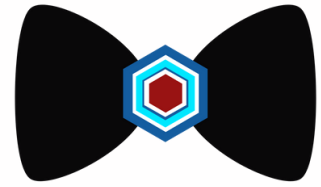


# THE INSIDE SALES AGENCY



## TOP 10 VIDEO LIST EVERY REAL ESTATE AGENT NEEDS

### #1 - INTRODUCTION

This should go without saying, but every agent should have a short (2 mins or less) introduction video to connect with potential clients. Keep this short, but be sure to show your personality & experience.



### #2 - WHY YOU NEED AN AGENT

Be sure to explain the multiple benefits of using an agent in the ever confusing process of home buying/selling.

*\*Bonus\** Include tips on what to look for when choosing an agent.



### #3 - FIRST STEPS OF BUYING A HOME

Walk your potential clients through the basics of getting started and what they can expect in the beginning stages of home buying. Be sure to include how helpful you can be throughout the entire process and if you offer anything that sets you apart from other agents.



## #4 – PROS & CONS OF MOVING TO \*YOUR AREA\*

This is the perfect way to show your personality & the best of your area to your ideal clients. Be creative and share all the ups and downs you would share with your friends & family looking to move nearby.



## #5 – TIPS FOR GETTING A MORTGAGE

This would be great to partner with your lender and ask them what would be most helpful for clients to know before starting the process.

## #6 – WHEN IS THE BEST TIME TO BUY/SELL A HOME

Sharing your experience & expert advice with your potential clients not only brings value to their search, but is also extremely valuable in nurturing your leads.



## #7 – PROS & CONS OF BUYING VS. RENTING

This is always a helpful tool for new leads. Most importantly, being honest with genuine facts to help make such a big decision, will build trust with your audience.

## #8 – IS \*YOUR AREA\* A GOOD PLACE FOR A FAMILY

Here is your chance to showcase ALL of the amenities your family friendly clients would appreciate about your beloved area. No doubt, this will be one of your most viewed & appreciated videos!



## #9 – TIPS TO SELL YOUR HOUSE FAST FOR THE MOST MONEY

If you haven't noticed by now, you can't go wrong with educating your audience. Even if you think the topic is saturated, it's helpful. And you want to be the one potential clients remember when things start to align.

## #10 – HIDDEN GEMS IN \*YOUR AREA\*

This type of content is helpful in more ways than one. We like to send this video to leads, to mix up the constant "Do this, buy now, pick me" type of nurturing.

