



Using Narrated Video and Aerial Images in a Realtor's® Marketing Strategy

by

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As a videographer and producer, I work closely with Realtors® producing narrated videos and aerial images. My experience as an FAA licensed and fully insured drone operator enables me to use a combination of professional level drones and traditional land based equipment to help Realtors® tell their stories and sell more properties.

There are three main reasons why Realtors® should consider working with me:

- 1. Narrated Videos and Aerial Images Will Increase Credibility, Trust and Strengthen Your Brand.**
- 2. Location and Perspective are Enhanced with Narrated Videos and Aerial Images.**
- 3. These Productions Can be Presented Locally and to the World.**

Credibility, Trust and Brand



We begin with Credibility, Trust and Strengthening Your Brand. Narrated videos and aerial visuals made specifically for Realtors® capture prospects more quickly. A professionally produced portfolio with narrated videos and aerial images increases an agency's **credibility** for customers interested in buying while also increasing **trust** with prospective clients who want to make you their listing agent.

Realtors® often tell me that they want to be known as the "go-to agent" who can sell a client's property quickly and at or near the asking price.

For many, buying and selling a property is often an anxiety-producing and life changing decision. By offering a unique marketing plan that includes narrated video and aerial images, you'll stand out from a crowded field of competitors and your clients will **trust** that you are investing into their decision to use your services.

According to MLS statistics, ***homes with aerial videography often sell faster*** and the National Association of Realtors® has stated that ***73% of customers are more likely to use video when looking for a home.***

Location and Perspective



The second point is that narrated videos using aerial images give a clear idea of **location** and **perspective**. For a homebuyer, aerial images show amenities and points of interest and beauty such as forests, mountains, hills, lakes and recreation venues such as hiking trails, parks, playing fields, schools as well as proximity to the community. **Perspective** is also achieved by emphasizing the conditions of structures, landscaping and overall aesthetics.

Presented Locally and to the World



The third point is that by using narrated video and aerial images, you'll not only be able to reach your local market, but you'll also be able to showcase your listing to the world through the internet and social media.



Social Media and Mobile Devices are the New Messengers in Town

We now live in a world where much, if not most, information is consumed on mobile devices, especially by millennials who represent the fastest growing real estate demographics. Narrated video and aerial images are easily displayed on mobile devices and this presents a paradigm shift. Realtors® now have an opportunity to build their customer base and brand by incorporating professional videos with aerial images into their social media marketing strategy. A Realtor's® marketing strategy should now consider producing narrated video and aerial images for their Website and Social Media pages.

For more information, or to schedule a meeting with me, please call (603) 252-5904, email me at bill@farrellvideo.com or visit my website at <http://www.FarrellVideoProductions.com>

I'm located in Keene, NH and I serve Southern New Hampshire, Southern Vermont and Berkshire, Franklin and Worcester counties in Massachusetts.