

# VIDEO MARKETING FOR REALTORS



## YOU ARE NOT TRYING TO BECOME AN INFLUENCER

This needs to be said clearly because it is the number one reason agents either avoid video or approach it wrong. You are not trying to go viral. You are not trying to build a personal brand for its own sake. You are not competing with content creators who film all day.

Your goal is simpler and more powerful: educate buyers. Build trust with your market. Stay visible to the people who will eventually need you.

Video is the highest-leverage tool available to you because it does something no other format can: it communicates expertise and personality at the same time. A weekly email tells someone what you know. A video shows them who you are. In a business built entirely on trust and relationship, that matters enormously.

Here is the data point that matters most: buyers and sellers watch video content for months — sometimes years — before they ever reach out. A person who is two years away from buying a home in your market can spend the next 24 months watching your market updates, your neighborhood tours, your tips and advice. By the time they are ready to move, they already trust you. The sales conversation is almost unnecessary.

That is the flywheel effect of consistent video. It is your visibility engine. It works while you sleep. It accumulates. And it compounds.

## THE SIMPLE VIDEO SETUP

You do not need expensive equipment. You do not need a videographer. You need clear audio, good light, and a stable phone — and



## HOW TO BUILD A SIMPLE, SUSTAINABLE VIDEO PRESENCE THAT GENERATES VISIBILITY, TRUST, AND LEADS — WITHOUT NEEDING A PRODUCTION CREW OR A PROFESSIONAL STUDIO.

all three can be achieved with equipment that costs less than one transaction. Here is what matters, in order of priority:

### 1. Audio — The Most Important Element

Bad audio kills good video. A viewer will tolerate a slightly shaky image or a slightly dark room. They will not tolerate muffled, echoing, or distant sound. Your microphone is the single most important equipment investment you can make.

Recommended wireless microphones:

- Hollyland Wireless Lavalier — Simple wireless setup for iPhone and smartphone recording. Clips directly to your shirt for clean, consistent audio.
- RODE Wireless Micro — Compact, high-quality microphone from a trusted professional audio brand.

- DJI Wireless Microphone — Premium option with excellent noise cancellation. Best for outdoor filming or noisier environments.

Best practice: clip the microphone about 6–8 inches below your chin.

### 2. Lighting — The Element That Makes You Look Professional

Lighting transforms video quality more than almost any other variable. The simplest solution: face a window when filming. Natural light is free, flattering, and looks better than most artificial setups. Stand facing the light. Avoid bright light behind you. Avoid strong overhead lighting.

When natural light is not available:

- Clip-on LED light — Portable light that attaches directly to your phone or monitor. Great for quick videos anywhere.

- Adjustable LED panel light — Allows brightness and color temperature adjustments. Best for consistent indoor filming.

- Ring light with stand — Great for batch recording sessions where you film multiple videos in one sitting.

Best practice: keep lighting at eye level, facing you.

### 3. Stability — Eliminate the Shake

Shaky video looks amateurish and is difficult to watch. A simple phone tripod solves this completely.

- Auto Face Tracking Selfie Stick Tripod — Tracks your face automatically so you can move naturally while filming.

- Phone Tripod & Selfie Stick with Remote

— Lightweight and portable with a wireless remote. Works anywhere.

- SENSYNE 62” Phone Tripod — Full-height tripod for stable, professional recording at eye level.

Best practice: position the phone at eye level. Frame from mid-chest upward. Look directly at the camera lens, not the screen.

### 4. Camera & Format

The camera on any current smartphone is more than sufficient for social media video. You do not need a DSLR or mirrorless camera.

Always film vertically (9:16 portrait mode). Vertical video performs best on Instagram Reels, Facebook Reels, TikTok, and LinkedIn. When in doubt, vertical.



## HOW TO MAKE GREAT CONTENT

The number one reason Realtors do not post video is that they do not know what to say. The number two reason is that they think it needs to be perfect. Both are solvable.

The best video topics come from real conversations. If you explain something to a buyer or seller regularly, it should be a video. Use this framework:

**EDUCATE** — Answer the questions buyers and sellers are already asking. What is happening in the market? What should someone know before they list? How does the mortgage process work? You know these answers. Your audience does not.

**LOCALIZE** — Talk about your specific market. Your specific neighborhoods. Your specific community. National real estate content is everywhere. Content about the community you serve is rare and valuable.

**PERSONALIZE** — Show who you are. Your personality, your opinions, your energy. The market has thousands of Realtors. There is only one you. That is your competitive advantage — and video is the best way to display it.

## THE SIMPLE SCRIPT FRAMEWORK

Every video you make should follow this three-part structure. It keeps your content focused, watchable, and under 60 seconds:

**HOOK** (first 3–5 seconds): A surprising fact, a counterintuitive insight, or a specific promise that stops the scroll. Example: “Most buyers think they need 20% down to buy a home. That has not been true for years.”

**INSIGHT** (15–30 seconds): Deliver one clear, useful idea. Not three. Not five. One idea,

explained simply. Example: “There are loan programs that allow as little as 3% down, and in some cases zero down for eligible buyers.”

**TAKEAWAY** (5–10 seconds): Close with a clear action step or memorable conclusion. Example: “If you have been waiting because you thought you could not afford it, reach out. The numbers might surprise you.”

## WRITING YOUR PERFECT HOOK

The hook is the first three to five seconds of your video. It determines whether someone keeps watching or scrolls past. Most Realtors lose their audience immediately because they open with their name, their brokerage, and a greeting. Nobody cares yet. You have not given them a reason to care.

A great hook does one of three things:

- States a surprising fact or counterintuitive insight: “Most agents will tell you spring is the best time to sell. Here is why that is wrong.”
- Promises a specific and useful outcome: “In the next 60 seconds, I am going to show you the three things that kill home deals in this market.”
- Creates immediate curiosity or tension: “I toured 12 homes in [Your Market] this week. Here is the one thing I noticed that nobody is talking about.”

**The rule: your first sentence should make the viewer feel like they will miss something important if they scroll away.**

## 10 VIDEO HOOKS THAT STOP THE SCROLL

The hook is the first three to five seconds of your video. It determines whether someone keeps watching. Use these as starting points. Adapt them to your market and your voice:

1. Most buyers do not realize this about [your market] right now.
2. Here is a mistake I see first-time buyers make all the time.
3. Before you start looking at homes, hear this first.
4. Many people believe this about home prices, but it is not true.
5. Here is something that surprises most homebuyers.
6. If you are thinking about buying this year, remember this.
7. Let me clear up a common misconception about this market.
8. Here is what actually matters when you are choosing a neighborhood.
9. Before you list your home, most sellers do this wrong.
10. Quick tip that could save you thousands on your next home.

## THE BATCH RECORDING SYSTEM

You do not need to film every day to post every day. Batch recording saves time and creates consistency without daily effort.

The system:

1. Write 5 topics using the Educate / Localize / Personalize framework.
2. Record all 5 videos in one session. Change your shirt between takes if you want variety.
3. Edit and schedule throughout the week. Editing should take under 10 minutes per video: trim the beginning and end, add captions, add a headline hook, and export.

This means one recording session per week gives you 2–3 videos per week across Instagram, Facebook, and LinkedIn. That is the cadence that builds your visibility engine.

## REPURPOSE EVERYTHING

One video can become multiple pieces of content:

- The video itself
  - posted to Reels, TikTok, LinkedIn
- A screenshot with the hook as text
  - a social media post
- The script rewritten as a paragraph
  - a weekly email tip
- The topic answered in writing
  - FAQ content for your website

Content can work in multiple formats. Stop creating from scratch every time.

## EDITING & POSTING

Pick one editing app and learn the basics. You do not need to master all of them:

- CapCut, InShot, Canva, OpusClip (video editors)
- Adobe Premiere Rush (professional but simple)
- Instagram Edits (built into the platform)
- BIGVU (teleprompter app — great if you want a script to read while filming)

Always add captions.

Most viewers watch video without sound. Captions increase retention, improve accessibility, and keep viewers engaged. Most editing apps generate captions automatically.

**"Video is the highest-leverage tool available to you."**

## STRATEGY 2: EQUIPMENT CHECKLIST

# REALTOR VIDEO CHECKLIST

Use this checklist to assess what you already have and what you still need.  
Start with the essentials and build from there.

Item	Priority	Status	
Wireless lavalier microphone (Hollyland, RODE, or DJI)	Essential	<input type="checkbox"/> Have it	<input type="checkbox"/> Need it
Phone tripod with remote or face-tracking tripod	Essential	<input type="checkbox"/> Have it	<input type="checkbox"/> Need it
Natural light (window) or clip-on LED light	Essential	<input type="checkbox"/> Have it	<input type="checkbox"/> Need it
Adjustable LED panel light	Helpful	<input type="checkbox"/> Have it	<input type="checkbox"/> Need it
Ring light with stand (for batch recording)	Helpful	<input type="checkbox"/> Have it	<input type="checkbox"/> Need it
SENSYNE 62" full-height tripod	Helpful	<input type="checkbox"/> Have it	<input type="checkbox"/> Need it
Video editing app (CapCut, InShot, or Canva)	Helpful	<input type="checkbox"/> Have it	<input type="checkbox"/> Need it
Teleprompter app (BIGVU)	Optional	<input type="checkbox"/> Have it	<input type="checkbox"/> Need it
Backdrop or clean branded background	Optional	<input type="checkbox"/> Have it	<input type="checkbox"/> Need it

## STRATEGY 2: EQUIPMENT CHECKLIST

# WRITE YOUR PERFECT *HOOK*

Use the prompts below to draft hooks for your first five videos.  
Do not worry about perfection — write quickly and edit later.

VIDEO 1 TOPIC: \_\_\_\_\_ | HOOK (surprising fact or counterintuitive insight):

VIDEO 2 TOPIC: \_\_\_\_\_ | HOOK (promise a specific outcome):

VIDEO 3 TOPIC: \_\_\_\_\_ | HOOK (create curiosity or tension):

VIDEO 4 TOPIC: \_\_\_\_\_ | HOOK (your choice — any format):

VIDEO 5 TOPIC: \_\_\_\_\_ | HOOK (your choice — any format):