Online video content is soaring. Its growth is so dramatic that Cisco projects that within three years 90 percent of all Internet traffic will be video.

Sure, a big chunk of that traffic includes streaming movies and television shows. However, as people become increasingly accustomed to watching whatever, whenever they want—on their television, tablet, phone, or computer—video has become a hugely popular medium.

Short video clips, in particular, are now commonly shared with others—a trend that’s so popular that the number of videos showing up in Facebook users’ news feeds increased by 360 percent in one year!¹

Clearly, people love video. Of course, real estate agents have been using it for well over a decade. Video property tours, for example, are now commonplace. Some agents have also created their own personal videos, posting them on their website, a blog, and/or their own YouTube channel.

This issue of Today’s Buyer’s Rep will fill your head with LOTS of ideas for using video to earn more referrals and new business. Equally important, it breaks down many popular technology options and provides specific how-to tips.

Pick and choose among these ideas and, above all, have fun!

¹ From January 2014 to January 2015.
THE CHANCES OF GETTING A PAGE ONE LISTING ON GOOGLE INCREASE 53 TIMES WITH VIDEO.

- Forrester Research

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**WORTH QUOTING...**

"The chances of getting a page one listing on Google increase 53 times with video."

- Forrester Research

**WHY IS VIDEO IS SO POPULAR?**

If a picture is worth a thousand words, video is exponentially more powerful. (As a matter of fact, Forrester Research estimates that a minute of video is worth 1.8 million words!) Even the shortest videos can convey compelling messages in a handful of seconds. Here are some reasons why:

**More than words** – The words you’re reading here are one-dimensional. However, if packaged into a video format, you’d be able to absorb many more subtleties like vocal inflection, non-verbal communications, and various mood elements such as lighting and color, background music, etc.

**Authenticity** – Seeing another person talk to you versus reading their words in an email message, for example, simply feels more “real,” a quality that can also imbue trust and likability.

**Quick and effective** – Whether the purpose is sharing information or entertainment, video’s ability to communicate so much on so many levels allows it to deliver a fast and impactful punch (especially if the creator keeps it short and sweet).

**THINK OUTSIDE THE BOX**

There are many simple and effective ways to use video in your business, and most of them don’t require painstaking scripting or production elements. If anything, your biggest challenge is simply recognizing the possibilities. Here are a few:

**Prospecting** – If a buyer submits an inquiry to your website, what happens next? Do they receive an automated email reply? What if your reply included a 12-second video clip, thanking them for their interest and promising a personal call shortly? Do you think they’d feel a stronger personal connection—and be more likely to answer your call?

**Home tours** – Even if your buyers are out of town, you can still provide house tours, helping them see details well beyond listing photos. This might involve sending clients recorded segments or doing a live stream, where you see and talk to one another while walking around. Video is particularly effective in capturing outside elements too. (Is the neighborhood quiet? Are the other houses nice?)

**Testimonials** – What better way to capture a client’s enthusiasm about their new home (and working with you) than with a short video clip, taken right after closing? This is great content for your website, or might be woven together with other clips for a more formal video introduction.

**Local market expertise** – When buyers search online for homes, they’re also researching information on neighborhoods, nearby places to eat/shop, transportation, community amenities, etc. Posting short videos of yourself introducing these features is a fun and easy way to demonstrate your knowledge of the area, while also improving your ranking in local search results.

**Video messages** – Personal video messages are often more impactful, helpful and memorable than email, voicemail, or text messages. Learn how to communicate this way and use it to share news, answer clients’ questions, or show your buyers the perfect house that just came on the market.

These are all relatively casual ways to use video. By keeping them short, you can easily re-record until you’re happy with the result, eliminating the need for editing software. And by getting lots of practice, you’ll become increasingly comfortable talking to a camera.

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**Take Another Look at VIDEO**

Continued from page 1
**LIVE VIDEO**

How do you want to create your streaming video feed?

<table>
<thead>
<tr>
<th>Who do you want to share it with?</th>
<th>Popular two-way video chatting services include:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Private Sharing Options</td>
<td>Google Hangouts, Facebook Messenger, Snapchat</td>
</tr>
<tr>
<td>Public Sharing Options</td>
<td>Facebook Live, YouTube Live, Periscope</td>
</tr>
</tbody>
</table>

To stream video to a broader audience consider:

| Public Sharing Options           | Facebook Live, YouTube Live, Periscope        |

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**Keep in Mind**

When selecting among the many services listed on pages 4 and 5, consider this:

- **Objectives**: Are you creating video for a single client or to promote your business to a larger audience? Each of these services supports different objectives, so choose accordingly.

- **File size**: Video files are BIG! Moving them around can be difficult, which is why it may be preferable to send a viewable link than the actual video file.

- **Privacy settings**: If your video is only intended for your buyer-client, for example, make sure you’re sharing it in total privacy. You wouldn’t want the listing agent to stumble upon it and weaken your negotiating position.

- **Mobile enabled**: With more and more video being filmed and distributed directly from mobile devices, you may prefer services that allow you to completely bypass your laptop or desktop computer.

- **Overlapping features**: If you plan to use video in several different ways, consider services that already offer these overlaps. For example, Skype users can do one-on-one live video streams, in addition to sending private video files/messages.

- **Data vs WiFi**: Don’t risk burning through your data plan. If you’re sending videos directly from your phone, wait until you’re connected to a secure WiFi network.
## Recorded Video

### How do you want to create your (short or long) recorded video?

<table>
<thead>
<tr>
<th>Options for sending a SHORT recorded video to another person:</th>
<th>Many options for sharing LONG videos:*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attach the file to an email message</td>
<td>Upload large files and create shareable links:</td>
</tr>
<tr>
<td>Use your phone’s messaging service</td>
<td>Dropbox</td>
</tr>
<tr>
<td>Facebook Messenger (15-second limit)</td>
<td>Google Drive</td>
</tr>
<tr>
<td>Snapchat (10-second limit)</td>
<td>Share video files in conjunction with, or independent of, calling/texting:</td>
</tr>
<tr>
<td></td>
<td>Skype</td>
</tr>
<tr>
<td></td>
<td>Private video sharing services:</td>
</tr>
<tr>
<td></td>
<td>Shutterfly</td>
</tr>
<tr>
<td></td>
<td>VideoSprout</td>
</tr>
<tr>
<td></td>
<td>Large file transfer services:</td>
</tr>
<tr>
<td></td>
<td>WeTransfer</td>
</tr>
<tr>
<td></td>
<td>MailBigFile</td>
</tr>
</tbody>
</table>

### To broadcast SHORT videos: |

- Instagram (3 to 60 seconds)
- Snapchat (10-second limit)

### Popular options for promoting LONG videos: |

- YouTube
- Facebook
- GoogleDrive

*All “long” services can also be used for short videos.

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### Video 101 - Three Ways to Record

1. **With your smartphone** – camera pointed “out” or “in” (selfies)
2. **From a laptop/desktop** web camera
3. **Standalone video cameras** – harder to move/share files, but offer higher video quality
## All-Star Video Techniques

### Upgrading Your Production Quality

<table>
<thead>
<tr>
<th>Service</th>
<th>Features</th>
<th>Pricing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Animoto.com/realestate</td>
<td>Blend photos with video clips into one seamless production, adding text, custom branding and background music. Includes over 50 basic style templates, or upgrade to access over 20 additional professional/customizable styles. Samples for real estate agents include virtual tours, buyer thank-you, neighborhood walk, and agent introduction.</td>
<td>Pricing: Three tiers, ranging from $8 to $34 per month (if paid annually).</td>
</tr>
<tr>
<td>WeVideo.com</td>
<td>A cloud-based platform that provides powerful yet intuitive video editing on desktop computers and mobile devices (Android and Apple). Start simple and work your way up to advanced features like animation, voice-overs, transitions, fast/slow motion, Green Screen, background music, personal branding, and much more.</td>
<td>Pricing: Four options, from free (with limited features and storage) to unlimited for $69 per year.</td>
</tr>
</tbody>
</table>

### Embedding Videos Into Your Email Messages

Small video files can be attached to email messages, or you can send links for longer videos. But then your recipient has to take additional steps to view them. What if they could view your video directly in the body of an email message? Until recently, this was a difficult step for most people to execute, but new services make it super simple:

**BombBomb.com**

When BombBomb surveyed its customers, it found that video email (versus traditional email) received 81 percent more replies and converted 68 percent more leads. The platform lets you record directly (desktop or mobile), send to a single person or a group, then track results. Was the message opened? Was the video viewed? How many times?) It also integrates with Gmail, Salesforce, Outlook, Top Producer and more.

**Pricing:** Free 14-day trial; tiered pricing ($39 or $49/month, billed annually) or yearly subscription with premium setup ($1,299 one time; renews at $588).

**Covideo.com**

Create and send one-time videos from your desktop or smartphone—or send pre-recorded videos. Includes customized branded templates, Outlook integration, as well as integration with nearly all CRM (customer relationship management) systems.

**Pricing:** Premium = $49/month/user; Enterprise = $99/month/user
# Reaching Millennials: A Comparison of Instagram and Snapchat

After Facebook, Instagram and Snapchat are the most popular social media sites for Millennials. Both platforms rely heavily on video and still photography. How do they compare? What are some ways to use them?

<table>
<thead>
<tr>
<th>Instagram</th>
<th>Snapchat</th>
</tr>
</thead>
</table>
| **How it works** | **A social media app** where users upload photos and short videos, along with supporting text, and follow other users’ feeds; followers can like and comment on other users’ posts.  
  **Quality is important** and digital filters can be applied to help achieve it. Uploading high-quality images is another option.  
  Maximum video length was recently **expanded to 60 seconds**.  
  *Note: At press time Instagram released a new feature, Instagram Stories, a virtual clone of Snapchat Stories.* | **A messaging app** where users:  
  • take photos and record videos  
  • add text and drawings on top of them  
  • send them to followers, specific individuals, or add them to your “Story” (saved for viewing within 24 hours)  
  Users set time limits to view others’ posts (called “snaps”), from 1 to 10 seconds (videos are limited to 15 seconds). During that brief window, you are more likely to have their undivided attention (no news feed to scroll through). |
| **Content characteristics** | Content—both images and companion text—**must be meaningful** and engaging to capture attention.  
  **Background**  
  *Launched in 2010*; purchased by Facebook in 2012 for $1B. | The ephemeral quality of snaps lends itself to casual, **unrehearsed and fun communications**.  
  **Background**  
  *Launched in 2011*; declined a $3B Facebook purchase offer in 2013. |
| **Registered users** | 400 million | 200 million |
| **Access** | Mobile and desktop versions. | Only available as a mobile app. |
| **Location-based tagging** | Posts can be tagged with location data, but users also pile on hashtags for any relevant descriptors. (#BelleAireEstates, #newlisting, #cozycottage, #amazingview, #homesweethome, etc.) | Snapchat does not support hashtags. Instead, users rely on geofilters—small decorations with the name of the city. It recently added on-demand geofilters where users select a geofenced area and create their own name/design. (Pricing starts at $5.) |
| **Potential uses** | Real estate is very visual and both platforms rely heavily on photography (still and video). Images of properties, views, and related features are all prime candidates. The difference, however, is in the quality of your images and how they are used.  
  **Showcase properties with a mixture of photos** that allow viewers to imagine themselves having this experience. Also effective for sharing behind-the-scenes real estate experiences. | Snapchat is all about engagement and interaction.  
  Tell stories, educate (e.g., show how smart home technology works), and share interesting and unique home features. |

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Covideo.com
Create and send one-time videos from your desktop or smartphone—or send pre-recorded videos. Includes customized branded templates, Outlook integration, as well as integration with nearly all CRM (customer relationship management) systems.
Pricing:  
*Premium = $49/month/user;  
*Enterprise = $99/month/user
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• Expand your referral network among ABR®, designees, as well as leaders within the SRES® and GREEN communities

The ABR®, GREEN and SRES® Networking and Awards Reception will be held Saturday, November 5, from 6:15-8:15 pm, right after the General Session. Please check REBAC.net/REBACreception for a complete schedule and registration details.