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Realtor

Real Estate VIDEO STARS

These Realtors Use Video
To Rock Their Marketing.
You Can Too!

AFFILIATE BUSINESSES

They Could Be the
Key to Higher Profits

SHAKE UP YOUR SOCIAL

6 WAYS TO INCREASE LEADS AND REFERRALS THROUGH SOCIAL MEDIA SEGMENTATION

Meet 4 Real Estate Video Rock Stars!

Learn how to rock your video marketing efforts like a pro.

BY LISA A. BEACH

Thanks to the Internet's reach, videos can influence homebuyers outside a typical farm area. Just ask Hal Feldman, a sales associate with RE/MAX Advance Realty in South Miami. Feldman, a former TV news cameraman, taps into his experience to produce a video series, called Sunday Drives, that gives potential buyers a look inside gated communities—something that Google's fleet of photo vehicles can't do with its street view. The videos aren't produced and perfect. In fact, Feldman literally sticks his phone out of the car window and films the street views, playgrounds and amenities of a neighborhood.

Buyers from upstate New York stumbled across one of Feldman's Sunday Drive videos as they searched for a secure, gated community in the Miami area. Although they didn't buy the featured property, the video served as a conversation starter. Feldman continued to use video to help these buyers choose the right home. He popped into a similar neighborhood, iPhone in hand, and FaceTimed with the buyers. He did a virtual walk-through with them, pointing his phone's camera wherever the buyers directed and describing what they were seeing. They ended up buying a \$900,000 home.

"It was video that directly created that customer relationship," says Feldman. "It ultimately prompted them to [visit], fall in love with that section of Miami



Hal Feldman
RE/MAX Advance Realty
South Miami

and purchase with me."

As every Realtor® knows, all homebuyers go online for help in their home search. In fact, they turn to the Internet first, often spending weeks researching properties online before they even call an agent. While stunning property photos and compelling listing descriptions pave the way for transactions, the hottest trend lies in video marketing.

You can use video to inform buyers, drive sales, increase brand awareness and deliver key messages. Because the video is a more engaging medium than text or photos, it helps you build a more intimate relationship with your audience and communicate your personal style.

Here are successful video strategies used by three Florida real estate professionals, all of whom were named Top Video Influencers this year by video app maker BombBomb (<http://bit.ly/bombbomb2018influencers>).

HAL FELDMAN: BROADCASTING HIS COMMUNITY TO THE WORLD

In addition to his Sunday Drive series, Feldman shoots local, in-the-market vlog

(video blog)-style videos, testimonials, state-of-the-market podcasts and live-event videos. He posts his videos on multiple channels, including YouTube, Facebook and his website.

"Don't be afraid to take out your phone and start recording," Feldman advises. For maximum results, he suggests mixing video with other marketing efforts you already do.

When you do post videos, Feldman says to push it out on more than one channel, such as YouTube and Facebook. "It's important to also have your own site so you have complete control over content."

No matter what kind of video you're going to shoot, Feldman stresses the need to be creative and different. For example, he



“Just take out your phone, hold it horizontally, and take 10 seconds of video in front of the house. Start small, simple, and easy.”

realized that nobody was going to beat Google (which features street views), so he asked himself, “What can I do differently?” Google doesn’t go in gated communities, and that’s the marketing angle Feldman used to differentiate his Sunday Drive videos. He promotes this series as exclusive content that empowers buyers and makes it “so easy you

never need to leave your seat!” Feldman notes that views of these videos are some of the highest he has on his website.

Typically, he’ll use his iPhone, but he sometimes takes it to the next level with a \$900 Sony handheld camera and supplemental microphone. Then, he pairs his efforts with Apple Final Cut Pro editing software. (You can also use free editing apps such as Apple’s iMovie.) “My costs are near zero, but the benefits are three to four extra listings per year,” Feldman says.

SUE “PINKY” BENSON: VIDEO BRANDING

Sue “Pinky” Benson, of RE/MAX in Naples, understands the power of video marketing. She’s been using it to brand herself as The Pink Lady of Real Estate for the past two years, letting viewers get to know Naples through her lens, all while she’s wearing can’t-miss pink attire.

“As real estate agents, we’re selling our community beyond just selling our houses,” says Benson, who regularly shoots footage at her favorite restaurants, small businesses and community events. Her advice to Realtors: “Know your audience

and create stories and videos that get them to want to come back, engage with you and get to know you.”

Benson doesn’t get fancy with her equipment, relying mainly on her iPhone to shoot videos, whether they’re for Facebook Live, Instagram or listings. She uses a tripod to stabilize the phone and an inexpensive microphone to boost sound quality. “I did invest about \$200 for an editing system called ScreenFlow,” she says, “And I went to a video boot camp to learn how to edit and use ScreenFlow successfully. That was my biggest investment.”

Because video can help personalize a property, Benson asks sellers on camera what they love about their home. It’s often a small detail that connects emotionally with buyers. For example, one 80-year-old seller fondly recalled her cubby where she puts on makeup every day. “We had it under contract in three weeks,” Benson points out.

Benson cautions against overthinking it. “Don’t go back, watch it repeatedly and analyze yourself, saying you don’t like your voice or your hair looks funny.”

JOSH ROGERS: KEEPING IT SIMPLE

Josh Rogers, who has created more than 900 videos in the last five years, echoes the keep-it-simple approach. Owner of Josh Rogers Real Estate; eXp Realty in Jacksonville, he advises, “Use what is simple, fast and convenient. Otherwise, it’s not sustainable.” For example, he used to rely on more complicated equipment, shooting with a Canon DSLR and a boom mic. Now, he simply uses an LG V20 cell phone that allows him to upload videos directly. Like Benson, Rogers uses ScreenFlow for editing, but stresses that you can use raw footage. If your video is too polished, he says, it might lose its authenticity.

Rogers focuses on providing information buyers want, including home improvement tips, testimonials, drone videos, market reports, virtual home tours and neighborhood overviews. He also regularly pops up at places in the community (think the dentist, fitness center, farmer’s market, etc.) to give people a look at the local lifestyle.

Regardless of the equipment used or types of videos produced, don’t expect to see immediate results. Rogers stuck with his video marketing for two years without

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Sue “Pinky” Benson
RE/MAX
Naples

Josh Rogers
Josh Rogers Real Estate; EXP Realty Jacksonville



“Video marketing accounts for 80 percent of my business.”

JOSH ROGERS REAL ESTATE; EXP REALTY, JACKSONVILLE

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gaining much traction. But in Year Three, his efforts exploded, drawing in more viewers, more leads and, ultimately, more sales.

“Video marketing accounts for 80 percent of my business,” says Rogers. Because of the substantial ROI from his video efforts, Rogers dropped his other marketing methods. “It’s all about dollars and time,” he points out. “With door-knocking, you’d hit about 36 doors in one hour, maybe getting one lead. In contrast, when I create a video, it sits on YouTube forever and gains strength over time.”

The bottom line? “If you do a compelling video, it will lead them to follow your Facebook page or check out your website,” Feldman says. “It’s a slow burn, but have faith that what you’re doing in video differentiates you from others and pays off down the road.” #

Lisa Beach is an Orlando-based freelance writer.

TAKING THE HOLLYWOOD APPROACH

Shooting video since 2009, Raj Qsar, owner of The Boutique Real Estate Group in Brea, Calif., wanted to use live video not just to sell a home but to tell a story. He rented equipment, pitched the idea to the homeowners, shot a unique video and sold the property. The owners were so excited that they sent the video to all their neighbors, talking up Qsar’s distinctive approach. The result? “We got the next 15 listings in the neighborhood,” says Qsar.

He now takes a Hollywood approach to all his video marketing. Rather than creating typical listing videos, he develops fictional storylines about the homeowners and their lifestyle, simply showing the luxury home in passing. In his mini-movie approach, Qsar assembles a production crew complete with actors, videographers and sound and lighting specialists to set the stage. With an upbeat soundtrack as the movie’s backdrop, Qsar’s cinematic storytelling truly showcases his high-end listings in a unique, engaging way.

Qsar makes the most of his investment, promoting his videos on multiple platforms including social media, real estate portals,

brokerage websites, agent websites and email marketing.

Can’t afford a mini-movie approach? Qsar points out that Facebook Live is a do-it-yourself, free approach. If you want to hire a more tech-savvy pro, he suggests finding a student in video/film school to serve as an intern or as a freelance videographer. Or hire a local crew with the stipulation that they’ll get paid only if the home closes. Another tip: Seek out wedding videographers who might offer discounted rates during the week, since most of their event work falls on weekends.

Check out Qsar’s YouTube channel: <https://www.youtube.com/user/TheBoutiqueRE>.

10 MARKETING VIDEOS EVERY REAL ESTATE AGENT SHOULD CREATE

1. Testimonials
2. Informational videos
3. Local business reviews
4. Live stream
5. Listing videos
6. Agent/office profile videos
7. Neighborhood videos
8. Community events
9. How-to videos
10. Housing market updates

Source: paradym.com/blog/15-essential-marketing-videos-every-real-estate-agent-create



TOP VIDEO INFLUENCERS

From unique video storytelling to HGTV-style intros to live stream videos, these real estate agents know how to engage buyers and sellers:

1. Kyle Whissel

Whissel Realty, San Diego, CA
(225K+ YouTube views)

2. Jesse Peters

RE/MAX One Group,
Winnipeg, MB
(68K+ YouTube views)

3. Michael Thorne

TMB Real Estate Group/RE/MAX
Little Oak, Fort Langley, BC
(86K+ YouTube views)

4. Dennis Plintz

Sotheby's International Realty,
Calgary, AB (44K+ YouTube views)

5. Sandra Pike

The Pike Group/Royal LaPage
Atlantic, Halifax, NS
(140K+ YouTube views)

6. Ed Kaminsky

Kaminsky Real Estate Group,
Manhattan Beach, CA
(52K+ YouTube views)

7. Anne Jones

Windermere Professional Partners,
Tacoma, WA (72K+ YouTube views)

8. Halton/Pardee Team

Halton Pardee + Partners,
Los Angeles, CA
(195K+ YouTube views)

9. Kendyl Young

Glendale Diggs, Montrose/Glendale,
CA (90K+ YouTube views)

10. Claude Boiron

The Boiron Group, Toronto, ON
(7K+ YouTube Views)

Raj Qsar
The Boutique Real Estate Group
Brea, Calif.

Is It Time to Expand?

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these services and what that means for borrowers," she adds. You also must ensure that agents provide their customers with the appropriate disclosures and let borrowers know that they have a choice of providers.

• **Do monitor performance.** Forman says brokers should carefully monitor all their lines of business from both a financial and a service perspective. "You need to be sure you are meeting your business targets," he says. "But even more important is delivering an excellent customer experience in each line of business."

• **Do be realistic about expectations.** Your agents will already have relationships with mortgage lenders, insurance firms and other providers. Don't assume that they will automatically recommend your company to customers, Johnson says. "Be patient in building a new business," she adds. "It takes time to gain a share of an existing market."

• **Don't focus on increasing your profits.** "Brokers who have been successful in ancillary businesses will tell you that profit was not their primary motive," says consultant Sue Johnson, founder and former president of Real Estate Services Providers Council (RESPRO), a national trade association. "Instead, they were striving to create a better experience for their customers."

• **Don't move forward without a written agreement.** Always have a written agreement in a partnership with another company that involves referrals, Johnson says. "Document everything, and never proceed on the basis of a handshake," she says. Because RESPA forbids informal referral relationships with related service providers, a well-written agreement can provide essential legal protection.

• **Don't think of mortgage or title as ancillary services.** "Each of our business lines supports the others, so they are all core services," says Budnick. "Thinking of them as one team makes the entire company stronger and improves the consumer experience."

Reflecting on the potential power of the one-stop business model, Budnick says, "I think this is the wave of the future. The more you can bring these services inside your company, the more you can do the right thing for your clients." #

Richard Westlund is a Miami-based freelance writer.

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