

5 KEYS TO GREAT REAL ESTATE VIDEO

5 KEYS TO START CREATING REAL ESTATE VIDEOS TODAY!



The real estate industry is changing dramatically. It's no longer about getting the lead, getting the listing, and closing the deal.

It's about your ability to not only understand what's happening in the housing market then educating and advising your clients. Your job is not to be salesperson; it's to be an advisor.

We used to say 'Those who list, last.' Now we say 'Those who advise, survive.' (It may not be quite as catchy, but it's 110% true.)

Video is a unique opportunity for you to educate and build trust with buyers and sellers, shape your brand, generate leads — and grow your business.

Real estate is a numbers game in many ways, but 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 crazy 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 using video.

We all know video is effective. We all know it's the future. So, what's holding you back from leveraging video in your business?



A single minute of video content is estimated to be the equivalent of 1.8 million words.ⁱ Plus, homes listed with video get four times the inquiries,ⁱⁱ and 90% of customers today say video helps them make buying decisions.ⁱⁱⁱ

Video is a unique opportunity for you to educate and build trust with buyers and sellers, shape your brand, generate leads — and *grow your business.*



- Maybe you're not comfortable on video? (It can be scary, we get it.)
- Maybe you don't have time to make videos? (There's never enough time in the day, right?)
- Maybe you simply don't know what technology to use or how to use it? (Where do I get a microphone? What kind? How's this video software work?)

We've heard these pains time and time again from agents who want to use video, and we're here to help you get started creating great real estate videos to grow your business TODAY.

In this eGuide, we'll give you:

- The 5 keys to creating killer video content
- 3 examples of videos that you can make right now
- The tips and tricks to simplify your video marketing

So the time for stress and confusion over video is over – the time for action and growth is now! Regardless of your experience and technical abilities, once you read this eGuide you'll be on your way to creating videos that educate, inform, motivate, and build trust with your prospects and clients.

So let's get started!



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5 KEYS TO KILLER VIDEO CONTENT

EDUCATE YOUR CLIENTS. GROW YOUR BUSINESS.

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

But, what makes a great video?

There are five keys that every video should include in order to truly engage viewers — and get the best results for your business.

1. Choose a Relevant Topic

It probably sounds obvious, but is absolutely essential.

Focus on topics that educate, build trust, and boost your credibility. Silly videos about your cat or a funny meme may be charming, but they're not exactly establishing you as the expert advisor your prospects and clients need.

Choose topics for your videos that:

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

Some example topics include:

- Updates on the housing market (inventory, sales price, etc.)
- Recent changes in interest rates and the impact they have.
- Your latest listing or open house.
- The steps for getting a loan.
- How to price your home properly.
- Tips for getting your house ready to sell.



Focus on topics that educate, build trust, and boost your credibility.

- Common questions first-time home buyers may have.
- Highlights around your community/area.
- Some of your personal background and expertise.

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.

So 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.

You can find types and real-life examples of videos in the next section.

2. Include Insights & Takeaways

Your videos must do more than just share information and facts. Clients no longer need us for information regarding which homes are for sale or what houses in their neighborhood sell for. They can easily find that information themselves.

Your videos should include insights, takeaways, and advice on whatever topic it is you're covering. Think about how your topic impacts your audience and what it means for them. Make sure those insights are included in your videos.

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. Is inventory up or down? And what does that mean? How does it impact your audience? Is it a buyers market or a sellers market? Does this information mean it's a good time to sell or not?

Creating and sharing your own videos positions you as the owner and expert of the specific topic at-hand. So create videos about topics you want to be known for, or that you have a unique understanding of, and share your insights.

For example, are you especially knowledgeable about first-time home buyers? Or helping empty-nesters downsize? Video is your opportunity to stake a claim to exceptional expertise. Have an angle on a topic, and support it with data and your experience.

3. Target a Specific Audience

The next to think about is 'Who am I talking to?' The best videos address a specific audience or group of people with information that's directly relevant to them or provides a solution to a pain or challenge they have.

Here are some specific audiences to consider:

- First-time homebuyers / renters.
- FSBOs



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

- Move-up buyers.
- Downsizing Baby Boomers.
- Expired listing sellers.

Most real estate professionals have a few different ideal clients — but each video you create should focus on one of them.

When you have a specific type of client in mind for your video, your video creation process becomes much easier. You can use language they'll respond to and address their situation more specifically.

Conversely, creating a video for an audience of “everyone” guarantees you'll connect with no one.



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4. Include Captivating Visuals

Quality videos with captivating visuals create a visual stopping point on a webpage or newsfeed, making it more likely that your potential clients will stop on the page and listen to what you have to say.

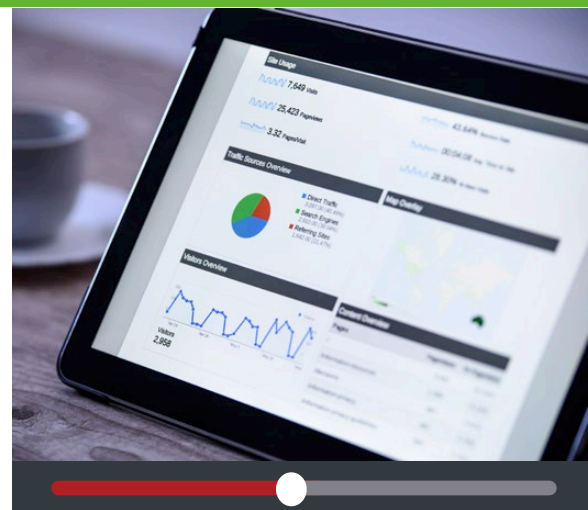
So make sure you add elements of interest to your videos whenever possible. A “talking head” doesn't keep viewers' interest for long.

Use local neighborhoods, communities, historic buildings, public art or dramatic natural backdrops as scenery for your video. Not only will this provide visual interest and keep viewers more engaged, it will also showcase your deep knowledge of your locale. A smartphone is all you need to capture the sights and sounds of your area.

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

And for those uncomfortable on camera, using charts, graphs, and other reports to demonstrate your topic while providing narration or commentary allows you to still provide great value while staying off-camera. There are several free and inexpensive services that provide animation and other visuals for a clean, professional look without requiring any filming. Some of these include Windows Movie Maker, Camtasia, Lumen5, or PowToon.

Or you can leverage professional videos from a service like KCM, with one new done-for-you video per week covering the latest insights on the housing market using a mix of animation and live footage (with no work on your end!).





Brand goes beyond your logo. It is the “hook” that makes people stop and ask for your business card.

5. Brand the Video for That Personal Touch

Whether you make your own videos or source them from somewhere, make sure they’re personalized with your branding. This will keep you at the top of viewers’ minds and improve the overall quality of your videos.

Brand goes beyond your logo. It is 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 in your marketplace.

How do you differentiate yourself from your competitors? What service can you provide better than any other real estate professional in your area?

There can certainly be visual elements to your branding (maybe you always wear a hot pink blazer), or verbal (maybe you have a strong accent and you’re in a locale where that stands out, or maybe you have a memorable catch-phrase).

No matter what, however, every single one of your videos should include your name, a professional photo and contact information.



3 TYPES OF VIDEOS YOU CAN MAKE RIGHT NOW

Now that we've gone over the 5 keys every video should include, let's talk about some of the different types of videos you could make.

We often hear from our KCM Members that they don't know where to start, what to say or what to do with video, so we made this as easy as possible. We're simply going to check out what's already working for other real estate advisors.

There are countless types of videos you can create to educate and engage your clientele — and diversifying your videos is a great way to keep viewers interested in clicking the Play button.

Let's explore three different types of videos you could use in your business.

1. MARKET UPDATES


Market update videos tackle relevant issues happening in the housing market — and they're one of the fastest ways to be seen as a go-to expert. You're already keeping up-to-date with what's happening in the market — share your research and insight with quality videos.

Here's an example of a market update video from one of our KCM Members, Clayton Gits. Clayton took a blog post included in his KCM Membership and recorded a quick video on the same topic. The blog post basically gave him the script, and he added charts and graphs from KCM to illustrate the insights.



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VIDEO EXAMPLE
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Another KCM Member, Michael Smarcz, prefers to share his housing market update videos that come right out of the box with KCM's Personalized Videos with little to no work on his end:

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VIDEO EXAMPLE 
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Video can do some
of the heavy lifting
for you by addressing
several of these
objections head-on.



Michael gets four new videos each month from KCM that cover key insights on the housing market and are personalized with his name, photo, and contact information (with no work on his end!). Plus, he sometimes chooses to add a quick intro or a voiceover to the videos to brand himself even more strongly as the market expert.

(If you're one of the agents who isn't using video yet because you're uncomfortable on camera, KCM's Personalized Videos might be the perfect fit for you. You can learn more at www.keepingcurrentmatters.com/video.)

2. COMMON BUYER/SELLER QUESTIONS & OBJECTIONS

Real estate professionals all tend to get the same questions and objections from clients over and over again, no matter the time of year or how long you've been in the business...

"Where is the market going?"

"Shouldn't I wait until Spring to sell?"

"Why should we hire an agent instead of selling our home ourselves?"

And by now, you likely have your go-to responses to answer these questions (and the other 500 you get every day).

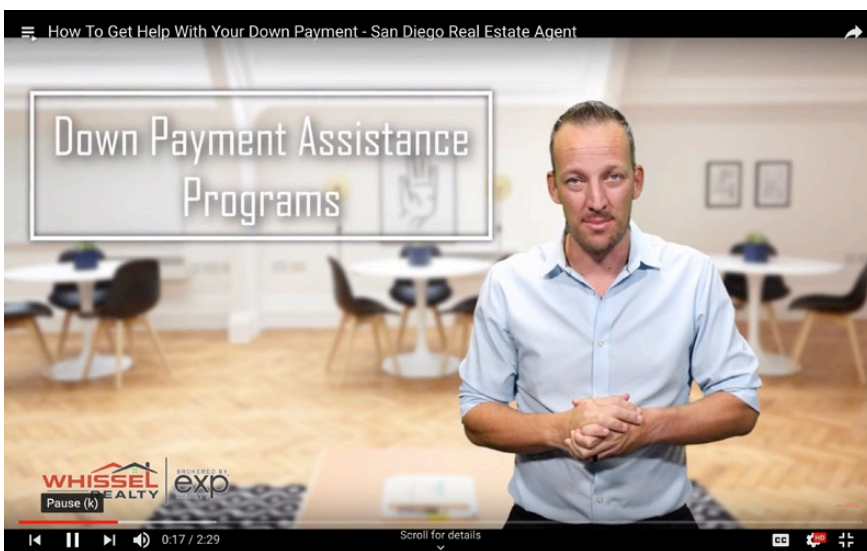
Video can do some of the heavy lifting for you by address several of these objections head-on.

In this example, the video talks about myths that are holding potential buyers back from purchasing a home — a highly relevant topic these days with home affordability becoming more of a challenge and interest rates on the rise.



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This next example from KCM Member, Kyle Whissel, explains how his prospects and clients can get help with the downpayment on their house. A topic like this is at the top of mind for many buyers, particularly first-timers and renters, and immediately establishes him as the expert.



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This video hits all 5 of the keys we talked about earlier – it covers a relevant topic, uses insights to disprove the myths, targets a specific audience, has strong visuals and features his brand.



3. INTRODUCTION OR INTERVIEW

An introduction video is a fast and friendly video that introduces you to people who don't already know who you are — or gives a refresher for those clients you haven't interacted with in a while.

While it's always good to put on a professional presentation, and you want to be perceived as the trusted advisor, it's also important to balance that with being human. It's your human side that viewers will connect to in an introduction video.

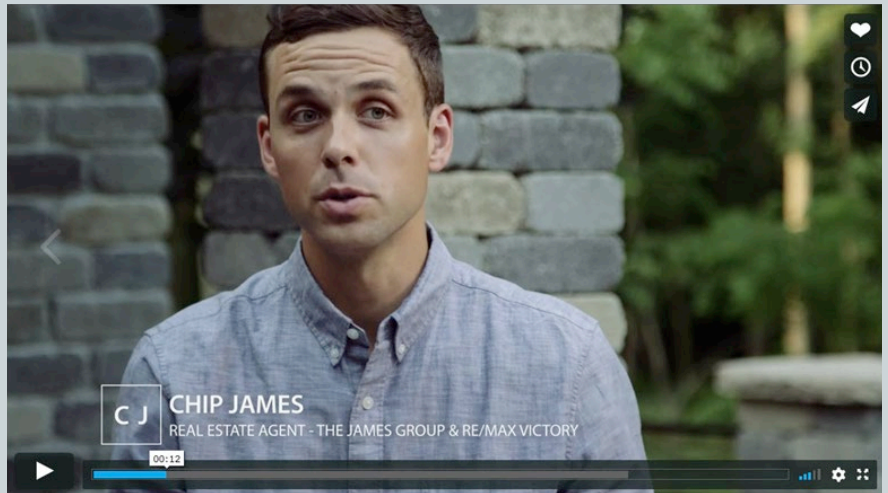
Take time to mention your background story, hobbies and interests — or invite your dog into the shot with you! (Note: this is different than posting a silly video of your dog alone.) Allow your audience to develop a connection with you that shows your personality and motivation behind the great work you do!

Here's an example from Chip James in Dayton, Ohio that strikes a nice balance between personal and professional:



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VIDEO EXAMPLE

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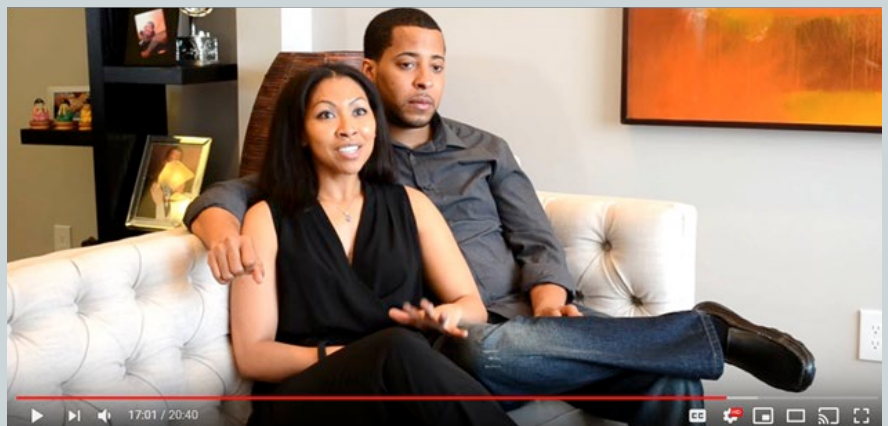
An interview video, on the other hand, is a video that focuses on the people you interact with on a daily basis: buyers and sellers, other real estate professionals, mortgage lenders, architects, construction company owners.

Interview past clients or current partners and encourage them to talk about their personal experience with you.

Here is an example from Beverly Meaux in Morristown, New Jersey (though we do recommend a much shorter length than this — which we'll cover in the next chapter):

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VIDEO EXAMPLE

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GET STARTED WITH VIDEO TODAY!

Now you've got everything you need to start making videos that educate, inform, and motivate your audience. So go get started – right now!

You don't need to hire a commercial videographer for every single video you create, or pay for commercial-grade video hosting. All you need is a smartphone or an affordable video service, combined with a desire to educate your clients.

Yes, you should be professional. Each video represents your business. But be comfortable and human in front of the camera, too. It's okay if you stumble over a word. Smile and keep going. Each video you create will be easier than the last, until you feel totally natural in front of the camera.

Or choose to leverage video options that don't require you to be on-camera, that's okay, too. KCM Member, Annie Allen, was thrilled when we released KCM Video because it allowed her to leverage video in her business effectively without needing to create her own videos:

If you want to get the benefits of using video in your marketing without the time and labor that goes into creating them, KCM Video is perfect for you.



"LOVE the videos, so helpful, KCM! I will sleep better at night without 'no-video guilt' now!"

- Annie Allen, EXP Realty

Video is one of the most effective and efficient marketing tools real estate advisors have today. And because so few people are using it, video gives you a competitive edge like no other.

And if you've got no time? No problem. That's why we started providing videos for agents. You have so many things to do in a given day, and time should not be the reason you aren't leveraging video in your business. Video is too powerful and too effective for you to miss out because you're short on time.

If you want to get the benefits of using video in your marketing without the time and labor that goes into creating them, KCM Video is perfect for you.

We research what's happening in the housing market then compile the most important insights into 60-90 second videos for you to share with your prospects and clients. Every video comes personalized with your brand and can be used across all of your promotional channels.

REFERENCES

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