



Five Videos Real Estate Agents Need to Make

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One of the reasons real estate professionals give for not doing videos is that they've got no diggity doggone idea of what they should be doing videos about.

I want to share with you some of the types of videos you can and should be making as a real estate agent, real estate professional, realtor, realtist, or whatever your persuasion is.

Mortgage Trends

Video number one that you can make is about mortgage trends. One of the biggest reasons people delay on purchases is because of financing. Most buyers and sellers have no idea what's really happening in the mortgage industry. This is a really great opportunity for you to educate them.

Now, if you're an expert, you can share what's happening in the mortgage industry by sharing trends. This is also an excellent opportunity to connect with a mortgage expert, a lender, or somebody who has their finger on the pulse of the mortgage industry. You can interact with them and connect with them via interviews, live, or going to their office. This will enable you to give your audience some really good information.

Area Secrets

Video number two that you could be making is a video about little secrets in your area. What are the things about the schools in your area that nobody knows? Are they ranked amongst the top schools in the country? That may be something good to share if your prospects are concerned about schools in the neighborhoods.

You should also talk about some of the hidden gems in that area. These can include great restaurants, parks, trails, and so on.

Maybe you're a real estate professional in a tropical location or a place that's really well-known for vacations. You should talk about some of the vacation spots or destinations that tourists or visitors should visit.

Property Videos

Another video type that you can make is the obvious one. You should be making property videos. Yeah, it's one thing to send out postcards about your property, but it's another to show the best features of a property you just listed.

Biggest Mistakes

People love to know about mistakes. You can make a video about some of the mistakes that first-time homebuyers typically make. Even experienced buyers too. You can also include errors made by sellers. What are some of the blunders they make by not hiring a real estate professional?

Yeah, that's a good one. You should definitely have that one.

Home Improvement Ideas

And the fifth video type that you can make is about home improvement ideas.

You may be a do-it-yourselfer, and you've got some expertise you can share with clients. Or maybe you're an interior decorator with design ideas that people would love to know about. You can give them ideas about what they can shop for or what they can do with one of the homes you're listing or selling. If your favorite home improvement spot is having a sale, you can let your prospects and clients know so they can get something at a discount.

Wouldn't that be fantastic? I think so.

Robert Kennedy III is a professional speaker, master storyteller and licensed real estate professional. His core belief? Everyone's words deserve to be heard! And in order to be heard above the noise, you must connect with your audience. Robert runs **Kennetik Communications**, a minority owned training company in Laurel, MD.

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