



AN AGENT'S GUIDE TO VIDEO FOR REAL ESTATE

plus examples to help you get started today





“There is no better way to create an emotional connection with the consumer than putting somebody on camera and having them talk about things that most people won’t know about.”

-James Dwiggins, CEO of NextHome

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.) 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.

In this eGuide, we’ll show you how to make easy and effective real estate videos that will do just that.

Let us introduce ourselves...

What do we know about video marketing?

For over 10 years, we've been helping agents like you simplify the market and amplify their marketing with the latest housing data insights and personalized, easy-to-deliver content.

At KCM, we believe knowledge is power. That's why our innovative approach to educational content and real estate marketing helps agents become more confident and stand out as the market expert.

That way you have time back in your busy day to focus on what matters most: *your clients*.



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THE #1 MARKETING TOOL FOR AGENTS

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 doing it.

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?

Let's Look at the Facts

1 minute

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

85%

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

93%

of brands got a new customer because of a video on social media

81%

of marketers say video has helped them generate leads





THE BIGGEST BENEFITS

EDUCATE YOUR CLIENTS. GROW YOUR BUSINESS

Video = Big Return on Investment

In an industry like real estate, time is money. So, 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. Plus, there are hundreds of platforms that make it easy to create your own today (more on that later).

It's Versatile

With nearly every platform supporting video these days, one video can be shared a dozen different ways. Think about it. If you create a video about "staging your home to sell," 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.

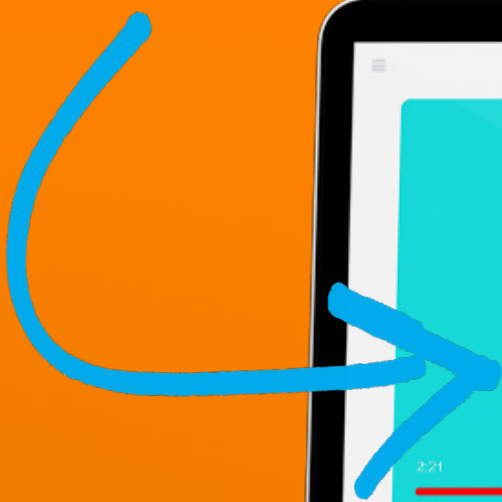
It's Huge for SEO

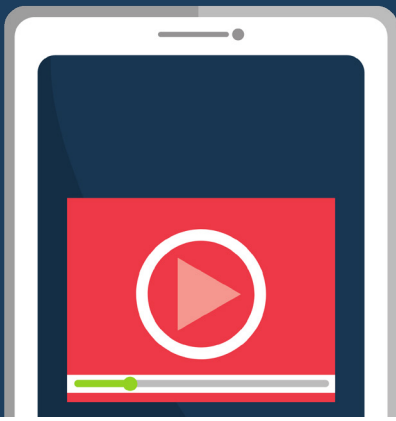
Want an easy way to tap into more of your local market? Video is a top choice for agents looking to expand their brand awareness and build a reputation as a local expert. Whether it's a monthly update on your local market or the best antique stores for finding hidden gems, video is the perfect way to show your sphere and beyond that you're the agent to work with.

REAL ESTATE VIDEO MADE EXTRA EASY

Get personalized,
ready-to-share
videos every week
with KCM Pro

TRY FREE FOR 14 DAYS
AT [TRYKCM.COM/VIDEO](https://trykcm.com/video)





INTRO TO VIDEO

THE DO'S AND DONT'S EVERY
AGENT SHOULD FOLLOW

Let's be real. Video marketing is very, very *intimidating*.

If you've been overthinking how to incorporate video into your business, you wouldn't be the first agent to do so and certainly not the last.

So, before you get in over your head, here are some easy ways to simplify your strategy so you can amplify your brand:

▶ **Create a posting schedule.** This will not only help hold you accountable but also make sure you're regularly creating videos.

▶ **Don't invest hundreds of dollars for drones or fancy video equipment.** 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 local market data and real

estate articles to come up with talking points for your video scripts.

▶ **Think about your brand and local market.** Do you work with primarily buyers or sellers? The newly retired or first-time homebuyers?

Narrowing in on your target audience will also help you narrow in on the topics.

▶ **No one becomes a video star over night.** If you're uncomfortable on camera or are just unsure where to start, you are in the majority!

Just keep practicing, and then practice some more. It's OK if your camera feed is 90% videos you'll never post. In fact, it's totally normal!

Alright, now that we've cleared all that up do you feel a little better? Good! It only gets easier from here.

VIDEO EQUIPMENT FOR AGENTS

THE BREAKDOWN



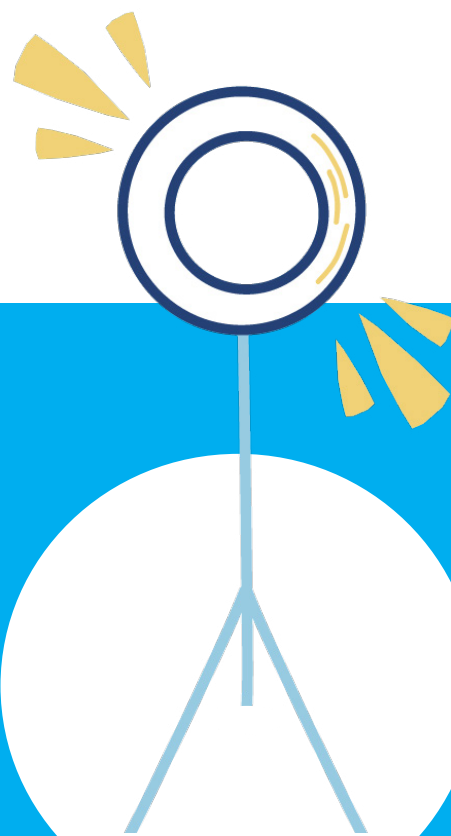
SMART PHONE

No fancy cameras necessary. These days, your phone can handle the majority of your recording & editing needs.



WEBCAM

Webcams make sure that any videos you shoot on your computer have a high quality resolution.



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 a Market Update video or do an interview? Zoom makes it easy with its simple technology.



TELEPROMPTER APP

No memorization necessary! Teleprompter apps make it easy to record your videos with a script ready.



HEADPHONES OR MIC

Sound quality can make or break a video. So, make sure to have headphones or a mic and film in less noisy places.

THE POWER OF VIDEO

without the hassle

Get professional,
ready-to-share
real estate videos
branded to you

TRY FREE FOR 14 DAYS
VISIT [TRYKCM.COM/VIDEO](https://trykcm.com/video)





WHERE TO START

GETTING YOUR VIDEO STRATEGY OFF THE GROUND

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.



CHOOSE RELEVANT TOPICS

GET TO THE HEART OF YOUR BUYERS & SELLERS 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 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.***
- ***Let viewers see your client-first approach and hear your expert insights.***

The good news is, this leaves endless possibilities for topics to cover. You

will never run out of ideas.

Here are some of our favorites:

- ***Updates on the 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.

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 with your viewers.

ALWAYS ADD INSIGHTS

WHEN DATA TALKS, PEOPLE LISTEN



What's Your Market or 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. And 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 owner and expert of the 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.



Viewers retain 95% of a message when they watch it in a video and only 10% when reading it in text

SOURCE: INSIVIA



CAPTIVATE WITH VISUALS

SHOW VERSUS TELL YOUR VIEWERS WHAT'S UP

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

Not surprising, a purely “talking head” doesn’t keep viewers’ interest for very long.

Adding graphics increase visual interest and keep viewers more engaged.

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

For those uncomfortable on camera, using charts, graphs, and other reports to back up 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 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.

Or, you can get ready-to-share videos from KCM. With one done-for-you video per week covering the latest housing insights, you get all the benefits of professional video (with no work on your end)!

 KEEPING CURRENT MATTERS

**Get ready-to-share
real estate videos
branded to you**

VISIT [TRYKCM.COM/VIDEO](https://trykcm.com/video)



DON'T FORGET 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.

This will keep you at the top of viewers' minds and improve the overall quality of your videos.

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 in your marketplace.

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.

Another great way to make sure your videos are immediately recognized as yours are thumbnails. Make sure you create a standard design and stick with it.

You can do this easily with platforms like Canva. Check out our example below for inspiration.



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

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



3 VIDEOS YOU CAN START MAKING TODAY

**GET YOUR VIDEO STRATEGY OFF THE GROUND WITH
THESE EASY VIDEO IDEAS FOR REAL ESTATE AGENTS**

Now that we've laid the foundation of how to create great videos, let's dive into the different types of videos agents can create.

And trust us, 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.

Someone is far more likely to stick around and watch a video that

touches on 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.

So, 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.**





**THE EASIEST WAY TO
MAKE A VIDEO SCRIPT**

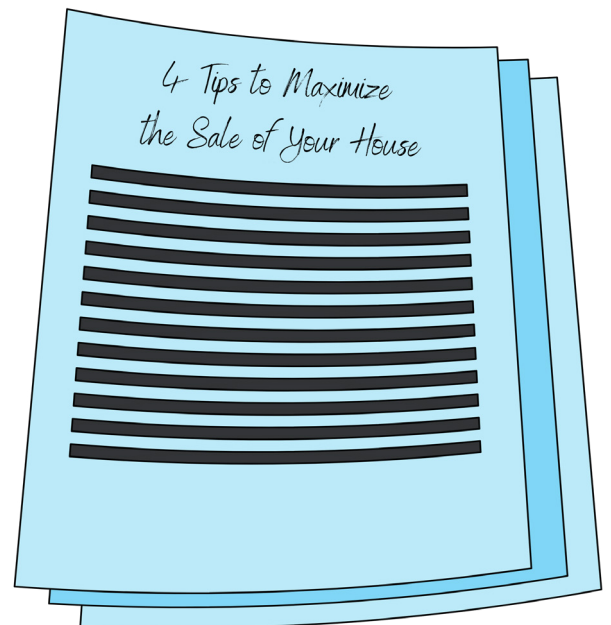


STEP 1: FIND ARTICLE

When it comes to video topics, there's no need to reinvent the wheel. Start by finding an article on a subject that speaks to your audience and could make a good video.

STEP 2: TALKING POINTS

Grab talking points from the article or articles you're using as a reference for the video. You can literally piece together your script by pulling out quick highlights that cover what you want to say.

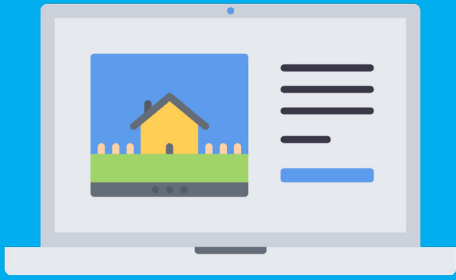


STEP 3: RECORD, REPEAT

You officially have a script! Using your phone and a teleprompter app, hit play and start recording. Then piece it all together using an app or iMovie. Add your branding, post and repeat for all future videos!

PRO TIP: Check out this video on our Youtube Channel to see how we do it using the KCM blog.





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 and objections from clients over and over again, no matter the time of year or how long you'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:

The Power of Video Without all the Hassle

Learn more at
TryKCM.com/Video



- What renovations have the best ROI?
- Should I update my home before selling?
- How much will I need for closing costs?

Plus, by now, you likely have your go-to responses to answer these 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

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.

Plus, we've made it extra easy by making two videos on how to do this with KCM content. **Check them out here!**



One of the easiest ways to turn KCM content into a video is by using the weekly infographics.

Learn how to do it in just a few simple steps in this video.

Watch: <https://youtu.be/JOGhwwN7ty8>

There are tons of articles about common buyer & seller tips perfect for turning into a video.

In this how to, we'll show you how to do it with a KCM blog

Watch: <https://youtu.be/DVphOFdl1hg>



**THE EASIEST WAY TO
MAKE REAL ESTATE VIDEOS**

DIGITAL MARKETING TIPS

MARKET INSIGHTS

COVER THE HOTTEST TOPICS IN THE MARKET WEEKLY

Real estate is constantly a hot topic in the national media, which means your sphere probably has a lot of questions about what's going on.

Tackling subjects like mortgage rates, inventory, new construction and more is the perfect way to educate, build trust and have endless opportunities for video content. Here's how to do it!

START WITH AN INTRO

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

QUESTION & ANSWER

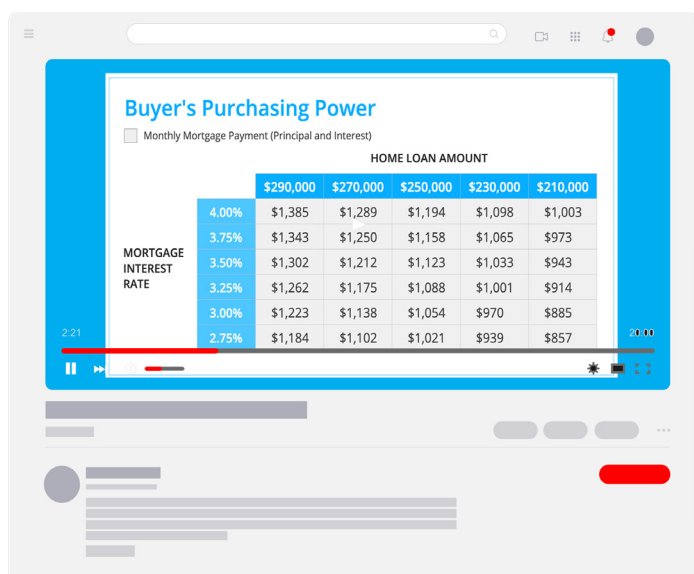
Next, you'll address the question you're trying to answer for your clients.

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 impact home affordability."

KEY TAKEAWAY #1

Then figure out the first big takeaway you want the viewer to understand.

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.



**WANT CUSTOMIZABLE CHARTS
& GRAPHS LIKE THIS?**

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KEY TAKEAWAY #2

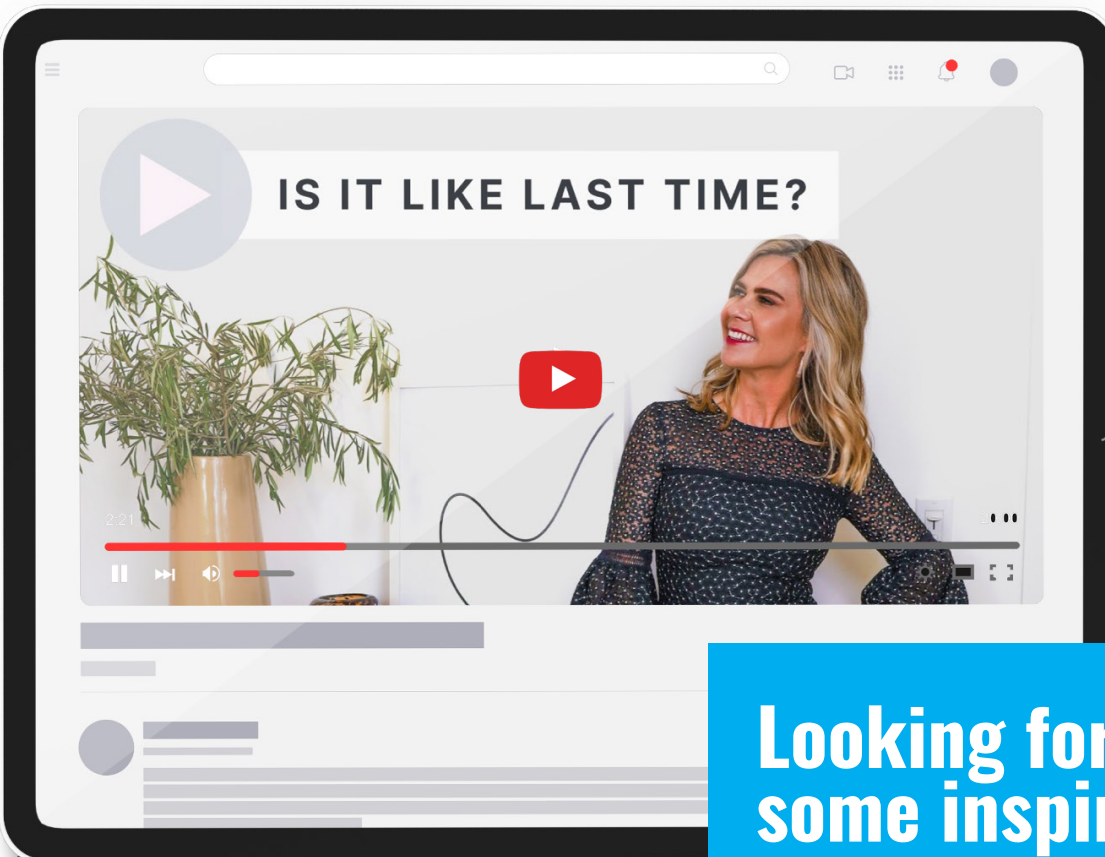
In the second key point, you want to make sure you're bringing the whole story together.

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.



CONCLUSION & CTA

And that's it! Add in a sentence or two that wraps up the video, which you can usually find in the Bottom Line of your KCM Blog. And make sure you don't forget a CTA and branding!



**Looking for
some inspiration?**



See how KCM Member, Keri White, does it using KCM content in this video!

Watch: <https://youtu.be/zVhqxtoO588>

MONTHLY MARKET UPDATE

KEEP YOUR FOLLOWERS IN THE LOOP ON THE LATEST INSIGHTS

Ongoing education and keeping current with what's happening in the real estate market is crucial in order to position yourself as 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:

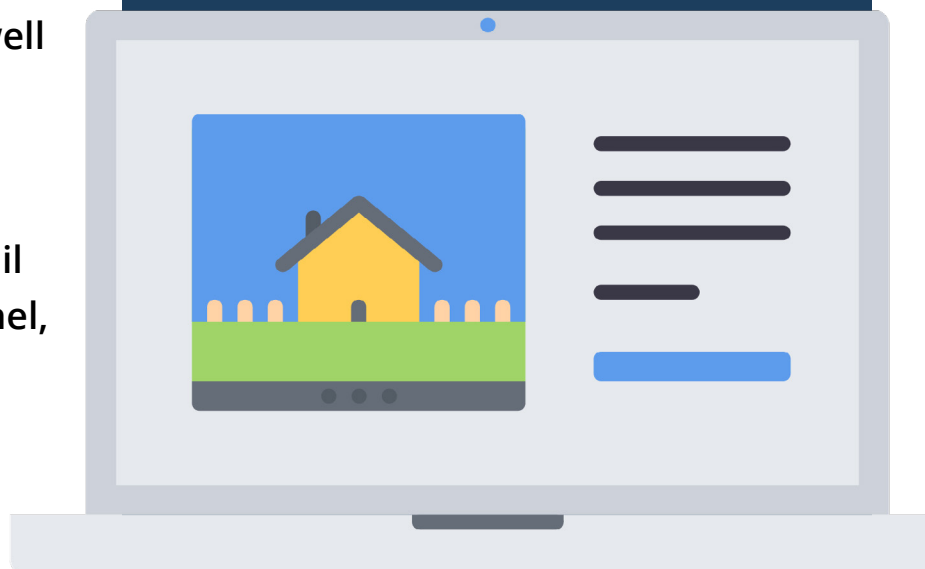
- 1) It helps you stand out and differentiate yourself in your local market.
- 2) It builds credibility and trust as well as proves your value as an expert.
- 3) It's about as versatile as you can get with content! Share it in an email newsletter, on your YouTube Channel, social media, etc.

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

EDUCATE & ENGAGE WITH KCM VIDEO

Attention-grabbing videos to educate your clients, engage your audience & elevate your brand

Learn more at
TryKCM.com/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 make a powerful ally in videos, and creating a presentation using PowerPoint is an easy and effective way to not only tell, but show your viewers what's happening in real estate. You can pull the latest charts and graphs from the KCM Monthly Market Report 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, it's script time. Using your presentation as a guide, create a couple of talking points for each slide.

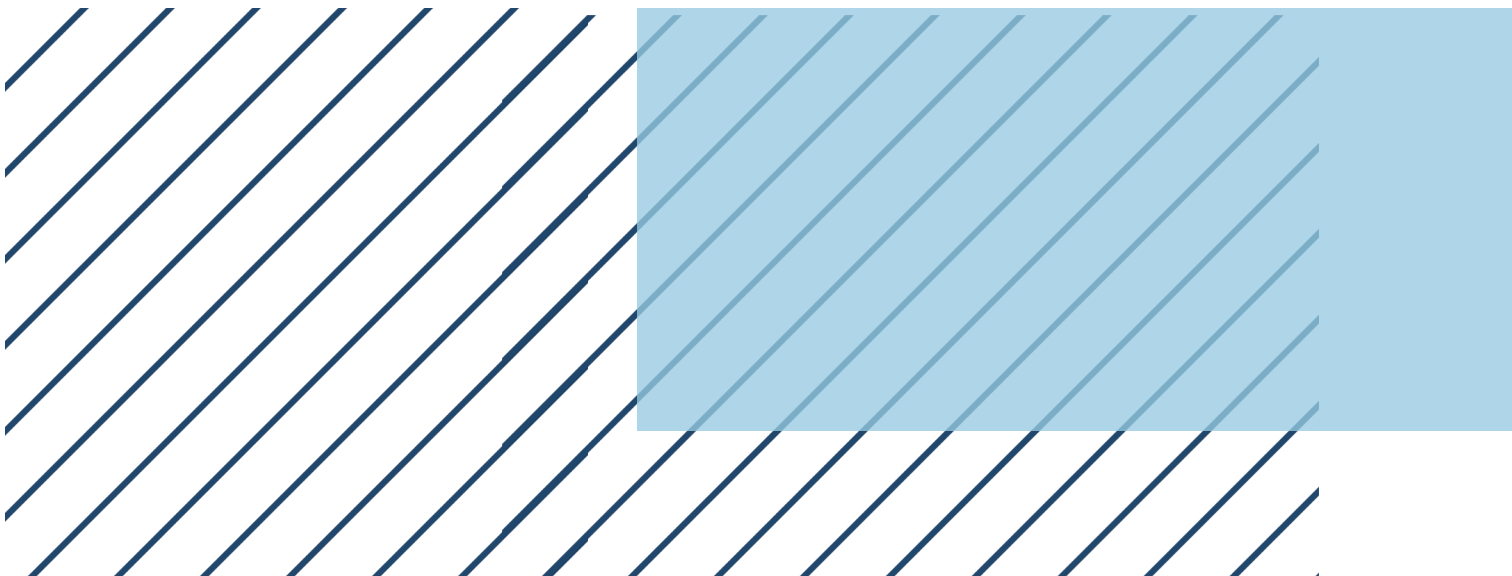
This is a great opportunity to apply it to your local market, make it your own, and show off your personality.

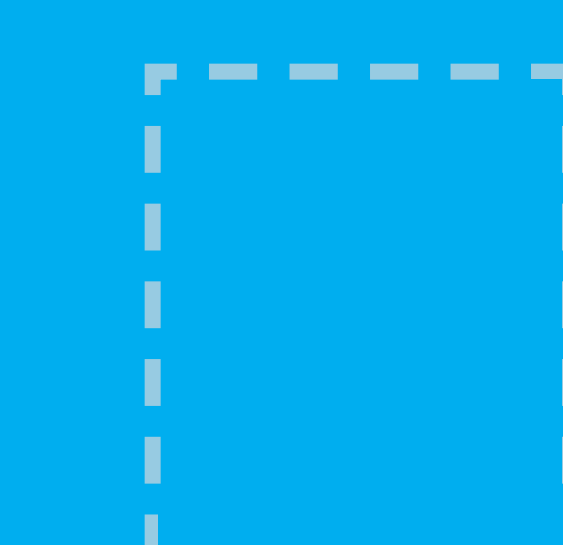
Pro tip: The KCM Monthly Market Report makes this extra easy with a done-for-you script.

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!





BOTTOM LINE

“You can buy attention (advertising). You can bug people one at a time to get attention (sales). Or you can earn attention by creating something interesting and valuable and then publishing it online for free.”

- David Meerman Scott, Author of “The New Rules of Marketing & PR”

Video is one of the most effective and efficient marketing tools real estate advisors have today.

And that importance is only expected to grow.

As social media evolves into less image and more video-based, it's less a question of “if” and more

a question of “when” you start leveraging it for your business.

With the all pointers in this eGuide, you should have the tools you need to go out and start creating videos that engage your clients and enhance your business today.

Stress less. Share more.

Enhance your business, engage your audience & educate your clients with content powered by the latest real estate insights.

LEARN MORE AT [TRYKCM.COM](https://trykcm.com)

