



Why Real Estate Professionals Should Use Video

A REAL ESTATE EBOOK FROM



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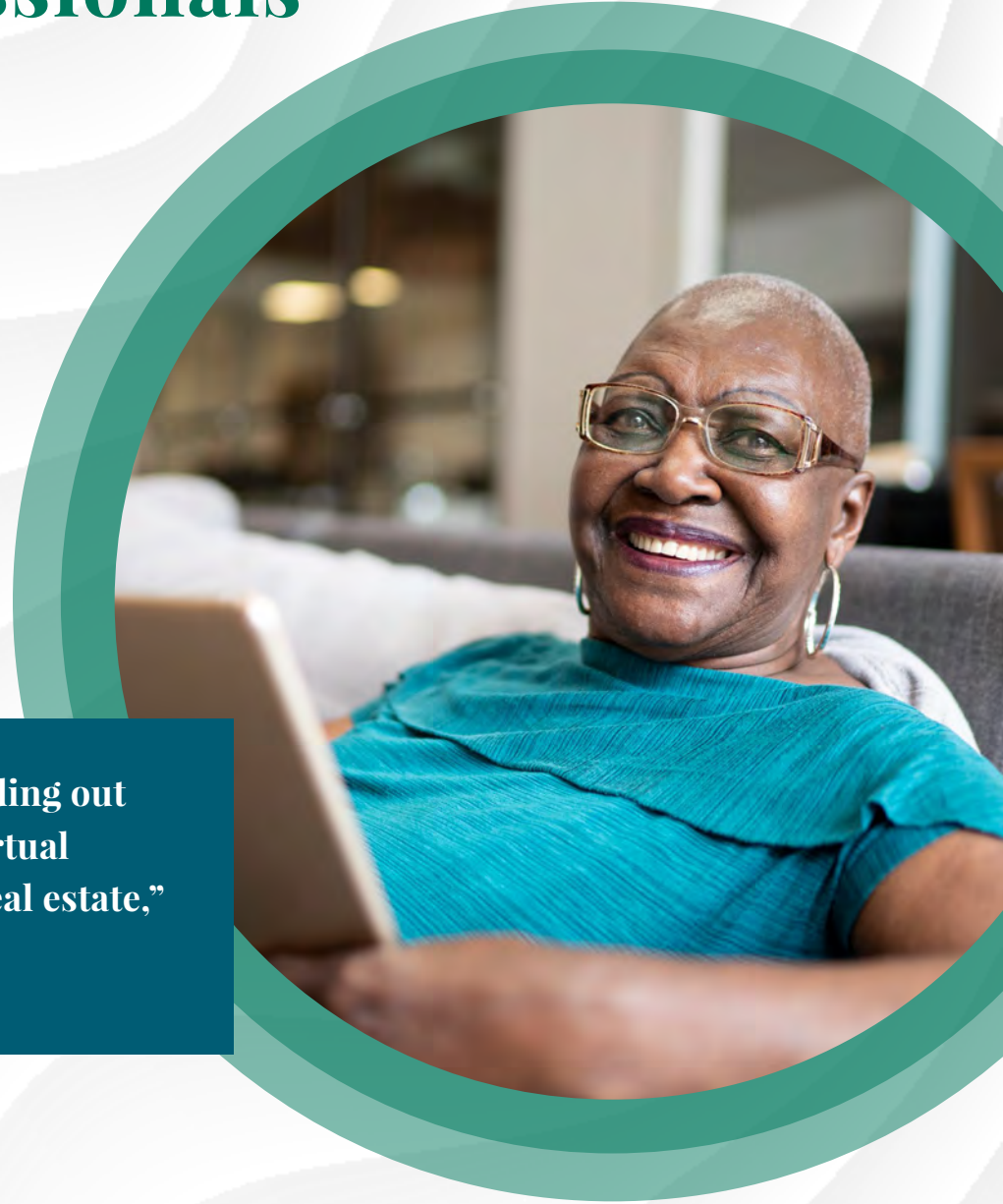
Video is the most eagerly consumed and shared content on the internet. Gone are the days of pictures worth 1,000 words. Now, everyone is either making videos or watching them, from TikTok clips and Instagram Reels to lengthy YouTube videos.

As real estate professionals work to stay current and market their properties — and themselves — online, it's crucial that they figure out how to incorporate video into their business model. That could mean anything from listing walk-through videos to marketing videos intended for social media.

“Property sellers and real estate professionals alike are finding out how easy and effective it is to create and post homemade virtual tours, neighborhood guides, and other videos to help sell real estate,”

THE NATIONAL ASSOCIATION OF REALTORS® SAYS.

SO, HOW CAN YOU USE THIS MEDIUM TO YOUR ADVANTAGE?





The Vast World of Video:

THE GROWING POPULARITY OF VIDEO CONTENT

Every year, people are consuming more and more video content online.

Over 2 billion logged-in users visit YouTube each month, its website says, and each day, people watch over a billion hours of video and generate billions of views.

More than 70% of YouTube watch time comes from mobile devices, and, on mobile alone, YouTube reaches more 18- to 34-year-olds than any TV network.

And YouTube is only one of the many video platforms out there.

DID YOU KNOW?

Cisco predicts that **by 2022, video will make up 82% of all internet traffic across the world** - an increase from 75% of traffic in 2017.

“
**THE PLAY
BUTTON IS
THE MOST
COMPELLING
CALL TO
ACTION ON
THE WEB.**

”

— MICHAEL LITT,
Co-Founder and CEO at Vidyard, a video company

The Best Tool in Your Marketing Toolbox

Many marketing experts say that video is incredibly effective, often outperforming other marketing tools.

Video is used as a marketing tool by 86% of businesses, according to an annual report by Wyzowl, an animated video explainer company. That number has increased sharply in recent years — in 2016, only 61% of businesses reported using video.

And 93% of marketers who use video say that it's an important part of their marketing strategy, the report says.

Additional findings include:

- **78%** of video marketers say video has directly helped increase sales
- **84%** say video has helped them generate leads
- **87%** say video, in general, gives them a good return on their investment
- **94%** say video has helped increase user understanding of their product or service





Making Videos to Help Your Clients — and Boost Your Business

Using video to virtually show a home became much more popular during the COVID-19 pandemic, but many say that similar video solutions are here to stay.

“[Using videos] is an efficient manner of being able to give your clients what they need,” said Mabél Guzmán, a Broker at Coldwell Banker in Chicago, in a video for NAR. She began conducting showings virtually several years before the pandemic because she works with clients who live overseas or who travel often.

Listing videos have become an essential part of a real estate professional’s marketing strategy — but they’re not the only way to use video to promote your business.

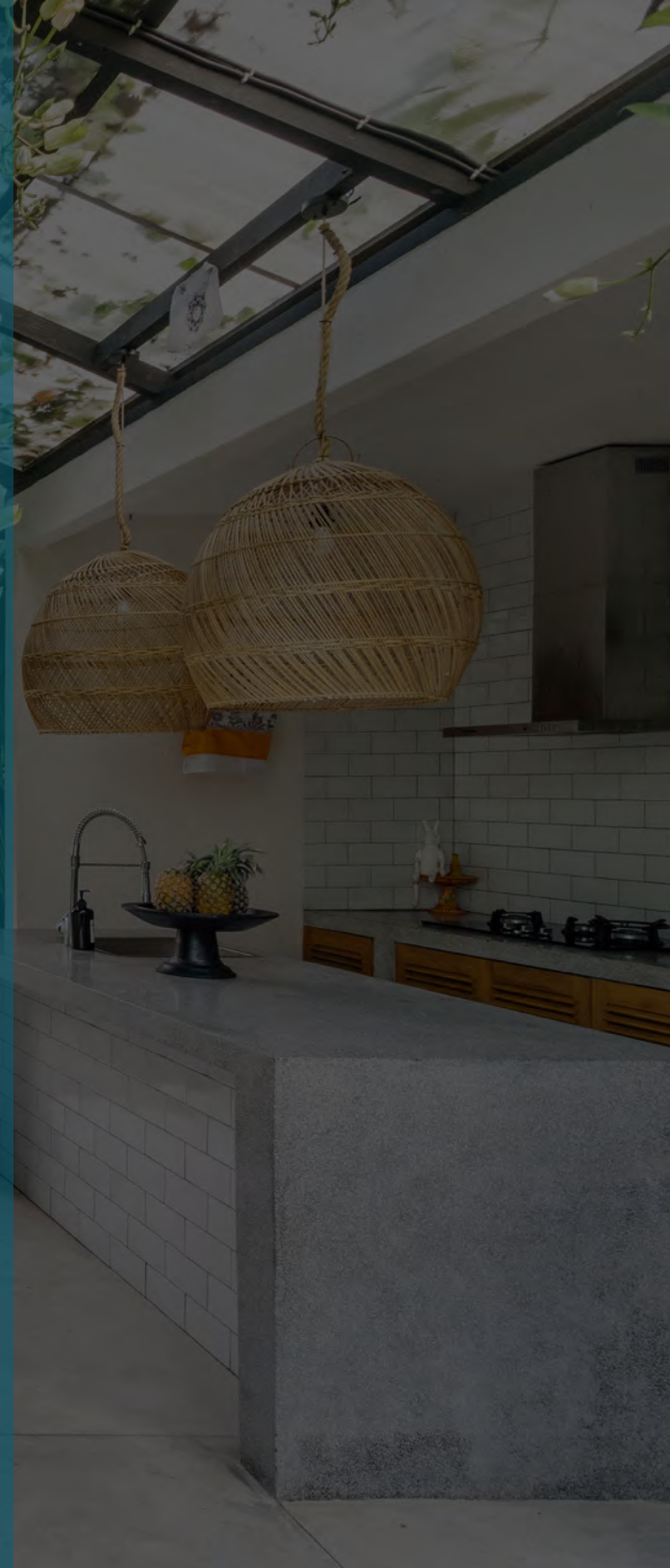
YOU CAN USE VIDEO TO:

- Offer your expertise about the real estate industry or the homebuying process
- Share client testimonials
- Introduce yourself or your brokerage
- Tour a particular neighborhood or share information about your city or region
- Livestream an event or conduct a virtual open house

“
**IF YOUR
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”

— **DAN ROTH**, *Editor-in-Chief of LinkedIn*



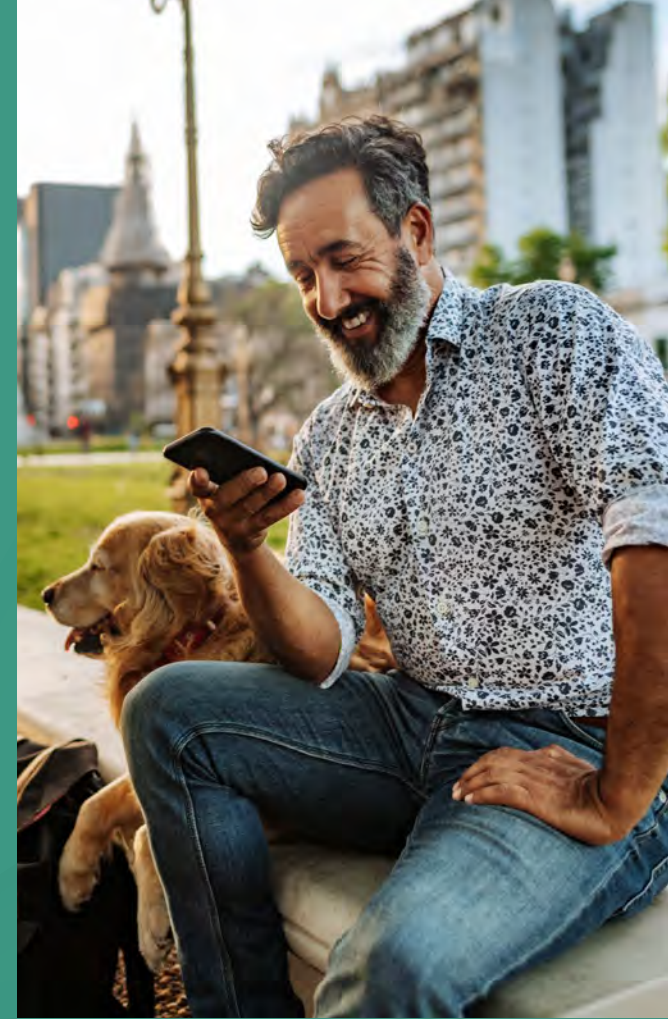
Video Solutions Made Easy

VSCREEN VIDEO MARKETING SUITE

If you're interested in using video but don't know where to start, consider trying [Terradatum's VScreen Video Marketing Suite](#).

With VScreen, you unlock a wide variety of personalized, turnkey videos:

- **Market Videos** are up-to-date, branded videos focusing on local market conditions — including popular statistics like active inventory and median listing price — using MLS market metrics powered by Terradatum.
- **Listing Videos** are dynamically generated in real time, automatically pulling a listing description and photos from the MLS while adding in animated 3D graphics, professional narration, and branding for the listing agent and their brokerage.
- **Community Videos** highlight the important lifestyle features of a city, county, zip code, or neighborhood. Clients can engage with up-to-date local info centered on school scores, Yelp reviews, weather, demographics, safety, entertainment, commute times, and more.
- **Advice Videos** offer a custom-branded video library of consumer tips, answering the most commonly-asked questions in real estate. These fully-branded videos are ideal for social media sharing and for marketing your office as real estate experts.



Listing HomeRun

If you're interested specifically in how video can be used to market a listing, Terradatum's Listing HomeRun is the tool for you.

Listing HomeRun offers everything you need to promote your listing, including:

- **A branded listing video**, which you can download, embed, and share on social media.
- **A personalized listing page**, which includes your own printable PDF and interactive page featuring your branded videos.
- **A listing newsletter**, which allows you to spread the word about your new listing by featuring your video in a beautifully designed email.
- **A lead capture form**, which captures new leads and prospects directly from the personalized landing page.



Listing HomeRun
BROUGHT TO YOU BY TERRADATUM



About Terradatum

Terradatum's real estate analytics tools save real estate professionals time otherwise spent scrolling the MLS for data. Easily gain deep insights on the local market with engaging custom reports and timely, accurate MLS-backed data to help guide and educate clients on pricing and more. Get access to FREE market analytics using their newest product, Aergo. For more information, call Terradatum at **888.212.4793**.

