your brand and demographic.** Do you work with primarily buyers or sellers? The newly retired or first-time homebuyers? Narrowing down your target audience will also help you narrow in on the topics.
- + **Practice equals progress!** It's OK if your camera feed is 90% videos you'll never post. In fact, it's totally normal! It will get easier the more videos you make.

DON'T...

- **Don't spend hundreds of dollars for equipment or software.** These days, a smart phone, some good lighting and a tripod will almost always do the trick.
- **There's no need to reinvent the wheel.** Use social media posts from other Realtors & real estate articles to come up with talking points for your video scripts.
- **Don't give up! No one becomes a video star right away.** If you're uncomfortable on camera or are just unsure where to start, you are in the majority!



Learn. Learn. Learn.

KEEP PRACTICING!
IT'S OKAY IF YOU HAVE TO RE-SHOOT AND FIGURE OUT BEST SETTINGS, ETC.

VIDEO EQUIPMENT NEEDED

THE BREAKDOWN

Smartphone

Keep it simple. Your phone can handle the majority of your recording & editing needs.

Webcam

Using your computer's webcam ensures a high quality resolution and might be easier than using a phone.

Ring Light

Ring lights are a low-cost solution to any lighting needs. Plus, they make it extra easy with a built-in phone mount.

Zoom

Want to film an interview? Zoom's simple technology is familiar with nearly everyone now.

Teleprompter App

No need to memorize what you want to say. Teleprompter apps make it easy to record your videos with a script ready.

Headphones or Mic

Sound quality can make or break a video. If nobody can hear you, they'll stop watching. Make sure to use a mic and film in less noisy places.



KEEP IT
SIMPLE

NO FANCY CAMERAS
NECESSARY.

Your phone works just fine.
Ring lights are an easy and
inexpensive way to add lighting.

THE EASIEST WAY TO MAKE A VIDEO SCRIPT



STEP 1: FIND ARTICLE

When it comes to video topics, there's no need to reinvent the wheel. Do research and find an article that matches a topic you'd like to cover.



STEP 2: TALKING POINTS

Find highlights from the article or articles you're using as a reference for the video. Re-phrase, re-order and piece together what you really want to say for the subject.



STEP 3: RECORD, REPEAT

You now have a script! Using your phone and a teleprompter app, and start recording. It's okay if you have to re-record! Add your branding, edit and you've just completed your first video!

4 KEYS THAT MAKE A GREAT VIDEO

GETTING YOUR VIDEO STRATEGY OFF THE GROUND

We know your prospects and clients are looking for videos to educate them and help them make decisions (making video an incredibly effective tool for connecting with and nurturing your leads).

WHAT MAKES A GREAT VIDEO? There are four keys that every video should include in order to truly engage viewers — and get the best results for your business.



Remember, your clients hire you as a professional because they trust you and they want your expert advice.

1

CHOOSE RELEVANT TOPICS

GET TO THE HEART OF YOUR BUYER'S & SELLER'S NEEDS

It probably sounds obvious, but this is absolutely essential to building a video strategy in real estate.

While your social media presence should be a mix of personal and professional posts, your video strategy should focus on topics that educate, build trust, and boost your credibility.

To dig a little deeper, your video topics should always:

- Demonstrate that you know what's happening in your market, and why it's happening.
- Show viewers that you genuinely care about helping show your clients their options, understand the pros and cons, and make the best decision.
- Let viewers see your client-first approach and hear your expert insights.

This leaves endless possibilities for topics to cover. You will never run out of options. Here are some of our favorites:

- Updates on the local housing market (inventory, sales price, etc.).
- Interest rates & their impact.
- Your latest listing or open house.
- The steps for getting a home loan.
- How to price your home properly.
- Tips for getting your house ready to sell.

Remember, your clients hire you as a professional because they trust you and they want your expert advice. When using video to attract more clients (or remind existing clients that you're always there for them), the best thing you can do is give excellent, high-value advice.

Choose topics that showcase your expertise, give thought to the quality of the videos you're delivering, and you'll always make the right impression with your viewers.

2 ALWAYS ADD INSIGHTS

What's Your Specialty?

Your videos must do more than just share information and facts. They also need to show it.

Any video you create should include insights, takeaways, and advice on whatever topic it is you're covering. When putting together your talking points, think about how your topic impacts your audience and what it means for them. Then make sure those insights are backed by experts or articles that add to the credibility of what you're saying.

For example, if you choose to create a video about housing inventory, don't just rattle off the numbers of this many month's inventory, etc. Instead, highlight points like: Is inventory up or down? And what does that mean? How does it impact your audience? Is it a buyer's market or a seller's market? Does this mean it's a good time to sell or not?

Creating and sharing your own videos positions you as the expert of the topic at hand.

Create videos about topics you want to be known for, or that you have a unique understanding of, and share your insights.

**VIEWERS RETAIN 95%
OF A MESSAGE WHEN
THEY WATCH IT IN A VIDEO
AND ONLY 10% WHEN
READING IT IN TEXT**

SOURCE: *Insivia*



3 CAPTIVATE WITH VISUALS

Videos with visuals create a thumb-stopping point on a webpage or newsfeed, making it more likely that they attract, engage and enlighten viewers.

Adding graphics increase visual interest and keep viewers more engaged and interested in the content you are showing them.

If you're giving a market update, make sure you include professional charts and graphs so you can "show, not tell."

For those that would rather be off camera, using charts and graphs while providing narration or commentary allows you to still provide great value.

There are several free and inexpensive services that provide animation and other visuals without the headache of knowing complicated video editing software.

Windows Movie Maker, Camtasia, Lumen5, or PowToon are some of the most popular ones used by agents.

A man with a beard and mustache, wearing a white dress shirt, a dark patterned vest, and a dark tie, is holding a black smartphone up in his right hand as if taking a selfie. He has a wide, enthusiastic smile and is looking directly at the camera. The background is plain white.

3

DON'T FORGET YOUR BRANDING

Personalization is key to instant recognition.

Whether you make your own videos or source them from somewhere, make sure they're personalized with your branding.

Your brand goes beyond your logo. It's the "hook" that makes people stop and ask for your business card.

It's the reason someone would pick you over any other real estate professional, aka your competition.

So, ask yourself these questions:

- How am I different than my competitors?
- What service can I provide better than any other real estate professional in my area?

Every video you create should reflect your branding. Consistency in colors, intros, outros and text is just as important, if not more important, than the videos you create. **The CBT hub has video outros available for you to use in your videos.**

No matter what, every single one of your videos should include your name, a professional photo (not a selfie) with your contact information.

This consistency will not only make your life easier, it'll help others recognize it's your content.

PERSONALIZE

EVERY VIDEO YOU CREATE SHOULD REFLECT YOUR BRANDING. Consistency in colors, intros, outros and text is just as important, if not more important, than the videos you create.

3 VIDEOS YOU CAN START MAKING TODAY

START WITH THESE EASY VIDEO IDEAS FOR REAL ESTATE AGENTS

Now that we've covered the basics of how to create great videos, let's look into the different types of videos agents can create.

There are many types of videos you can make other than listing tours that will help enhance your business and amplify your marketing opportunities.

The truth is, the key to a good video strategy is creating content that educates and engages your clientele.

A viewer is likely to keep watching a video that talks about a subject they want to know more about. Or answers

a question they've been wondering. Or even just entertains them.

We all know that social media, and marketing in general, is moving toward a more visual future.

A recent study found that YouTube replaced Facebook as the #1 platform that affects consumer behavior.

Here are the easiest videos you can create to diversify your strategy, keep your current clients happy and help attract new ones.

PEOPLE DON'T WANT TO BE SOLD. WHAT PEOPLE DO WANT IS NEWS & INFORMATION ABOUT THE THINGS THEY CARE ABOUT.

1 BUYER & SELLER TIPS

Build trust by answering your client's questions before they even ask.

Real estate professionals all tend to get the same questions from clients repeatedly, no matter the time of year or how long they've been in the business.

Therefore, it only makes sense that they would also make great video ideas for agents.

For example, you could cover hot real estate topics like:

- What renovations have the best ROI?
- Should I update my home before selling?

- How much will I need for closing costs?
- Is staging a home worth it?

By now, you probably have answers to the most popular questions (and the other 500 you get every day). But, if you do need a little help getting ideas, tap into our script making tips (pg. 5) and rely on blogs or articles to help you with talking points.

It's all easy street from there. Throw in a couple hard facts, maybe some data or an expert quote for credibility, and you have yourself a recipe for endless video ideas.





YOUR SPHERE PROBABLY HAVE QUESTIONS ABOUT WHAT'S GOING ON IN REAL ESTATE.

2 MARKET INSIGHTS

Cover the hottest topics in the market weekly.

Real estate is constantly a popular topic in the media, which means your sphere probably has questions about it. Covering subjects like mortgage rates, inventory, and market updates are the perfect way to educate, build trust and have numerous options for video content. Here's how to do it!

START WITH AN INTRO

An intro is the perfect opportunity to show off your personality, and introduce your topic. Keep it brief and friendly!

QUESTION & ANSWER

Next, you'll address the question you're trying to answer for your clients.

It can be as simple as, "A lot of people ask me about mortgage rates, so I'm going to break down the most recent data to help you better understand how they work."

Then figure out what you want the viewer to understand, or the first key point.

For instance, stating the current mortgage rate amount and including a visual breaking down its effects on affordability sends a very powerful message and makes it easier to understand.

In the second key point, you want to make sure you're bringing the whole story together.

Talk about how this topic applies to your market, and tie in some additional information from experts, like a quote, to give credibility and drive your point home.

3 MONTHLY MARKET UPDATE

Ongoing education and staying current with what's happening in the real estate market is crucial to be the expert advisor that your clients expect.

The best way to make sure you and your sphere are up on the latest real estate news is by creating a monthly market update video.

This is great because:

1. It helps you stand out from your competition.
2. It builds credibility and trust as well as proves your value as an expert.
3. It's about as versatile as you can get with content! Share it in an email newsletter, on your YouTube Channel, social media, etc.



Here's the easiest way to create a monthly market update video.

★ CHOOSE YOUR TOPICS

When figuring out what to cover, think about the questions you've been getting lately from friends, family and clients. Are they asking about mortgage rates? Inventory? Affordability? The economy?

Then choose 3-5 of those topics to cover, and reflect on how it applies to your local market.

★ PUT TOGETHER YOUR SLIDES

Visuals help show your viewers what's happening in the market. You can use PPT or MoxiWorks. You can use the Monthly Market Report we publish around the 12th of each month or find visuals from sources like NAR or realtor.com.

★ CREATE A SCRIPT

Now that you have your topics picked and your slides put together, create some talking points about each slide. This is a great opportunity to apply it to your local market, make it your own, and show off your personality.

★ RECORD YOUR VIDEO

While you can use your phone, video conferencing software like Zoom is the easiest way to create a monthly market update video without all of the hassle. Just don't forget to record it!

CREDIBILITY
ONGOING EDUCATION IS
IMPORTANT TO BE YOUR CLIENT'S
EXPERT ADVISOR ABOUT
EVERYTHING REAL ESTATE.

MORE CONTENT IDEAS

About Me - everyone should have this video! It can be placed on your website and highlighted on your social media. Consider this your introduction to new clients.

Private Listing Walkthrough - This does not have to be professional—just grab your phone and start talking as you show people through the home, and highlight unique selling points.

Interview an Expert - Grab your favorite industry pro, whether it's a closing agent, lender, inspector, or contractor, and ask them to offer insight on their expertise. This gives you both great visibility and shows you are a professional and fun to work with.

Neighborhood Videos - This is a great opportunity to establish yourself as a neighborhood expert. Talk about why the schools are great, the best dog park, or even the history of that old building on the corner, and so on.

Community Events - Take advantage of the community events you are involved in by filming and sharing them! People love to see others contributing to their community, and this can help show how much you care.

The Closing Table - Ask happy buyers if they would mind if you added them to your weekly “congrats” video for social media. Make sure to get their “handles” so you can tag them when you post it. Same for sellers.



Local Business Reviews - This should be more of an ongoing series, rather than a one-off video. Visit local businesses and

talk about your favorite dish, or how they are involved in the community, or interview the owners. Be sure to get permission if you are filming in their facility!



Office Events - Give some insight to viewers about your daily life as an agent, such as sales meetings, morale events, or even highlighting your team members.

Make a video for new clients introducing who you are!

Homeowner Tips - There are so many opportunities with this one. Talk about seasonal tasks (use the quarterly report we provide), remodeling and improvement advice, and so on.

Tips for First-Time Buyers - This could be a series, since it's a broad subject.

Client Shout-Out - keep a record of your clients' birthdays, and randomly give them a shout-out. Or, celebrate life events such as marriage, or welcoming a child.

More ideas for you to try:

- Introduce Your Pet
- Why Hire an Agent
- Open House Announcement
- New Listing Announcement (Make sure it's officially listed)
- Client Testimonials

TIPS FROM THE PROS

Get Permission. If there are others in your video (at an open house, for example), make sure they are aware you're filming, and what you'll be using it for. If they don't want to be included, make sure you edit them out.

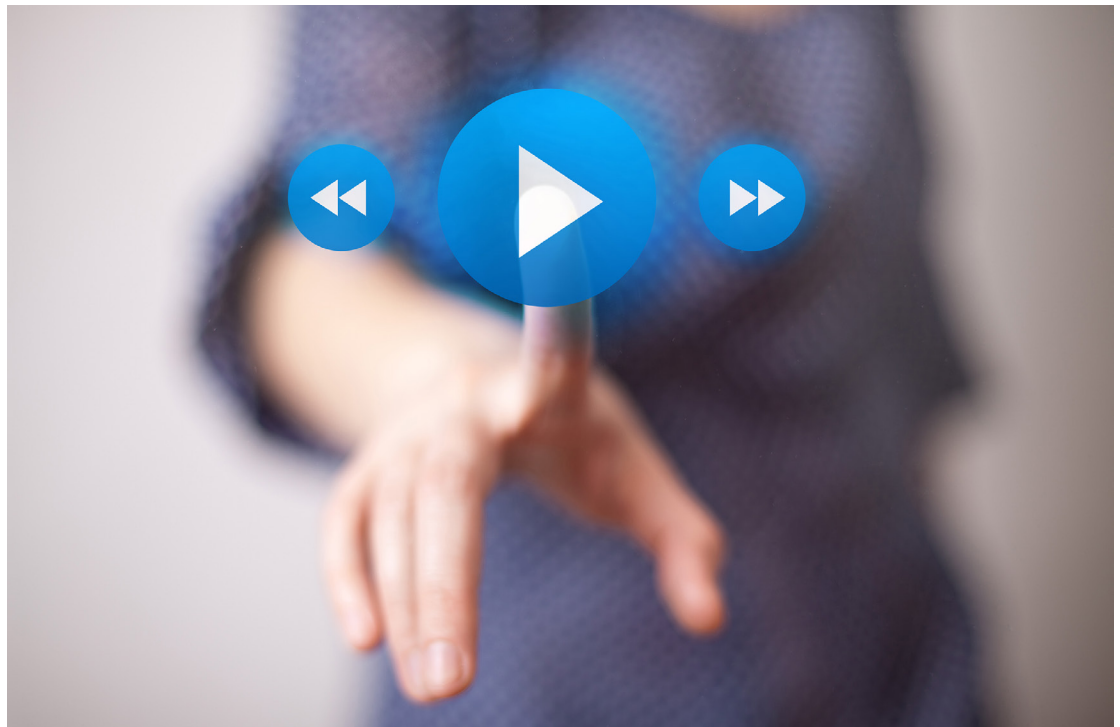
Shoot the standard. You will shoot for most platforms with your phone in landscape mode (sideways/horizontal).

Hiring A Pro. Sometimes you just need to hire a professional. A live walkthrough of a million-dollar listing is relevant and fun, but posting that as the official listing video won't work. In this case you'll need to hire a professional. You may also want to hire a pro to help you film and edit your "About Me" video (pg 12).

REMEMBER! DO THESE THREE THINGS, AND ULTIMATELY YOU WILL BE SUCCESSFUL WITH CREATING VIDEO.

1. **Just be yourself and let your personality shine through without selling.**
2. **Stick to your content strategy.**
3. **Be consistent!**

In some situations, hiring a pro might be a better option for video quality.



SHORT “SELFIE” VIDEOS



This style of video is quick and popular on social media. While informal, it's made to make people see who you are as a person, not just a professional in your field. These videos would work best for intros, talking about a pet or your family, community events, or topics you can cover quickly.

Outline the Content

Selfie videos can be spontaneous, and those are often the funniest ones. However, if you intend on relaying information or talking about something more serious, jot down the points you want to make and practice them before you start shooting.

Make sure you have good lighting!

Poor lighting makes even a selfie video look very amateur and it's just not the best representation of you! Natural lighting is the best, but if you are indoors, turn on all the lights and do a test run to see what your video looks like. Ring lights can make all the difference.

Choose a good angle!

While there isn't a right angle, just be conscious of the angle at which you are filming yourself. This can

make a world of difference in how the content translates to your audience. A lower angle can you make more relaxed, a higher one is better with funny content. Just make sure it's flattering.

Don't Forget the Background

The background of your video can totally distract your viewers! Make sure it's not cluttered, appropriate for what you're saying, and adds, not takes away, from your video.

Keep It Short

Selfie videos work when they are short. Try to be as engaging as possible in the first few seconds to prevent people from scrolling away. Then, keep it short and to the point so that they'll remain for the rest of the video.

Audio Quality Is Important

If you intend on speaking in the video, be clear and concise with your words and pronunciation—few people are going to be willing to watch the video again if they've missed something. And make sure you're not blocking your device's mic while holding it. Better yet, it might be worth investing in a lavalier microphone.

Also, be conscious of any background noises and sounds. If you are filming at home and have barking dogs or noisy children, it can distract your viewers.

Practice!

You don't have to get it perfect the first time. Do a first run through and look at lighting, angles, audio, and your energy level.

CLIENT TESTIMONIAL VIDEOS



Yes, you can have testimonials on your advertising and bio pages in your marketing materials but a testimonial video allows for a lot more information.

A testimonial video is one of the best ways to build credibility and trust with potential buyers because it gives them a firsthand glimpse of what your past clients think about you.

Some of the questions you can have happy clients answer in a testimonial video:

- What were some of the challenges you faced when buying your home?
- How did you learn of us?
- What's life like after moving to your new home?
- Would you recommend us to others, and why?

**PAST CLIENTS
TALKING ABOUT
HOW MUCH THEY
ENJOYED DOING
BUSINESS WITH
YOU IS A STRONG
MARKETING TOOL.**

HELPFUL RESOURCES



Get ideas from others.

Here's a list of websites, apps, social media handles and podcasts to give you ideas for content and what other Realtors in industry are doing. Use it for inspiration to help with your videos and content!

VIDEO EDITING APPS

LumaFusion, VSCO, Inshot, Splice, VideoLeap, Kinemaster, CapCut, Prequel

PODCASTS

Hustle Humbly.
Real Estate Rockstars.
Keeping It Real.
The Level Up.
YES Talk.
THE FINEST AGENTS: Dominate the Real Estate Market.
The Tom Ferry Podcast Experience.
Agent Rise with Neil Mathweg.

SOURCES: KEEPING CURRENT MATTERS

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SOCIAL

f **Pages:** @rismedia @realtors @realestatetrends
Groups: National Association of Realtors®
Secrets of Top Selling Agents
Real Estate Success Principles

ig @tomferry @chelsea.peitz @gogorealestate
@jasonpantana @kevinwardnow

in **People:** Bill Gassett, Christophe Choo, Chris Linsell
Groups: Real Estate Professionals Group

td @theferryfitzgerald @tatlondono @joshflagg
@heider_realestate @investarters

There are many more, but these lists will get you started!