



CHEROKEE ASSOCIATION OF REALTORS® GAR CONFERENCE REPORT FORM

Committee/Class Attended: Video Intervention Date: 2/5/18

State Director Name: Cammy Strickland

Association Executive Report Submitted To: Karen Cunningham

Date: 2/9/18

Items Discussed: Why Video?

Speaker spoke about how community videos are more relevant than home videos. Add value to videos like how the home buying process goes. Most people figure out which community they want to be in before looking at houses. Upload your videos to YouTube. When posting to Facebook, upload directly to FB and not link to YouTube. One minute of video is worth 1.8 million words. Be consistent with videos and always end with a call to action. When shooting video a Gimble is recommended. This is a device that keeps phone steady. When doing listing videos, always start out with showing the community before the home. Highlight the local coffee shop, schools, how close to transportation. Do video marketing of yourself. Give yourself identity outside of Real Estate. Have a social object- Margarita Mondays. Invite people once a week to local restaurant for margaritas so they can get to know you. Do videos of giving back to community, local events you are involved with. Always lead viewer back to your website at end of video. During industry events, do video to let consumers know you are involved. Do informative marketing: educate, no hard sell, break it down, make it easy. Get testimonial videos from past clients. Gen X & Y rely on peers for recommendations. Clients will usually share this video on their social media giving you more exposure. Last, when a referral or new client calls in, always send them a follow up video. Even if you are in the grocery store, ball field, wherever you are and however you are dressed follow up with this video to them. Makes a lasting impression.

Thoughts (Relevancy to CAOR): Overall, I thought this was a good class. Some good ideas. I really liked the idea of highlighting neighborhoods over an actual listing. We should do more videos as an association when we have general meetings, golf, awards, etc. Need to highlight our contributions to community.

Cammy Strickland

Signature