



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

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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 using Narrated Video and Aerial Images in their Marketing Strategy

- 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.



Realtors® Packages offered by Farrell Video Productions and New England Drone Productions, PO Box 100, Keene, NH 03431 (603) 252-5904

First Option Realtors® Full Package...\$450

(Narrated Video, Photos and Description)

Includes the following:

- Two finished HD narrated videos (60-120 second narrated videos that may be longer if necessary) for review and then all modifications necessary will be made. These include both the *Realtors® Narrated Video* as well as the *MLS Version Narrated Video*. Shorter clips for Social Media posts may be extracted from this footage.
- A minimum of 10 high resolution JPEG photos. Additionally, these photos (aerial, exterior and interior) may also be formatted into more compressed versions as needed for internet submission.
- A Narrative Script in Word® and PDF files for use as press releases, brochures and any printed media as needed. This script will be a collaborative project with the Realtor® and also used as part of the narration in the videos.

Labor Requirements for Filming/Script-Storyboard/Narration and Editing of the ***Realtors® Full Package***

- Two hours of on-site filming with drones, HD video and still cameras as well as all sound recording and interviews
- Scriptwriting and Storyboard Production using supplied bullet points and any other additional information from the Realtor® or Listing Agent
- Voice-Over Narration
- All Post Production Editing including Color Correction and Graphics Work for Necessary Branding Needs

Methods of Delivery for the ***Realtors® Full Package***

- Both the Realtors® narrated video and the MLS version will be uploaded to a VIMEO Pro channel...the URL address for these videos will remain the same for the life of the video...changes (such as an increase or reduction in selling price) can be made keeping the same URL address.
- Embed Codes for websites.
- A Dropbox Folder will be assigned to the Realtor®. This *Realtor's Media Kit* folder will provide access to all photos, storyboard, narrative scripts, videos and photographs.

Second Option Realtors® Partial Package... \$225

(High Resolution Photos)

Includes the following:

- A minimum of 10 high resolution JPEG photos. Additionally, these photos may also be formatted into more compressed versions as needed for internet submission

Labor Requirements for Filming the *Realtors® Partial Package*

- One hour of on-site filming with drones and still cameras for aerial, exterior and interior photos
- All Post Production Editing including Color Correction and Graphics Work for Necessary Branding Needs

Methods of Delivery for the *Realtors® Partial Package*:

- A Flash Drive will be provided and a Dropbox Folder will be assigned to the Realtor®. This folder will provide access to all photos, storyboard, narrative scripts, videos and photographs.

Additional Products and Services:

- Additional Flash Drive(s) with your media...\$12.00 each
- DVDs can be made as menu driven or continuous running videos for trade shows etc...\$25.00 for the master disc
- For other additional filming and editing my fee is \$67.50 per hour. Insurance for FAA clearance and insurance is \$25.
- For any additional mileage beyond 100 round trip miles from Keene, NH, my fee is \$0.45 per mile

Payment can be made by check or any the following methods:



Note: I will not submit an invoice until the project has been approved, submitted and is successfully being used for your promotional needs. For work beyond the scope of these packages, I'll be glad to negotiate.

Best,

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William Landon Farrell (Remote Pilot Certificate # 4214233) is an FAA licensed commercial drone pilot, videographer, photographer, editor and producer. His practice includes producing Web-based Promotions, Broadcast Quality TV Commercials, Documentaries and Real Estate Photography and Videos.

Member

