

## WHY YOU NEED A VIDEO PRESENTATION

**85%** of home buyers and sellers want an agent who has video marketing only **15%** of agents have a video presence.

Homes listed with video get **four times the inquiries** of homes listed without video.

Video increased listing inquiries by **403% Inquiries** not just views.

Video is worth **1.8 million words** or **3,600 webpages** of text / **80%** of viewers will remember it.

Of home buyers who use video in their search **86%** use it to research a community **70%** use it to tour the inside of homes.

Including video in emails **doubles the click through rate** and reduces opt outs by **75%**.

Community **Videos are relevant over a few years span**. Research show's buyers start comparing neighborhoods long before they look at listings.

Information taken from Inman.com

## FROM AN INDUSTRY LEADER

Numbers don't lie: JP Lewis, Media Director at Keller Williams Realty (the world's largest real estate company), says agents who use video earn approximately **103%** more than that of those who don't. Leading marketers in any industry leverage cutting-edge technology to keep their business ahead. In June 2015, **183 million** Americans viewed more than **44 billion online videos**. Currently **one third of all online activity** is spent watching video. Cisco predicts that within two years, **90%** of internet traffic will be video content. Companies are investing more in video as they realize the positive impact it has on their bottom dollar. It is estimated that national video ad spending will increase from **\$1.97 billion to \$5.71 billion in 2017**. The numbers are staggering.

Contact us to begin moving into the future! [mark@team23media.com](mailto:mark@team23media.com)