

Video & Real Estate

Written & Presented by:
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You Tube Course Description: <https://youtu.be/IriCHJ6lyMM>

Course Length: 1.5 hours of class time

Learning Objectives:

The objective of this program is to introduce Realtors to the best practices in the use of video in their roles as Buyer and Seller agent. Today, video accounts for an enormous part of marketing in all sectors, Real Estate being no exception. Key learning objectives and topics covered are:

- 1) Statistics around the successful use of video - the numbers are astounding.
- 2) How to set yourself up for success. Best programs to subscribe to and the differences between video in You Tube, Facebook and others.
- 3) Top strategies for use of video when acting for Buyers.
- 4) Top marketing strategies for marketing Real Estate
- 5) When to use professional videographers vs your own
- 6) Tools, cameras, gear need to make your own 1st class video
- 7) How to get good at being “on-screen”
- 8) How to decide if you being “on-screen is a good idea for your brand.
- 9) How best to understand the client’s needs and core values such that your “Value Proposition” is understood.
- 10) How risk, increases value and how best to articulate this key fact.

This program is a very good convention presentation and or special sales rally event topic. Realtors of all levels of expertise and market sectors need to be skilled in assessing if and how they ought to include video in their services.

The program includes PDF copies of key slides.

About the Author: Gerry Halstrom

Winning over audiences from BC to Ontario, Gerry Halstrom is one of Canada's most recognized voices in Real Estate training. He is a senior instructor with the BC Real Estate Association; offering professional accredited provincial courses in the areas of Technology; Legal Risk Management and Selling New Homes and Condominiums. Mr. Halstrom offers seminar topics to industry professionals in many sales and marketing formats. Some of the most popular being his "Real Estate Tech Tune-up" and "Negotiating Real Estate. Mr. Halstrom's seminars are available in both live and online formats.

Professionally, Mr. Halstrom has been a "super producer" in the Real Estate sales field building one of BC's largest personal sales volumes in the project marketing sector. Additionally he has served as Senior Vice President in leading Real Estate and Health Technology companies.

Gerry Halstrom Seminars

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