

**MARKETING MEETING**

OCTOBER 14TH

---

# VIDEOS

# THE TRUTH

- Videos aren't going anywhere
- They're one of the most powerful marketing tools we have
- They build trust, recognition, and connection faster than any other medium
- We know they can feel overwhelming — but you're not doing this alone
- We've already done the hard part — the scripts are written for you
- All you need to do is schedule the time to record them
- Done is better than perfect

# MONTHLY MEDIA DAYS

- One day every month will be our “Monthly Media Day”
- Julia will be set up in the media room all day long
- Everyone will book time to record **at least one video** on that day
- All the equipment will be set up, energy will be high, everyone will be camera ready — it will be fun!
- You are always welcome to reach out to Julia to record videos outside of these media days

**NOW FOR THE  
SCRIPT LIBRARY...**

# BUYER SPECIFIC VIDEOS

- Buyer Guide
- Pre-Buyer Consultation
- BRA Explanation



# SELLER SPECIFIC VIDEOS

- Listing Leverage
- Pre-Listing Appointment
- Listing Agreement Explanation



# UNDER 1-MINUTE SOCIAL MEDIA VIDEOS

- Should I Buy Now or Wait
- The First Step to Buying a Home
- Why Fall is a Great Time to Sell
- One Thing Buyers Don't Realize About Offers
- Local Spotlight
- 3 Quick Fixes Before You List
- Myth Busting: Renting vs. Buying
- What's One Thing an Agent Actually Does?



# LINK TO THE ENTIRE SCRIPT LIBRARY

(SAVE THIS SOMEWHERE!)



# MAKE YOUR PLAN

- If you haven't recorded your new Buyer Guide and Listing Leverage — start there!
- If you have — pick at least two videos you are going to record this month

**MARKETING MEETING**

OCTOBER 14TH

---