

TIPS FOR CREATING YOUR AGENT PROFILE VIDEO

HERE ARE 5 GREAT TIPS TO CREATING A GREAT AGENT PROFILE VIDEO

So you want to create a great and professional agent profile video?

Well here are some tips

First, as you know agent profile videos have been a long staple so do speak in every agent's marketing package and for good reason.

Profile videos have become an essential part in any real estate agent's pre-listing kit along with a great email marketing campaign that for your existing clients to share and for future ones.

WHY SHOULD I DO A VIDEO?

Potential sellers as we all know spend more and more time searching agents online in order to get to know who they want to work with. Video is an easily-consumable online media platform that enables future clients to gain a greater trust and connection with you well over a written profile ever could.

People's brains are hard-wired to recognize faces, why not it be yours. Facial recognition is key to building a rapport and most importantly trust with their agent(s).

This is why I believe that agents put their faces on billboards, bus benches, and grocery store shopping-carts.

The more one see's your face and recognizes you the more they are to both select you and trust you!

Now for what you all have been waiting for.....

TIP 1: BE AUTHENTIC

Don't put on an act, people are smart enough to see right through that.

People want to see you, the real you when they are looking for an agent to sell their home.

So just like your mama, or grannie would always say....."BE YOUR SELF" and know that if they choose you it was because they like you, they really like you. Okay enough of be yourself, you already know how to do that ...time for step 2

TIP 2: KNOW YOUR UNIQUE SELLING POINTS

Agents are as you would say "A Dime A Dozen"..... So please be sure that you tell your audience your unique selling points, i.e. "Why Should They Choose You"

This should come easy to you, after all you all should have gotten practice with your 30 second pitch you do. Examples could include, your experience, your qualifications, your time in the job field, your area that you cover/ demographics, you like long walks on the beach...woops wrong example. But you get the picture.

TIP 3: SHOW THEM PROOF

Proof is in the pudding, or in this case your social proof.

We all could stand there all day and tell people why we are AWESOME, or we could have other people do it for us.

Use the influence of other people to help promote you and your services. This could be a text in the video that shows Great Reviews, or even testimonials, this could also include record sales prices or turnaround time in selling a home

This is such a powerful way and a more believable way to get your message out to your future customers

TIP 4: KEEP IT SHORT

People are click happy, which means they are happy to click off your video if it is too long or too wordy

Therefore your video should be less than 2 minutes....this should be easy when you usually have only 30 second time to sell yourself eh?

Now despite what I say about your agent profile being only 2 minutes there are other videos that you want to be longer. You see the longer watch time of someone, the higher you get ranked in the search engines such as Google/ Yelp or on social media sites such as YouTube and Facebook, this is because they want to keep people on their website longer. So for other videos which we can talk more about after you get your agent profile video done, those video's you want to be longer but at the same time not boring as to keep them engaged

TIP 5: LAST BUT NOT LEAST ...GET YOUR VIDEO DONE PROFESSIONALLY

It's your business so you want to reflect yourself professionally and not record your video with your mobile phone camera, "Yes you have the best phone and they've made movies with phones" but look, likely you're not a video specialist so please leave it to the professionals

When someone is selling their home, they are trusting you with their biggest asset therefore they are looking for a professional, so here's another quote from your mom or grannie...."your first impression is sometimes your only impression" So let's make your first impression with your potential sellers great!

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