



1. Personalized Videos

Ideas for Personalized Videos You Can Send via Email

- Private listing walk-through videos
- Explainer videos for the buying or selling process
- Answering specific questions your lead or client asks
- A quick explainer for a group of listings you just sent them
- Walk-throughs of downtown or local shopping areas
- A summary of local school districts

Tips & Tricks for Recording Personalized Videos for Email

- Keep personalized videos under two minutes long
- Only try to answer one question at a time in your videos
- Invest in a decent quality microphone
- Use a tripod to stabilize your personalized video

How to Send Personalized Videos via Email

- Cloud HQ



- Bombbomb
- Loom

2. Engaging Listing Walk-throughs

Tips & Tricks for Recording Engaging Listing Walk-throughs

- Hire a pro (even if only for the editing)
- Have a game plan
- Invest in a stabilizer for your phone
- Invest in a high-quality microphone
- Write a script
- Shoot some practice walk-throughs
- Schedule your video for a sunny day

3. Educational Real Estate Videos

Ideas for Educational Real Estate Videos

- First-time buyers introduction to real estate
- Neighborhood guides
- Closing costs explainer videos
- Explainer videos for the buying or selling process



- Explainer videos on making offers
- Condos vs co-ops explainer video
- Homeowner association (HOA) explainer videos

Tips & Tricks for Recording Actionable Educational Real Estate Videos

- Invest in a high-quality microphone
- Break up complicated topics into multiple videos
- Use graphics and charts
- Write out your scripts before you start shooting

4. Agent Introduction Videos

Tips & Tricks for Recording Agent Introduction Videos

- Invest in a professional editor
- Don't just recite your agent bio
- Talk about your family or personal life
- Add music
- Invest in a high-quality microphone



- Don't improvise, write a script
- Have a friend or fellow agent preview your video before you post it
- Smile!

5. Drone Listing Videos

Tips & Tricks for Recording Inspiring Drone Listing Videos

- Focus on creating emotional moments, not showing off details
- Make a shot list before the shoot
- Make sure you are licensed to use a drone in your state
- Heed all safety precautions
- Consider hiring a professional drone photographer
- Save the drone videos for high-end listings
- Use drone videos to show the property lines



6. Facebook Live Videos

Tips & Tricks for Recording Facebook Live Videos

- Take them behind the scenes of your day-to-day
- Show off a sneak peek of a brand-new listing
- Record a live tour of a pocket listing
- Talk directly to your audience
- Boost your Facebook Live to get a larger audience
- Think of your Facebook Live videos like a live show
- Try to stay on camera for at least 15 minutes
- Keep the commentary flowing and avoid dead air
- Include the listing agent or a fellow agent in the video to give you someone to engage with

7. Local Neighborhood Tour Videos

Tips & Tricks for Recording Local Neighborhood Tour Videos

- Plan your route
- Don't shoot from your car
- Hire a decent videographer



- Make sure the sun is not behind you when you shoot
- Use a professional microphone with a wind deflector

8. Persuasive Client Testimonial Videos

Tips & Tricks for Recording Persuasive Client Testimonial Videos

- Approach clients for a video testimonial a week or so after closing
- Consider combining your introduction video with some client testimonials
- Try to shoot all your testimonials in the same place
- Give them a script to follow when writing and reading their testimonials
- Combine three or four short testimonial videos into one