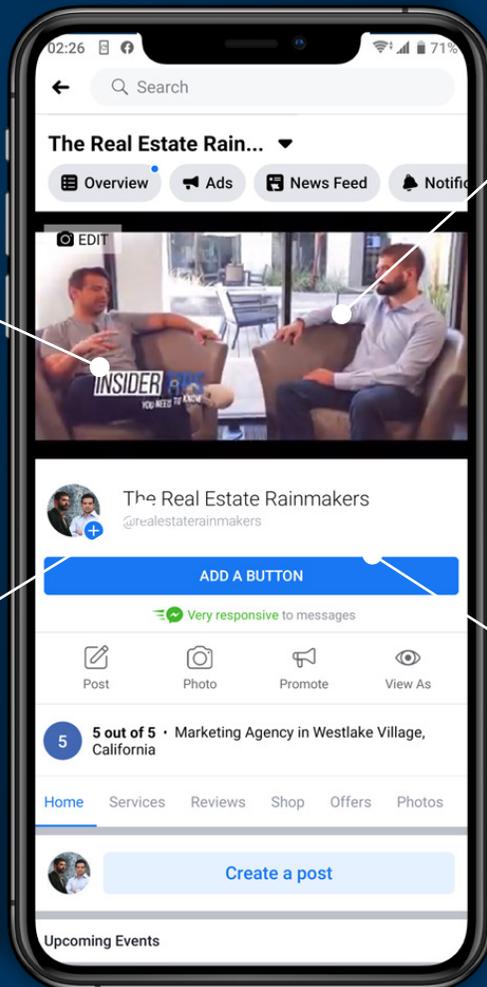




Real Estate
Rainmaker

The Top VIDEOS any Realtor
can do right now to DOMINATE
their local market, just using
their Phone!





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It's no secret that video is the best way to stand out for any business, especially for a Realtor is through video.

Your clients have many choices and if you want it to be you over the tenacious amounts of competitors in your way gunning for the same business, then this guide is for you.

I will give you the exact videos you can do to DOMINATE your local market. If you're into that sorta thing !

STAT: Video will be more than 80% of content consumed online by this year alone.

What does that mean to you? OPPORTUNITY.

You can literally create your own broadcast station on Facebook, YouTube, LinkedIn and more.

Steps: Hold Phone. Hit
Record. Talk. Upload.
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This guide will give you all the ideas you need to get your brand to shine. The rest is up to you.

We want you to take action from what we teach.





Don't forget to join our FREE group:
[REAL ESTATE ADS THAT WORK](#)

Top 23 Videos Every Agent Should Be Doing But Isn't.

Get the advantage in your market and give your audience what they really want...YOU!

- 1** | Attract Sellers Early In The Journey. Here are the top 5 tips to increase your home's value even if you aren't considering selling.
- 2** | Become the Local Real Estate Reporter. How's the market? Give a monthly update 1 time a month with what was listed, sold, give your opinion of this month versus past years in this month or something interesting to educate your audience and potential buyers and sellers.
- 3** | Educate New Home Buyers. The 5-7 biggest mistakes 1st time home buyers make.
- 4** | If you aren't selling your home, here are 7 ways to bring your home up to today's standards and increase its value at the same time. (Catch people early in the cycle b/c people will be all about home improvement when it's time to sell. This way you prepare them now.
- 5** | The top X ways home sellers can the maximum the amount of exposure for their home if they are considering selling their home. Talk about the platforms you leverage, past results you have gotten for your clients through a story. Don't brag, educate!
- 6** | The power of working with a team versus an individual. Introducing the entire team- my wife, my marketing team, director of operations, office manager, loan officer etc.

If you are individual realtor, go opposite of a team! The advantage of personalized service, hands on experience, and not getting lost in the shuffle with different team members.
- 7** | Do interviews with local principals of all the schools in the neighborhood. When people move, they look at the schools. Demonstrate you know schools by talking to the head honcho of the local schools.



- 8** | Film videos about the community such as businesses, restaurants, and convenience. Be the reporter here!
- 9** | Shoot videos aimed at highlighting local business owners, convenience and access to freeways, talent pools for business owners, and even amenities in the area. This tip can give you 100's of videos!
- 10** | Interview your clients about your service and get video testimonials which will level up your marketing. Your future clients will see people that look like them, sound like them
- 11** | Explain the main players and what their role is in the Real Estate Buying and Selling process: Realtor, Lender, Appraiser, Title/Escrow, and even Real Estate Attorney's.
- 12** | Come up with valuable tips or how-to videos. IE: How to declutter your home without stressing out or throwing away your memories in under an hour. How to add more curb appeal under \$100. Get creative! You can come with a lot here!
- 13** | The all might Listing videos. Even when they are NOT yours! Be the source.
- 14** | About YOU videos. Get people to know like and trust you. NOTE: We have 3x3 video grid that we came up with to build trust fast. The 3x3 is critical to stand out and I have yet to see many Agents do, and a lot less do it right.
- 15** | Lives videos about community events like a wine gathering, 5k Run, Ice skating in the park. Get personal with your audience. Let them in a little of your personality and let it shine. Imperfection is perfection.
- 16** | Create simple neighborhood videos. Talk about neighborhoods, towns, communities, zip code, or even celebrity homes!
- 17** | Get creative. Outrageous to attract media, create shock or awe. I had a friend dress like a homeless person with a sign that says "Will work for Listings". His stunt worked! The media was all over it and in need of a story. He was donating part of his commissions to charity.

This one is a bit outrageous, but hopefully got your juices flowing.
- 18** | Talk about trends or what's current such as challenges: Ice bucket, workout challenge, eat clean challenge, the Harlem shake, or even the pencil dance.



19 Speaking of trends... there is a term called "Newsjacking". I interviewed the founder of this word (David Meerman Scott). This simply means when news immediately trends, do an immediate video on the topic. Example: When Aria Grande got a tattoo on her wrist in Chinese, it was supposed to say the name of her album. Instead it translated to "Barbeque". BBQ companies immediately jumped on the story and BBQ sales went up.

If rates go down again, jump on the news immediately. Explain what it means. If lumber costs go up do to a moment in time (Corona Virus), the cost to develop goes up and new home sales could be more attractive. BE TIMELY and JUMP ON IT.

Who knows, maybe your local news will pick up your story to get free PR and possibly be the local real estate correspondent. It's happened before, so it's totally worth the 3-5 minutes to talk to your phone

20 This is pretty much a ninja move. When a lead fills in your lead forms on your website, add a Video on the next page, send an email with your video embedded in it, use video, integrate video in your chat bot flows, thank you for the appointment after the buyer tour or sellers listing appointments, or even reminder videos confirming your appointment.

Sounds corny? It works. #Facts

21 Take 60 seconds to make a selfie video for your SOI for Special events in your clients or prospects lives such as: a happy birthday, happy anniversary, happy holidays, get well, etc.

22 Interview local businesses. Do local businesses need publicity? Do local business know people or are people that buy, sell, rent or invest. Yes. Specifically restaurant owners with a loyal following. They know a lot of local residents!

23 Learn How to Put Together A Marketing System That is GUARANTEED to get RESULTS. I know you heard it before, but never from us. We are the Real Estate Rainmakers.

Never wonder where another deal is coming from. Book your 1-1 call here:

[**CLICK HERE**](#)

DOMINATE YOUR MARKET TODAY!



Real Estate
Rainmaker

Now It's Time to Put This in **ACTION!**



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Facebook: <https://www.facebook.com/groups/realestateadsthatwork>

If You're Serious About Growing Faster **BOOK** a Rainmaker **CALL**

<https://calendly.com/therainmakers/realtor>

Client Success Stories:

[CLICK HERE](#)