

YOUTUBE 101



A GUIDE FOR REAL ESTATE PROFESSIONALS



Why YouTube?

YouTube remains the second-largest search engine in the world—right behind Google. With billions of users and massive daily watch time, it's where people go to learn, research, and make decisions. In fact, over a third of global mobile traffic still flows through YouTube, making it one of the most powerful platforms for visibility today.

Why YouTube for Real Estate Agents?

YouTube helps agents build trust, showcase expertise, and stay visible online. From home tours to market updates, videos give buyers and sellers a more personal connection—while continuing to generate views and leads long after they're posted.

YOUTUBE BASICS

How To Start

To get started on YouTube, first create or sign into a Google account, since YouTube is connected to Google. Then create your YouTube channel, add a profile photo and basic info, and you're ready to start uploading videos directly from your phone or computer.

Equipment

- Smartphone with a good camera
- Tripod or phone stabilizer (gimbal)
- Wireless microphone for clear audio
- Ring light or portable lighting
- Simple video editing app (CapCut or Canva)
- Optional: Drone for aerial property shots

Content Ideas

- Property tours and walkthroughs
- Neighborhood spotlights
- Local market updates
- Home buying and selling tips
- "Just Listed" and "Just Sold" videos
- Behind-the-scenes day in the life content
- FAQ videos answering common client questions



Did You Know?

About 73% of homeowners say they're more likely to list with an agent who uses video in their marketing.

Source: amplifiles.ai

SHORTS VS. VIDEOS



YouTube Shorts

- Quick and easy to create
- Great for increasing reach and visibility
- Ideal for trending content and fast engagement
- Perfect for property teasers, tips, and behind-the-scenes clips
- Helps attract new viewers to your channel

Long-Form YouTube Videos

- Builds trust and credibility with viewers
- Better for detailed home tours and market education
- Performs well in YouTube and Google search over time
- Keeps viewers engaged longer
- More effective for generating long-term leads and client connections

HELPFUL TIPS



Helpful Tips

- Consistency matters more than perfection
- Video helps build trust before clients ever contact you
- YouTube videos can continue generating leads for months or years
- Use searchable titles and thumbnails to improve visibility
- Cross-post videos to Instagram, Facebook, and LinkedIn for more reach
- Focus on being helpful and authentic rather than overly sales-focused
- Include your contact information and website in every video description

Accounts To Follow:

@KarinCarr

@TomFerry

@KatieLance

@KyleHandy

@EnesYilmazer

