



Real Estate Video Study

2019

Why Realtors need to use Video Marketing for Properties

“85% of buyers and sellers want to work with an agent who uses video.”

If you're not using video as a marketing tool, you're missing out. Real estate continues to grow and the market is getting more and more crowded. Trying to stand out doesn't require reinventing the wheel. In fact, it only requires looking at what is working and implementing it in your own business.

In that regard, video marketing is the key.

I've worked with a lot of realtors and often notice that a big struggle is getting seen in the jungle that is the online world. Digital marketing is becoming increasingly important for businesses, especially those in real estate.

Getting your brand and listings in front of those looking for an agent is becoming more difficult.

Community events, open houses, and client visits will only get you so far. If no content is created, the online world doesn't know it even exists.

Being found online and growing your presence requires you to take action and alter your regular process. A golden opportunity in that regard lies in video content. There are many different ways you can leverage video content (some of which I'll dive into below) but there is one method that has the best impact and that is through listing videos.

What are listing videos/virtual tours?

Listing videos are the bread and butter of real estate content.

They are an effective way of showcasing a property through the eyes of a prospective buyer. Buyers won't have to guess whether the listing images are up to date. Nor will they have to hope that the room is as spacious as it looks in the image.

These videos offer a way for your buyers to actually see the property, further allowing them to make an informed decision as to inquire or not. Being able to nurture your leads at the top of the funnel whilst simultaneously providing an engaging opening for new leads is invaluable.

On average, people spend **2.6x more time** on a page with a video than without. That extra time could be just enough for a buyer to come to a decision, rather than surf for other options. Aside from this, there are some major benefits of implementing video content into your digital strategy.

5 Benefits of using video content

#1 - It Drives Traffic to other channels

There are a lot of realtors with great properties on the market. If you are looking to be the first choice, you have to stand out from the rest AND consistently be in front of them.

New leads are the lifeblood of any business but for realtors, the same can be said about their existing database. Trouble is, if you have no content readily available then it doesn't matter where the prospect is in the funnel. If you have no content to show to them, they aren't going to remember your brand and what you have available.

87% of video marketers said that video has helped them divert traffic back to their website. It's easy to see how that could have an incredible impact on the ROI of focusing on social content. Getting your brand and listings in front of those looking for an agent is becoming more difficult.

LinkedIn, Facebook, and Twitter are all pushing more video content as their preferred content on the platform. Not to mention that you have direct access to other channels like Youtube and Vimeo for video-specific content.

All of which can be linked back to your landing pages and/or the main website.

An often overlooked benefit in this regard is the ability to make your email marketing more appealing to your prospects. No one likes opening an email with 5 long paragraphs of intimidating text.

Videos can offer a welcome reprieve from the usual spam emails that your audience receives from other realtors. In fact, emails with videos **increase clickthrough rates by 96%.**

#2 - You can receive more inquiries

Did you know real estate listings with videos receive **403% more inquiries** than those without?

You read that right... 403%.

Imagine what a 400% increase in inquiries could do for you and your business. While you aren't guaranteed to get that much increase, it does show how impactful video is on consumers.

Why isn't everyone doing this if the ROI is so good? Consistency.

To see the full impact of video content, you have to do it consistently. Doing property showcases through video listings is a great way to help the consumer feel at home.

Many realtors will only create video content when they have to sell something. The main rule of sales is that people love to buy but hate being sold to. If you're consistently pushing sales content

on them, they may steer clear of you and find another agent that has a bit more personality.

If you want to bring more inquiries through, you should incorporate video content into your overall strategy. Focus on helping and building your community, providing engaging video content and being consistent with listing videos.

#3 - It saves time & money

Have much time and money have you wasted travelling to and from showings?

There is no guarantee that once you make that journey, you will land a sale. How frustrating is that! The main issue here is that there is no way for the prospect to get a detailed understanding of the exterior/interior of a property.

Sure, they can view images but it can be hard to judge depth and size when you're looking at a still frame.

Virtual tours and listing videos help to solve this core problem.

Prospects will now be able to see everything they need to and all you need to do is upload the video to your site. This process also helps weed out those that are serious from those that aren't.

These videos can also be sent as links to clients you are already communicating with. Save them the hassle of searching by sending the link right to their phone.

#4 - Most realtors aren't currently doing it

In 2012, only **15%** of agents were using video marketing. Fast forward and that figure is sitting closely around **30%**.

That leaves 70% of realtors either wanting to use video content or don't. That is a big open market for those that are leveraging video content to take over. One way to get a step on your competition is to do something they aren't and stand out above the crowd.

Imagine this scenario - You're looking for a new property and stumble on two different realtors websites.

The first has:

- Engaging video content on the home page
- Each listing page has a unique virtual tour video
- Their social media pages have an array of short, engaging videos done professionally
- Their social media pages are up to date and have new content each day
- The content shows a lot of personality

The second has:

- A short video on the home page
- Listing pages with a few images and a lot of text
- Their social media pages have the occasionally short video shot on a shaky smartphone
- Their social pages are full of sales content but nothing else

At face value, which would interest you more? For me, it's the first. Why?

There is a lot to be said about realtors that step up their game and look to provide consistent, high-quality content. It tells the consumers that you are going the extra mile to make sure they get the best experience possible.

That alone can turn heads and get your pages noticed.

#5 - It gives you a chance to show, not tell

There is so much that goes into a great property. It can be difficult to convey that beauty through text alone. You can explain features, layout, environment, feel, light and so on directly but nothing beats actually being able to see it for yourself.

There will be those among your prospects that immediately distrust what is written on a listing page. After all, it's meant to coerce them into making a purchase.

If a picture is worth a thousand words, how much would a video be worth? The only way to alter these perceptions is to show, rather than tell. According to Retail Dive, **72% of consumers** prefer videos to text when receiving branded marketing information. Showing that, if given the option, they want to be shown, not told.

There are many cost-effective ways to craft engaging, compelling videos. You can even use your smartphone for shorter, personality-filled videos. For property listing videos, I would always recommend hiring a professional to film and edit the piece. Primarily because these videos have the potential to skyrocket your ROI if done correctly.

Unfortunately, bland words on a page just won't cut it anymore. As consumers, we are adapting to the changes in technology and as a realtor, keeping up to date and top of mind should be a top priority.

\$990,000 in 2 weeks

Understanding the benefits of leveraging video content is useful in highlighting the many outcomes that can be achieved through that form of media.

However, in the real world, benefits are only part of what makes a strong ROI.

Gaining traffic to various platforms, more engagement on your social channels and the ability to stand out don't mean anything if there is no conversion. I have worked with many realtors both with strategizing about video content and creating it for them.

There is no better example to show the power of video content than the results I saw working with Spinnakers Reach Realty. We were hired to do a 1-person video walkthrough of one of their amazing properties in Emerald Isle, NC.

Once completed, Spinnakers listed the property on the market with the video following the subsequent day.

It's was a fairly long video for a simple property showcase...about 6 minutes. Yet, a video like this leaves no room for imagination or questions about the validity of the listing. Such a comprehensive walkthrough allows the buyer to make an informed decision (or create an informed perception) before contacting the realtor.

And that's exactly what happened.

Within 1 week of the video being up, Spinnakers were contacted by an individual that currently lived hundreds of miles outside of the state the property was located. After watching the video (not seeing it in person) they made the decision to purchase the home. The home itself was valued at \$990,000.

This was one of the fastest turn-arounds Spinnakers had seen as far as posting any media online. In total, it took 2 weeks for the property to be purchased, solely from that piece of media alone.

Now, could that have happened without the video? Potentially.

However, given the individual currently lived hundreds of miles away, it would have been more time consuming and costly for them to arrange a viewing on a property so far away. After all, most people don't make purchasing decisions on images alone.

What turned out to be a quick sale could have easily been weeks and weeks of waiting without that piece of video content.

Other ways to leverage videos to attract new prospects

While we have seen the impact listing videos can have, there are different ways that you can leverage video content for a similar effect. Here are some other ways you can leverage your video content:

Client Testimonials and interviews

Nothing says a job well done like a testimonial.

A video testimonial goes the extra mile in delivering an authentic, accurate representation of the work and results. Word of mouth is often the most powerful referral tool and having that as an engaging piece of content can work wonders.

They are easy to consume and can be used for any platform. A sneaky tactic is to take testimonial videos and use them as content for your ads. If you are planning on investing in Facebook ads and/or Youtube ads for your business, there is no better option than repurposing these testimonial videos.

Formal interviews are great for creating a structured, professional-looking video. Yet, don't discount the possibility of getting a quick video with a happy client if you think the opportunity may not present itself again in the future. Quick videos (handheld) can be a great way of showing authenticity to your audience.

The only downside to using testimonials is if you use them too frequently. Most people are becoming savvy to the way of the online marketer. Testimonials are tools used to sway opinions, convince someone to reach out and reassure those looking to contact you, that you are the real deal.

Too many of these posts and your audience will catch on & potentially feel like they are being sold too.

A way around this is to spread out your testimonials and filter in some regular interview-style videos. These can be with professionals working in your area that play a role in real estate, businesses close by to your property locations and even buyers and sellers you've worked with.

These are a great way to add more personality while maintaining professionalism

Educational Videos

People appreciate those that go the extra mile.

It's uncommon, in my experience, to see realtors educating their audience. Your next ideal client has a lot on their plate when considering everything involved in purchasing a new property.

Providing educational content with the purpose of aiding your audience not only helps keep you top of mind, but it could also be the cause for them buying a property from you in the future.

Educational videos can come in many different forms. The most common is via direct how-to's, guides, and general information that your audience needs to know.

How to save the most efficiently for a new home, how to make sure a house is a right fit for you, how to do your research, how to know if your agent has your best interests, and so on, these are some great topics that not only provide key information, but they also show your expertise.

Remember that educational videos are about providing support, not making a quick sale. People will quickly lose attention if you are pushing your services every minute of your video.

Once you have provided valuable content, close the video with a call to action. Generally speaking, we are much more likely to take action when we feel as though we have had our problem solved.

About us/me Videos

Does your audience know who you are?

Nothing adds personality quite like an about me video. It's a chance to talk directly to your audience and let them into your world. There are thousands of realtors but your audience wants to know why you're different.

Why should they choose you over other popular options near them?

About us videos can be collated from various videos you have. Perhaps these are property listing videos, videos of your community, and/or still images of locations you cover. You can add a short section where you speak directly to your audience about your experiences, background, and passions for added personality.

A tip I like to recommend is to take a look at the marketing material you currently have online. If you have an about us page, social media bios, or content talking about who you are, then you can repurpose it to your advantage.

Take the information from these sources and pool it together to create a script. Make small edits and tweaks to the vocabulary to fit your regular spoken vocabulary and you have saved yourself a ton of work.

Community Videos

Community videos are underutilized and are not something I regularly see. Yet, they are so powerful.

Every homebuyer has a lot to consider when purchasing a home. They may compromise slightly on aspects of their potential new house, but they will not give the community the same notion. In many cases, the community and location are more important than the home itself.

Accurate, up to date information about the community can be invaluable to buyers. A growing family may love the house but if the community is a predominantly youth business area then they won't feel truly at home. Especially if there are no nearby schools.

You can spend time explaining the location on listing pages but text alone will never do a community justice. This is where video marketing excels.

If you have multiple properties in one area (and you are close by) you have a big opportunity to make your brand more audience-focused.

A community can be broken down into 3 areas:

1. What's available?
2. What is the area known for?
3. What are the people like?

What's available is crucial knowledge for anyone moving into the area. What shops will they have access to? Places to eat? Public services? Nearby businesses and so on. This presents an amazing opportunity for you to create videos of the surrounding area. Potentially even interviewing business owners and creating a real sense of community in your content.

What is the area known for? This covers anything that will draw people in. Perhaps there is a well-known restaurant in the area or you are near a beach that has an amazing view.

These are elements that bring a community together, centralized on one theme or scenic area.

What are the people like? No doubt you will have met people you just don't get along with. For buyers, it's critical that they fully understand the community. What is the predominant age group? Are there other families in the area or is it more a tourist/vacation location?

Providing this knowledge can also save you wasted time and headaches.

With this knowledge, buyers that aren't interested in moving into that specific community are less likely to reach out for a viewing. While this seems like a negative, it is likely that they would not purchase anyway, saving you time and money on travelling to showings.

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Case Study:

Spinnakers Reach Realty | 9918 MB Davis Ct, Emerald Isle, NC 28594

Thank you for reading!

For more information on implementing strategies found within this article.

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