

April 13, 2022

The Close

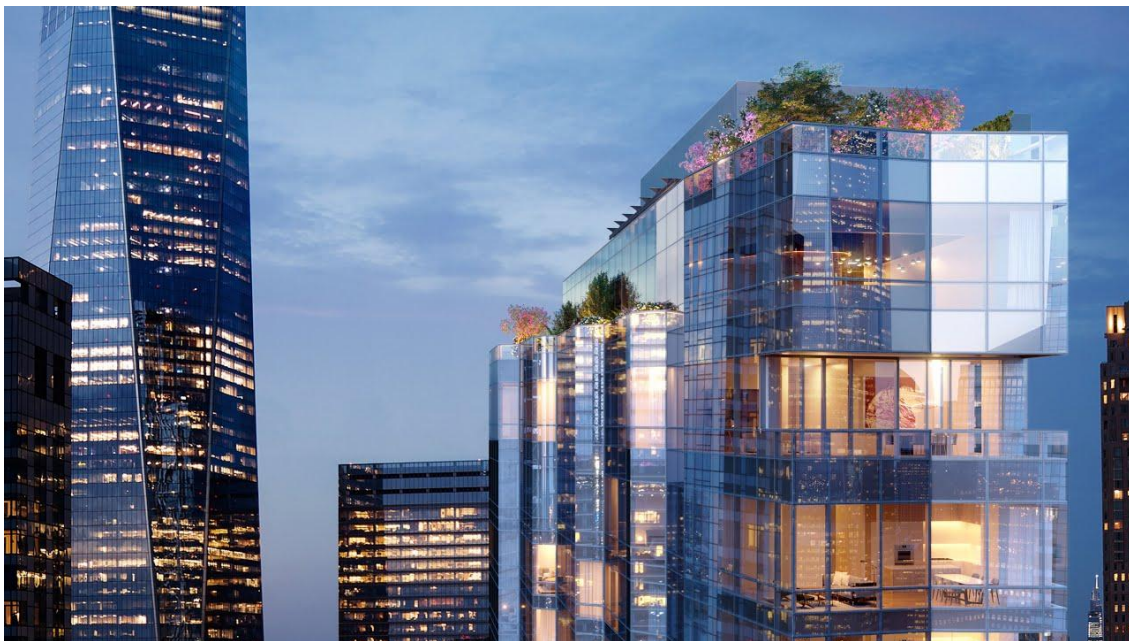


## 21 Real Estate Videos Top Agents Use To Generate & Nurture Leads

By **Emile L'Eplattenier**

**203K** Unique Monthly Visitors

**TOURING the PRETTIEST FiDi NYC Development! (SERHANT. New Development)**



Why this video works: This is a super-professional tour of a new development, but the agents here manage to make it inviting and fun instead of stuffy and pretentious.

### **Educational Real Estate Videos (With FOMO Titles)**

Educational videos with FOMO (fear of missing out) titles should be the bulk of every agent's video content. Why? Simple. Everyone is afraid of making a mistake with a six-figure real estate transaction! The FOMO title will draw them in (since they're afraid of making a mistake), and your educational content will put their fears to rest and show them you're a real estate expert they can trust. Talk about a win/win.

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### **Tips & Tricks for Recording Educational Real Estate Videos That Get Leads**

- Invest in a high-quality microphone
- Break up complicated topics into multiple videos
- Use simple graphics and charts when possible
- Write out your scripts before you start shooting

### **Listing Walk-through or Highlights Real Estate Videos**

After educational videos with FOMO titles, the next type of videos agents should focus on making are listing walk-through videos. If there is one thing both buyers and sellers want to know, it's how their home compares to other homes on the market.

Sure, they can watch slick, over-produced listing videos from the listing agent on Zillow, but deep down they know listing agents are trying to sell them *this* home, not just a home! As a buyer's agent, your walk-through video will seem more honest, because it will be. You can show homes warts and all, or just highlight beautiful or unusual features. If you're the listing agent, you're going to want to step up your production a bit to impress your homeowner. More on this later. Here are five example listing videos that include a little bit of everything:

<https://theclose.com/real-estate-videos/>