



# *Motion to Profit*

PROPERTY



Professional video for estate agents.

# Does this sound familiar?



I want to be able to charge a slightly higher fee, but with so much competition it's impossible to rise my prices.



I do well with smaller properties, but want to grow my business by taking on higher end properties.



Photographers, Floorplans, Videographers its all becoming a bit much when we take on a property.

# About Us:

Darren Ockenden and Sam Thompson have teamed up to deliver a professional yet affordable marketing service for local estate agents. We both have our own successful video production businesses and are combining our skills to deliver exceptional results to help estate agents stand out.

We have packages that can take care of it all, from basic photography (we see drones as basic) through to cinematic videos.

We produce marketing assets you can be proud of, your brand will wow your clients and giving your buyers the opportunity to imagine themselves in their new home.

Every video we create uses at least £7,500 of video recording equipment, to produce the higher quality marketing asset you deserve.



# Our Solutions:



By creating professional marketing assets your customers will see you as the go to agency, accepting a slight price increase. On your valuations you'll be able to show the seller exactly why they should choose you.



What does your marketing say about you? With a higher priced property comes a higher fee and customers understandably want to see where their money goes. With us you will have a range of packages at your disposal to impress any client.



Our packages include all the services you need, from floor plans, to cinematic videos we have you covered.

# Why video?

"34% of new listings now have a video."

*Rightmove*

"73% of homeowners say that they are more likely to list with an estate agent who uses video."

*Splento.com*

"58% of buyers want and expect to see video of a home they are looking at online."

*Splento.com*

# A few of our examples:

QR Codes

Here are a few examples of our work...

## People Drive Example

Would your marketing be improved with a video like this?



## The Furlongs Example

Would your marketing be improved with a video like this?



<https://vimeo.com/user170356220>

If you are viewing on a phone  
select the "Video" Tab.



*How can we help you.*

## *Client Satisfaction*

73% of sellers say they are more likely to list with an agent who uses video to market their property. We can help you produce high quality video both you and the client can be proud of.

## *Improved Marketing*

A video is known to be far more effective than simply pictures and text. A video tells the story of a home. It lets the buyers imagine what it is like to live there.

## *Flexibility*

Would you like one of your agents presenting on video? Do you have a unique project such as a number of new builds your taking on?

We understand no two jobs are the same, and we are always happy to work around your requirements.

# Packages

## Silver Package: £199

Not every property needs video, some need good quality photos and a floorplan. Our silver package offers a professional edge to the basics, which sometimes is simply enough.



Drone Photography



Photography



Floorplan

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## Gold Package: £349

Our Gold Package includes everything in the silver, however we combine some drone video with our stills to produce a high quality video with your branding.

Our silver package  
Plus



Drone Videography



Video

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## Platinum Package: £549

This is you bringing out the big guns, with our platinum package we offer a range of services. Do you want an agent in the video talking about the house? Do you want to capture some of the local area? The platinum package includes it all, we use our gimbals to create steady footage inside and out. These videos really are next level designed for higher end properties.

Our gold package  
Plus



Videography



Cinematic Video

# FAQ

*That is a LOT of money, do I need to do this?*

We made a big claim earlier about 73% of sellers wanting video. Think about your local agents, I am guessing a few of them are already using video in their marketing?

We believe our service is an investment, by improving your marketing and having more at your disposal you are more likely to take on clients. You are going to engage buyers better and sell more properties.

We have a number of packages to lower our prices, or mitigate the risk we would love the opportunity to discuss our packages with you.

*We use 3D tours, I don't think we need video.*

During the pandemic we see agents needing to be inventive, 3D tours were a great way of running the business under extremely challenging conditions. We believe video shows a property in a much better light, it adds personality and is easy to sit back and watch.

However, 3D tours are a great way to understand the layout, that is why we will soon be offering our own 3D tour service.

*I am not sure I need to make a video for every property?*

We agree, there are some properties that may be less suitable for video. There may also be properties where you have buyers in mind. We do not charge anything until the day of filming and would be happy to hold off until you as the agent are ready.

We do recommend video in higher priced properties that are generally harder to sell.

*Want to find out more?*

No email lists, no strategy calls... if you are interested and think we can help then simply contact Darren or Sam.



*Darren Ockenden*

Telephone Number: 07809 206401



*Sam Thompson*

Telephone Number: 07708 526312

*E-mail*

[enquiries@motiontoprofit.com](mailto:enquiries@motiontoprofit.com)



@motiontoprofitproperty

