



Creative Listing Videos

Think Outside the Box and Get more Views!

3 clockhours

PROFESSIONAL *Direction* INC

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Introduction

Videos on listings can be so boring! No matter how much you spend on the production, if no one watches the video, including the potential buyers, then the effort is not as effective as it could be. Listing videos might help get exposure for the property, but what will sell the property is the price and the MLS. No matter how great a marketing piece, if the price is not competitive, a property will not sell.

A basic listing video with photographs of the property will give the overall structure and shape of a property. But, if you want eyeballs, then tell a story. In this class, you will get 6 fabulous ideas of how to make a short video that tells a story about the property.

Course Objectives

As a result of taking this class the agent shall be able to:

- Understand the importance and reason for a listing video
- Know basics to shoot video using a mobile phone.
- Know how video can be used to make a listing interesting
- Learn to be able to take photos along with copy and tell a story
- Know what basic editing tools are available.
- Identify places to market video

Creative Listing Videos

Think outside the Box and Get more Video Views!

Curriculum

Session Hours	Major Topics	Objective
1. 1/2 hour	Why use video in your Listing strategy? A basic Listing Video should showcase the property The difference between a slide show and a story	Understand the importance and reason for video
2. 1/2 hour	Learn some video shooting tips Tools and resources for making Videos What makes an Effective Video Where is the lens? Shoot from the floor, do a panorama shot, focus on the flowers on the counter. Avoid showing ceilings, bathrooms and toilets, reflections in mirrors.	Identify some Basics needed to shoot video.
3. 1 1/2 hours	Examples of Broker Videos using six techniques 1. Paint a picture of the “feeling” of living there 2. Follow the paws through the property - 3. Create a mystery - 4. Don’t say a word - 5. Have a distraction - 6. Just a video to create attention	Know how video can be used for your real estate business.
4. 1/2 hour	Getting in front of the Camera Discuss how you can use what you have learned from videos Editing a video to create a story and be more effective Guidelines to be compliant Marketing the video	Learn to be able to shoot short videos

Creative Listing Videos

Video will help you connect with more prospects ... and sell more homes and work with more buyers. Video is what is “next” in the technology world for real estate brokers. It is not a giant leap but some real estate brokers consider it too difficult to attempt. But, it is time to get going now before you are behind the latest marketing techniques. Here are the statistics!

Storytelling

Storytelling is a powerful way to share an idea. Video is a powerful way to tell a story about just about any topic.

Think of the most powerful television commercials. They are typically only 30 to 60 seconds. What commercials immediately come to mind?

What do you remember from the commercials? Did you remember the name of the company, the benefits to using their product or service, or a message that is ringing true even hours later?

There is NO Time

Though the clocks ticks on just as it always has, it seems that with all the technology that it is ticking faster. We just don't seem to ever have enough time! So, who is going to spend time watching videos.... In particular... YOUR videos?

It is best to keep your videos SHORT so that the audience only gives you less than 2 minutes.

Some people will just never click on video... so eventually the translation at the bottom will be so important.

Why do Video?

Get yourself in front of the camera and let your prospects get to know who you are. There is a broker in Seattle that has been filming a video blog for years. The videos are not that exciting and rather long, so I don't always sit through the whole video. I know the brokers name and company and know he is touted as an expert on video blogging. I have never met the broker. BUT, if that broker walked into the room, I would know the broker, immediately! I have this feeling that we have already connected, when the broker probably has never heard of me!

Think of a talk show host that you watch fairly regularly. Do you think you would have an entertaining time enjoying a dinner together. Do you know enough about that host that you could feel comfortable chatting for a few hours. Well, you want your prospective clients to feel that also. They need to know and trust the broker that they choose, and video can be the most powerful way to make that connection.

Many listing videos don't feature the listing agent. But, if you brand yourself or make several videos with the same theme, you can be recognized by the audience for your videos!

Compliance with the Laws

The real estate Department of Licensing has laws and guidelines that affect any real estate video a broker makes. The broker must have full disclosure within ONE CLICK of the firm and broker name. This is not required to be a logo. It must be the full firm name as the designated has it registered at the Dept of Licensing. It cannot just be the franchise name.. but the full name as given by the franchise.

You must not create misleading advertising under the advertising laws. Editing out a power plant next door could be an example.

There are rules that the NWMLS requires that members follow. For example, you should not be marketing videos of properties that are “coming soon” to the market. You cannot brand a video that is on the MLS. There are other rules that you should be aware of.

Federal and local fair housing laws would require that you do not show that you are targeting or limiting your audience for the property. Make sure that any buyer would feel welcome to view or purchase the property.

Copyright laws would affect you if you create a video with popular music that you don't have the “rights” to use.

Make sure the video you are editing uses your own shots. If you had a drone video to a listing video... and you don't own the drone video, you may be stepping into someone else's territory.

If using music, there are also copyright laws. Make sure you are using music that is royalty free.

Video must be accurate. It must be an accurate representation of the property if it is a listing video. If the video includes promises from an agent, those must be promises the agent can keep. If the video is about legal issues, the agent must know precisely what the legal ramifications may be. If the video is about a neighborhood, make sure it is a real representation of the neighborhood.

Be careful to only take photos with people if you have an agreement signed.

Make sure that you are not filming valuable personal possessions in a house.

Video Shooting Tips

Landscape Mode

Look at your television. It is landscape mode... it is longer than higher. Portrait mode is when the picture is tall... higher than wider. All professional film is shot in landscape mode. So, though it might seem “natural” to hold your camera/phone upright... resist the urge to do so. Always film in landscape.

There are places that don't show landscape mode. This can include Instagram which makes the video square. That might change in the future. Facebook Live used to only shoot in Portrait mode but now, as of 2018, it does landscape and shows the video online that way.

Lighting and Back Lighting

If the sun or light is behind you, then your face or the face of your subject, will look dark. Sometimes only a little bit of a turn can change the back lighting. Look at where the light is coming front. Try to keep it at the side and not directly in front or in back.

Beginning and Ending

It is so easy to just press “play” and start shooting. But, editing a video is so easy at the beginning and the ending. So, after you start the video, take a few seconds to smile and take a breath before you start. The same for the ending. Smile.... Wait... Stop. Then you can edit the bookends of your video.

Go to “edit” and slide the yellow bars to the place you want to start and stop! I do this on almost every video.

Look at the Camera Lens

It is so much easier to look into your own eyes as you are shooting. But, that is not where the lens is located. It is a small dot at the end of your phone. Look there when shooting! That is why it is a good idea to take a breather just before you start so you can see if you are framed and then look at that tiny spot. Otherwise when you show the video you won't be looking at your audience. So, look at the lens!

Some of my videos have me looking the wrong way. The video was great but my eyes were not on you, the audience.

Watch for the Background

Know what is behind you and near you when you are shooting. Is there some person over your shoulder who will be “stealing” the show? Is there a construction site across the street muffling out your voice? Be cognizant of your surroundings.

I have had strangers more interesting than me getting the attention in my videos just because they were being silly with each other. They didn't even know they were in my film.

Consider the Noise Factor

Most phones have a good microphone. But, that means that it can pick up noises you might not even realize are there.

I shot a very short clip of something stationary on a table at an event without talking. When I watched it, I realized that the person next to me was talking. But, when I used the clip, I muted the volume and let the music fill in that space!

Shoot Three Times

Shoot the same video twice. You don't have to shoot it 10 times to make it "perfect." But, a second shot can help. You can edit each of the clips to make it one video!

Ok, there are times that I have shot the same video dozens of times. After doing that, I have started to see that the videos don't really get any better!

You are the Worst Critic

There is no one on the planet that is a greater critic than you are of your own work! No one! You might see that hair out of place, a blemish, or your collar crooked. But, your audience is seeing your personality. Think of the last time you watched the news. Those newscasters have eyes on them before they ever turn on the camera. They are close to perfect. Yet, you don't usually remember anything about their clothes or hair! And, if you do "screw up" know that it is ok to take things lightly.

Oh my gosh! My hair is crazy, I forgot lipstick, my voice is weird, I look pale.... I have been so critical of myself every time I watch my own videos. I wonder if this gets easier?

You have your Audience for Seconds

Think of television commercials. They send quite a message in only seconds. Try to shoot videos that are only 2 minutes or less! You want to keep your audience until the end. Your audience does not have time to waste! You must capture them at the start, tell a short story of some interest, and have an ending to the point. Keep most videos between 1-2 minutes. Do not ramble.

Editing is my friend when I am trying to get my videos to last less than one minute. "Cropping can shorten!"

Just Do It!

As Nike shoes put it so succinctly, "just do it!" It is awkward to start shooting videos. But, it does get easier! Your critic calms down. The ideas for videos start to fill your mind. Your internal editor gives you tips.

I am no expert on video. I will never claim to be any kind of expert. I am learning every time I shoot a video, edit a video, and watch my own videos. I am learning from videos I watch. And, I am teaching everyone around me as much as I know!

Tools and resources for Making Videos

You hold in your hand the most powerful computer ever invented on the planet... your cell phone. It also had a fabulous still and video camera. You would have to pay hundreds of dollars to get a separate camera with the features and quality as what is most likely on your cell phone. If your cell phone is more than 4 years old, you may want to consider an upgrade. You use it more than anything else for your work.

The cell phone also has apps that are installed and that can be found in the app store, to help edit and create video movies.

YouTube is free... You can create your own channel and upload your videos. If you have a gmail address or a google account, then you have access to a free YouTube account. Google owns YouTube. YouTube is the second greatest search engine in the world.

Resist the urge to spend money on equipment and apps that you do not need or will not use. I would suggest the following equipment as you explore shooting videos.

- A good, relatively upgraded cell phone
- A selfie stick (less than \$10)
- A small tripod that is 8 inches long or less (less than \$15)
- A wired lavalier lapel clip microphone (less than \$15)

For editing

- iMovie from Apple
- Clips from Apple
- Animoto app
- Quik app for GoPro
- Kinemaster for both iphone and droids

What Makes an Effective video

Make a video that breathes personality and differentiates you. Though we are the most critical of ourselves, we have to remember that our audience loves us. You have fans and if they are going to be critical, then you have to remember that it is “their” issues...

Tell a story that resonates with your audience. Storytelling is the way that we are processing information and content these days. We are not just taking in facts. For example, a meme you might see on a social media site with only a few words is still a “story.” Your videos have to tell some story about you or a property, for example.

Make a human connection that establishes you as a real person. The most important reasons a client chooses to work with you is because of a level of trust and connection that is built. Video can do that effectively.

There just seems to be so much less time today than there was years ago. None of us including your prospects have any time. It is important to respect and understand that. Shoot for 2 minutes as about the longest you should make a video to keep the audience attention. If the story is very compelling, it could be longer. If you can make it shorter.. then do so!

Smiling is so important. Unless you are sending a condolence message, try to smile when you are in the camera lens.

Humor can be the one thing that is hardest to create but the most powerful at attracting an audience.

Listing Videos

Real Estate Brokers across the country are actively using video. Though the ability to shoot videos has been available for years, the programs and apps to edit them are getting easier, cheaper, and more effective.

Who is watching? Your family, friends, past clients and potential customers are online.

Video is another tool to use to connect with people. If someone sends you a long email or newsletter, you may glance at it and give it your full attention for only a few seconds. Time in our society is flying by. The message you want to send can be caught like a fast ball being pitched.

The old cliché, “A picture is worth a thousand words,” still rings true. But, with video, that takes those words and multiplies them tenfold.

Right now, you can have photos taken of your listings. You can also have them put into a “quasi” automated video with a computer voice. You can take the photos and make a video. You can hire a videographer. You can spend next to nothing and you can spend upwards of \$1000 by hiring a pilot with a drone.

What you really want is for the listing to get some attention. In addition, you want to create a connection with other potential listings and buyers.

The homes type magazines are not exciting. One looks the same as the next. It is the same for many listing videos. What if you step outside of the box and create a listing video that tells a story and is interesting. Most of the videos from YouTube are rather long. Try to keep any video you create on a listing to 1-2 minutes!

There is a YouTube channel “clockhours” where there is a playlist for examples across the country of different types of listing videos.

1. Paint an Emotional Picture

The Best Real Estate Video Ever <https://youtu.be/eqKAsVgAepE>

People Magazine called this the “Best Real Estate Video Ever.” Brian K. Lewis’ listing videos of properties in NYC are full of emotion. Whether he is just talking or there is music to the photos, the videos paint a picture of life in the home. In this video, he uses descriptions that include “freedom” when buying a condo (In NYC so many places are co-ops) and words “let the eagle soar” and “peace of mind.” When showing the photos of the place he includes words like “flexibility,” “choices,” and “options.” The sunken living room makes the place “grandeur.” The “wood burning fireplace is classic and warm.” “It’s nice, really nice. It is timeless... eternal”

The videos by Brian Lewis definitely focus on himself... but, the words he uses in his descriptions could be the same whether he is talking about a million-dollar penthouse or a small house in Ballard.

The videos also focus on many of the staging elements which can include a painted sign, a plant or a clock while listening to voice over.

The photos of the home do not necessarily go in a sequential order. They go back and forth highlighting something about whatever is the current topic on the voice over. In this video, I can only guess that it is a very small condo with maybe one bath, a corridor kitchen, and windows in every room. But, the video focuses on the highlights of the condominium.

Enveloped by Park and City Views- Coveted Corner Condo.

<https://youtu.be/53-wnsSq4bg>

Silly start with him on the TV talking to himself as he walks in. He uses the word “big” many times. There are Big walls for art.” “If you want to live in color and want to live in something better and brighter and bigger.”

Do you feel the emotion when you watch these videos?

What emotion does your listing evoke? Is it full of “awe” or “color” or “sunshine” that will have you “feeling at home?”

2. Follow the Paws Through the Property

These types of videos can seem a bit crazy, but the idea is to get viewership. The Corgi video went viral. It was done very professionally. The Hank video was one of the first videos by the real estate agent

A Dog's Eye View of a Listing <https://youtu.be/1CVhBBtsVok>

In this real estate agent's video, it appears that the dog is wearing a go pro type camera. There is a voice over for the dog.

The video is quite long and is a bit difficult to watch the whole way through.

Corgi Realtor https://youtu.be/1F8A_4nOGas

This video has had over 71K views. It is a combination of photos and videos of a Corgi dog in the house from running in the hallway, in bed, in the shower and in the dryer. It is very cute. It makes the house (townhouse) appear much larger than it probably is. It is rather long also. It has no voice, just titles to describe the property.

Hank the Dog

Here a local Real estate broker, Roberta Stennes, made a video using her business partner's dog... which did not want to cooperate. The voice is that of Roberta. The dog wouldn't even bark, so a bark was added as a sound effect. This was done with iMovie which had sound effects and the ability to add a small video on top of the original. It was a simple video using the ideas taken from other videos.

3. Create a Mystery Video

Steak Out in Massachusetts <https://youtu.be/2WfV3S44Y6g>

This video that is more than 10 years old, was done before we had cell phone video cameras. It has gone viral and used to be shown in so many social media classes. The broker created a mystery as to who stole the Omaha Steaks and took that as a reason to search the house... noting the size and building details. The little dog was found in the master suite with two fake steaks.

This video tells a story, and, in the process, it highlights the features of the property and shows the listing agent going through the house.

Looking for the perfect buyer

This video done by a local real estate agent, Karen Eddinger, utilizes the mystery aspect and story as she walks through the house looking for the perfect buyer. She shoots some of the video from the back of her ankles. She does a voice over for the entire length of the video. It was done using iMovie.

4. Don't Say a Word

Sometimes less is more. In these videos there is not voice over or talking. There are no headlines on the slides. But, they tell the story of the listing.

Lake Union Views <https://youtu.be/4OnVqtvQ9fU>

In this video by a local broker there are no words spoken. We follow two people going through the house. It appears that most likely one is the owner, but I can't tell for sure. He walks through the unit and then greets the agent. After a tour of the property they walk down the block to a restaurant.

5. Have a distraction

Flossing Video <https://youtu.be/nTTuLeTa2rk>

This crazy guy does the flossing dance in every room of the house with a straight face. It went viral. The dramatic start with the garage door slowly opening is interesting. The house appears to be just a plain rambler in a desert like setting. Nothing special.

But, the video makes you want to see every room because he is crazier as he goes through the house. It is 3 minutes long, but when it is shown in class, agents seem to want to watch until the end. It's had over 28,000 views since June of 2018.

You can try going outside the box with something weird. Sometimes, the seller will let you do something fun after the house is sold.

6. Create Attention

You can create a video that will create attention and eyeballs.

The Funniest Video Listing Tour <https://youtu.be/eqKAsVgAepE>

The listing agent gives a tour of the property that is a condo that isn't even staged. He takes a whiff from the oven which is obviously empty. The fun part is when he talks about the amenities, he is shown in the next shot swimming in the pool! He hits tennis balls and even works out in the gym. There are shots of him in the grocery store and the train station. The video has had over 66,000 views.

The Bald Guy with the Red Tie <https://youtu.be/ZRnCMcXVYLk> <https://youtu.be/TDzaDkhZeEk>

This real estate agent from California is branding himself as the bald guy with the red tie. These videos are not your typical listing videos. The second one has some additional clips in it. The way he speaks from an icon in the corner can be done on an iphone with the photo on a photo with iMovie.

Listing Video in Minutes

It is time to make a video that are less than a minute long. You take some clips and some photos and edit them to make a one minute video.

Make two videos with you speaking and two that have no audio. And take one photo for the beginning and one photo of your business card.

A listing video

- A photo of the For Sale sign with house in background
- A photo of the house from the street
- A video of you walking through the door or the door opening
- A video of the kitchen or something on the counter!
- A video of you talking in the living room or just the living room
- 4 photos of the rooms
- A video of the backyard
- A photo of your business card

Take 5- 6 of the photos and videos and upload to a program like imovie or Quik. Then think... what you could say for a voice over... "Imagine yourself waking up in your OWN home. Painting the walls your favorite color. Cooking in your own kitchen!"

Editing Video

This is where so many people just get hung up and don't know what to do next. You do not have to be a professional videographer to be effective at video. You don't have to pay an arm and a leg to edit your videos. There are tools that are becoming easier and more accessible to use.

Editing the video on your phone to shorten clips is often easy as sliding the ends toward the middle.

Beware of paid editing software or software or apps that have one month free. What is the charge after one month? Can you access your videos after one month?

Iphone

The newer iphone has video editing on the phone for free. Try using iMovie.

Iphone and Android

There are apps available that are easy and affordable or free. They can be done on the phone and on the computer.

Animoto. This program that you can also use on your computer makes it easy to slide video clips and photos into a template with music and often backgrounds. You can also make heading slides.

Quik is from GoPro. It has similar applications.

If you can't figure out how to do something, just go to YouTube and there is a video.

Marketing your Video

Just like any product on the planet, if no one knows about it, then no one will buy it. You are responsible for the marketing of your video. Take an active, intentional approach to getting your videos in front of your intended audience.

- Youtube Channel If you have a gmail account, then you can have a YouTube channel.
- Facebook Post to your profile and your page (if you have one) Check to see if your feed is set to friends or public.
- Instagram The video will display in a square format.
- LinkedIn Are you getting attention
- Your own website
- Email Send an email directly to your sphere
- Twitter
- Add to email signature

Resist the urge to pay for anyone to market your videos or video blog. SEO to build business is basically a myth, yet real estate brokers hire people who promise that the agent will come to the top of a google search.

You do not need to be “famous” to be successful. Many of the most successful real estate agents are not on a stage, featured in magazines, or bragging about their success.

Do it again!

Discussion on how this can be used tomorrow to make a video for your real estate business.

Don't spend too much time on a video. The clips you made will feel “old” after even a few days!

How will you use video for you listing? Neighborhood? Introduction? Or informational?