

# Elevate Your Real Estate Success with Harbour Pointe Creations

In today's challenging market, you're not just selling properties—you're marketing lifestyles and futures. Harbour Pointe Creations delivers promotional videos that showcase the true essence of each home, helping families envision their next chapter. Our expertly crafted videos increase listing views by up to 403% (NAR 2024) and reduce average days on market by 20%, creating emotional connections that transform prospects into buyers.



With a focus on collaboration and support, Harbour Pointe Creations helps real estate professionals enhance their visibility, connect with potential clients, and ultimately thrive in a competitive market. This commitment goes beyond mere business transactions; it reflects a genuine investment in the long-term prosperity of the home building community.



# The Power of Promotional Videos in Real Estate

## 73%

### Buyer Decision Factor

Of homeowners say video helps them decide on an agent (2024 survey)



### Marketing Expertise

Our deep knowledge of video commercials allows us to identify unique prospectives that align with your clients' needs, ensuring you stand out in a crowded landscape.

## 3x

### More Inquiries

Listings with professional videos generate triple the prospect engagement



### Affordable Packages

We offer affordable packages to help you succeed by portraying you as a professional negotiator that save buyers an average of 2-3% on purchase price—potentially tens of thousands of dollars on your investment. Seller Realtors benefit from higher escrow closings.



### Transaction Support Through Informational Videos

Expert guidance through complex paperwork, inspections, and legal requirements, protecting your interests throughout the entire purchasing process is something you can offer your potential clients through a series of explainer videos we create for our real estate professionals to appeal to their luxury clients.



# Your Seamless Marketing Journey with Harbour Pointe Creations

## WE CREATE VIRAL ADS FOR PROPERTY SALES & RENTALS

### OPEN HOUSE VIDEOS, CAROUSEL ADS, FLYERS & MORE

- We create promo videos for you, then upload it into your marketing channels (META, IG, TikTok, Etc).
- Add-ons: We can set up & manage your social media, Google Ads, Bing, & Yahoo for you.



#### REALTORS/BROKERS

Listings, Buyers, FSBO, Auction, New Development, Land, etc.



#### PROPERTY MGT

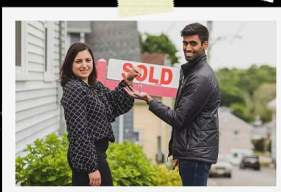
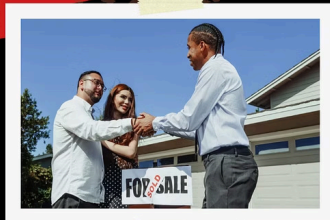
Get qualified renters asap with viral videos and flyers about your rental.



#### VRBO, AIRBNB, ETC.

Vacation Rental & Excursion Businesses, etc.

[LEARN MORE](#)



## Initial Consultation

Schedule a call with our team to discuss your property's unique selling points, target audience, and marketing goals. We'll outline available packages and timelines.

1

## Custom Proposal

Within 48 hours, receive a tailored proposal featuring recommended video styles, photography options, and promotional materials designed specifically for your listing.

2

## Production Day

Our professional crew arrives at the property to capture stunning footage, highlighting architectural details, natural lighting, and lifestyle elements that make the home special.

3

## Review & Approval

Within 3-5 business days, receive your draft materials through our secure client portal. Request any adjustments to ensure the final product perfectly represents your vision.

4

## Multi-Channel Distribution

Once approved, our team schedules posting of our videos/content across all your social media platforms, optimizing for peak engagement times and including targeted hashtags.

5

From concept to completion in just 7-10 days, Harbour Pointe Creations transforms your listings into compelling visual stories that captivate potential buyers and set you apart from the competition.



# The Harbour Pointe Advantage: Marketing Lifestyles, Not Just Homes



## Cinematic Storytelling

Studies show that listings with video receive 403% more inquiries than those without, making cinematic storytelling a powerful tool in engaging potential buyers and driving interest.



## Expert Representation

Research indicates that 87% of homebuyers value working with knowledgeable agents who can guide them through the complexities of the market, highlighting the importance of expert representation in achieving successful transactions.



## Lifestyle Marketing

We showcase not just the property but the community, amenities, and quality of life that buyers are seeking. In fact, 78% of homebuyers consider the neighborhood and local amenities as crucial factors in their decision-making process. By emphasizing lifestyle marketing, we help buyers envision their future in a vibrant community, making your listings more appealing and relatable.



## Property Management

Many real estate firms often serve as property managers, overseeing rentals and vacation properties. By highlighting the property's appeal and the surrounding area, these videos not only enhance visibility but also create an emotional connection with viewers, ultimately leading to higher occupancy rates and increased bookings. With engaging visual content, property managers can differentiate their listings in a competitive market and effectively communicate the value of their rental offerings.



**Partner With HPC Marketing Today**

Let us help you create memorable, effective marketing that sells lifestyles and futures—not just properties. These real estate videos work great for all types of real estate professionals from staging companies, vacation homes, property management, real estate investors, land prospectors, and more.

