



REAL ESTATE

VIDEO

INFLUENCERS



2018

THE COMPLETE RANKINGS AND EDUCATIONAL GUIDE TO
Using Video to Build Relationships and Close Deals

WELCOME TO THE 2018

Real Estate Video Influencers Guide!



Welcome to the 2018 Real Estate Video Influencers guide presented by BombBomb and Tom Ferry. In this document, you'll find a deep dive into the phenomenal accomplishments of 75 distinguished video influencers as ranked by BombBomb.

GOALS: We began this substantial exploration in 2017 to give back to the real estate industry, to honor and celebrate amazing video influencers, and to learn, for ourselves, about top performers, strategies, and successes in the process. We hope you get the same enjoyment and education out of this as we have.

Our stated goal prior to embarking on this inaugural journey was: To celebrate and educate on the top ways real estate professionals are using video to grow their businesses, and to recognize individuals and their achievements.

YOU, the reader, get to determine if we achieved our desired outcome.

After the success of our 2017 Real Estate Video Influencer Guide, we decided to embark on the same journey and solicit nominations again for the 2018 Real Estate Video Influencers.

METHODOLOGY

Nominations: To start the nominations, we (BombBomb) sent out emails to our full databases and ran paid and unpaid advertising to drive traffic to the nomination page. This netted approximately 1,200 nominations. We also reviewed all of our previous winners from our 2017 Video Influencer Awards.

Video Channels: Our team started on the primary website of the nominee and browsed for video injection. Then, we proceeded to their social media profiles and any other links or websites provided through the nomination form. We finished in YouTube. We watched, on average, around six videos per nominee (as few as one or two and as many as 20), putting us at over 7,200 videos consumed throughout this vetting process.

Methodology Notes: We decided that each person would only rank in one category. This means that All Around winners could have ranked highly in one or more other categories. Likewise, a ranked person in one of the other categories may have been considered for All Around, but a particular strength landed them in that specific category. To be considered, the nominee had to be a practicing real estate agent, which unfortunately disqualified quite a few real estate coaches.

If you disagree with a ranking or feel someone is missing, **make your nomination in 2019!** We want to recognize, celebrate, and learn from the best of the best. As we move forward, we hope and expect this project will grow in awareness and nominations. Your nominations are encouraged and welcomed.

Every website and social icon is clickable and gives you direct access to each person's video content! **GIVE THEM A CLICK.** 

THE CATEGORIES

To celebrate specific achievements and specialties, as well as all-around performance, we created five distinct video influencer categories and here is how we approached them.

1. All Around
2. Home Tour + Listing
3. Community + Neighborhood
4. BombBomb
5. Social Media

All Around Video Influencers

People ranked and selected as up-and-comers in the All Around category excelled in multiple types of real estate video. Most of them would be top performers in one or more of the aforementioned categories; however, we made the decision to honor more influencers by ranking each person in only one category. If someone excelled in more than one category, then they were placed into the All Around category.

Home Tour + Listing Video Influencers

In this category, slideshows needed not apply. Photos set to music were disqualified. We also removed one-offs, which we saw as someone who may have done one or two videos really well but did not display a track record of consistency. We identified some obvious disparity in this category when comparing videos of luxury listings to listings priced closer to market averages and medians, so we decided to create a balance of both in our top 10. We gave extra props for uniqueness of videos - from HGTV-style intros, hosts, community injections, emotional connections, and more. Lastly, we discounted videos with no clear individuality or effort. This leveled the playing field for agents producing videos for low- and mid-market listings.

THE CATEGORIES: Continued

Community + Neighborhood Video Influencers

We found this category extremely difficult to judge in 2017 due to the lack of agents creating this type of content. In 2018, this was a completely different ball game. The people that we chose to give the high honors to in this category were thinking outside of the box. They weren't just spotlighting local businesses - they were also showcasing people from their neighborhoods and their story, or using a red paperclip as a starting point to trade for something even bigger and better and using the final winnings to give back to a local charity.

Social Media Video Influencers

We transformed what was formerly our Live Video category into our Social Media category to best represent all of the social platforms and how they are used to generate leads. This primarily accounted for Facebook and Instagram, but YouTube strategies were also considered. We focused on individuals who were keeping up with social trends and utilizing all of the new features like stories, highlights, and IGTV. This category was filled with innovators and was second to All Around in the most competitive pool.

BombBomb Video Influencers

BombBomb makes it easier for business professionals to get face-to-face with more people more often using simple videos in emails, text messages, and social media. A great way to eliminate confusion in the emotional journey of buying and selling a home is to communicate clearly and effectively throughout the entire process - and video is the way to do it. The professionals in this category are utilizing BombBomb to build better relationships, improve communication throughout the heavy transactional process of buying a home, and increasing their referral network.

 BombBomb™ presents

re▶humanize

Video Influencers Summit

May 8-9, 2019 + Denver, CO



**If you're looking to start or improve your video marketing,
you don't want to miss this live and in-person event!**

A first-of-its-kind event is coming to the heart of Denver - a video summit to help real estate professionals build stronger relationships and win more business with video. There is only one place to learn the best video strategies and skills from the Real Estate Video Influencers leading the way.

Reserve your seat before **December 22nd to save \$300** on your ticket!

 **Bonus!** A half-day of BombBomb Training on May 7th.

[REGISTER](#)

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All Around

VIDEO INFLUENCERS

HERE IT IS - THE CREAM OF THE CROP.

You're about to survey the top video performers we witnessed out of all the 1,200+ nominations we received. The winners in this category are living out an exemplary commitment to their video strategies and are doing so in several channels, formats, and styles. This information, though, does contribute to their overall commitment to connecting, communicating, and converting through video.

BELOW IS WHAT WE SAW ALL OF OUR ALL AROUND WINNERS DOING EXTREMELY WELL and what we recommend you should also begin doing.



Tips From Tom Ferry

Click on the video above to hear the #1 Real Estate Success Coach, Tom Ferry, talk about all the best strategies we saw from our All Around winners.



01 CHRISTOPHE CHOO

COLDWELL BANKER GLOBAL LUXURY
+ BEVERLY HILLS, CA



Christophe is the king of YouTube in real estate. **WITH 22,047 SUBSCRIBERS AND OVER 7,000,000 VIEWS** - there is no doubt that he is an absolute influencer in the real estate world. He also received almost 200 completely unique and legitimate nominations. Christophe was ranked 9th in our "Live Video" category (which has now been converted to social media video) last year, but in the last nine months, he's really upped his game. Christophe is consistently making high-quality listing videos that he's taking the time to script to tell a compelling story. He's also making simple videos on his iPhone where he tours local neighborhoods, and gives his viewers a behind-the-scenes look at the events he attends. He could have ranked in the top three for both social and listing videos, which is why we chose to honor him in the top spot for the all around category this year for his impressive skills in a variety of video styles.



INFLUENCER TIP



Q & A WITH BOMBOMB

Watch Christophe's video to hear his answers!

- Q:** How were you able to grow such a strong following on YouTube?
- Q:** You create a ton of simple videos on your iPhone and laptop. How did you become so comfortable on camera?
- Q:** What is your favorite video that you've created?



02 KYLE WHISSEL

WHISSEL REALTY + SAN DIEGO, CA



Kyle lead the pack last year in our inaugural Real Estate Video Influencer Awards, and he's still leading our top 75 influencers in 2018, coming in at number 2. There is no denying that Kyle is one of the best at using video in real estate (with the help of his Media & Marketing Manager, Bryan Koci). From creating recruitment videos for agents to handling real estate updates, buyer tips, listing videos, and consistently publishing his community show, #SanteeSaturdays, **KYLE IS CONSTANTLY PUSHING OUT HIGH-QUALITY CONTENT.** He's even training real estate agents how to use video to grow their business with his [Facebook Group - The Whissel Way.](#)



INFLUENCER TIP



Q & A WITH BOMBOMB

Watch Kyle's video to hear his answers!

- Q:** How has your video strategy changed from 2017 to 2018?
- Q:** How have you grown such a large social following? What would you recommend other agents do in order to increase their social engagement?
- Q:** How many hours a week are you dedicating to video and how many hours do you suggest the average agent handling video on their own dedicate to video to see real results?



03

KELLY LECLAIR

LECLAIR REAL ESTATE - PACIFIC SOTHEBYS
+ SAN CLEMENTE CA



KELLY IS A VIDEO PRO. So much, in fact, that she's taken what she's learned in her former career as a TV news anchor, as well as all of the skills she's acquired owning her own real estate business and marketing with video, to create a program to [help real estate agents learn to master video](#). Kelly creates [beautiful and professional listing videos](#), [informative educational videos](#), [fun social videos](#), and authentic BombBomb videos. Kelly has also mastered the art of collaboration within her videos. She is consistently working with mortgage brokers, title reps, and even designers, to create videos on frequently asked questions.



INFLUENCER TIP



Q & A WITH BOMBBOMB

Watch Kelly's video to hear her answers!

- Q:** What is one trend in video marketing that you're hoping to see more of in 2019?
- Q:** When working with your videographer, how do you make sure he or she best represents your vision for each video?
- Q:** Aside from your collaboration videos with mortgage officers, have you done any other collaboration videos with local businesses? Do you plan to make more?



04 KRIS LINDAHL

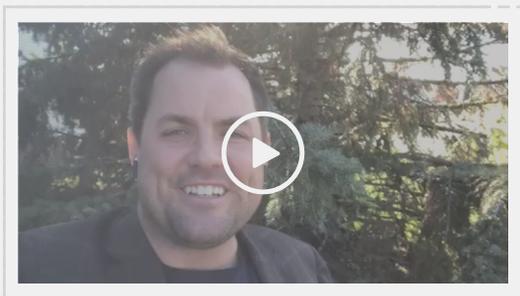
KRIS LINDAHL REAL ESTATE + TWIN CITIES, MN



It's definitely time for Kris Lindahl to make the Real Estate Video Influencer's All Around category! **KRIS IS ONE OF THE TOP BROKER/OWNERS IN THE UNITED STATES.** RealEstate.com calls him the head of a "technology-based real estate powerhouse in the Twin Cities." Real Trends and Trulia named him among the "Best Real Estate Agents in America." He is consistently creating content, whether it's culture pieces, educational videos, or simple one-to-one inspirational videos. Kris created a new platform this summer he's calling "Behind the Billboard" where he shares his industry knowledge and passion to help push the real estate industry forward. He's constantly utilizing Instagram stories, Instagram highlights, and even LinkedIn to inspire others, market his listings, and expand his business's reach. Kris is a true influencer and clearly deserves this top spot for his commitment to the real estate industry and his people.



INFLUENCER TIP



Q & A WITH BOMBBOMB

Watch Kris' video to hear his answers!

Q: What inspired you to start "behind the billboard?" What are your long-term plans for the project?

Q: We love that you've started spotlighting your team in your videos. How have you been motivating them to use video in their business?

Q: What recommendations would you give other brokers trying to get their team to adopt video?



05 BRIAN TEYSSIER

BRIAN SELLS PITTSBURGH, RE/MAX ADVANCED
+ PITTSBURGH, PA

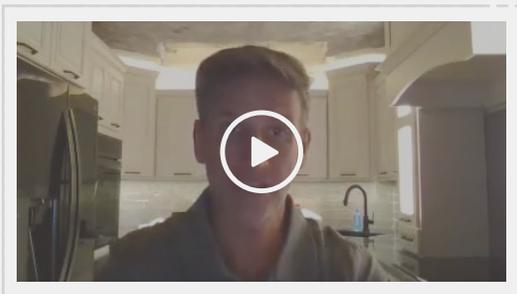


Brian was a former honorable mention winner in the Listing Video category who has catapulted his way into the top 10 for All Around this year, and for good reason. Brian is a great example of someone who is consistently documenting his life with simple video. Brian is creating videos almost daily and sharing them on his social networks. He's consistently creating [educational videos](#) about the market and the process of buying a selling a home.

[We love this video](#) he created to promote four open houses he was holding in the same development. Brian is also using BombBomb's video email platform to send his videos "pre-social media, pre-MLS, and pre-Zillow," allowing his subscribers to see a sneak peek of his future listings, which is a great way to grow his email database!



INFLUENCER TIP



Q & A WITH BOMBOMB

Watch Brian's video to hear his answers!

- Q:** What equipment are you using to shoot all your simple videos?
- Q:** How many videos do you commit to each week?
- Q:** We notice you're still holding open houses. How do you use video in your open house process?



06

MELANIE GALEA

RE/MAX LA BICHE REALTY + FORT MCMURRAY AB



Melanie has two brands that she's consistently marketing - [Melanie Galea Fort McMurray Real Estate Agent](#) and [Discover Fort McMurray](#). There are so many things to love about Melanie. First off, she's hitting a niche market by combining her love for wine and golf with her show [Wine, Women, and Wedges](#). Melanie clearly has fun with her videos and has mastered being on camera - whenever, wherever. Her expert use of simple video, her engaging personality, and her versatility almost ranked her in both our Community Video category and our Listing Video category, which made her a clear choice for a top ten competitor in our All-Around segment for 2018. Keep it up, Melanie!



INFLUENCER TIP



Q & A WITH BOMBOMB

Watch Melanie's video to hear her answers!

- Q:** You've always been a listing video and simple video pro. What made you really focus on community videos this year?
- Q:** How did you come up with Wine, Women, and Wedges? How has it helped your business?
- Q:** How often do you use your personal social media page instead of your business social media page? Do you see better engagement on one page versus the other?



07 SUE "PINKY" BENSON

RE/MAX DREAM + NAPLES, FL



Pinky placed 2nd in our no longer existing "Live Video" category of the Inaugural Real Estate Video Influencer Awards. We've moved her up to All Around because **SHE'S CONTINUED TO ABSOLUTELY CRUSH IT WITH VIDEO.** Pinky is constantly creating branded, simple video content, and being authentic to who she is while doing so. She's creating community videos, [still consistently going live](#) (with planned content), publishing, listing videos, sending BombBomb videos - you name it - she's getting it done. A great thing we see with Sue aside from other agents is that she's not just sticking with her professional business page as her platform. We see her creating [authentic content](#) on her personal Facebook page where she's not afraid to talk about the hard topics in life and speak her mind. She's also varying the content she posts, meaning she's never posting the same content on the same mediums at the same time. Pinky's pages are individually fascinating and on point when it comes to social media strategy and optimization.



INFLUENCER TIP



Q & A WITH BOMBOMB

Watch Sue's video to hear her answers!

- Q:** How often are you editing your simple videos?
- Q:** How do you determine which content you're going to share on which platforms, and when?
- Q:** What is your favorite video app (aside from BombBomb) that you use on a regular basis? Why?



08

THE AMAYA GROUP

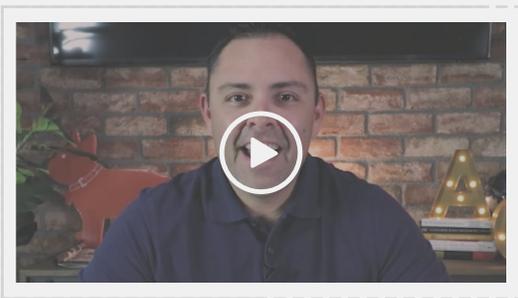
THE AMAYA GROUP REAL ESTATE + MORENO VALLEY, CA



The Amaya Group is new on our list of Real Estate Video Influencers, but **THEY HAVE CERTAINLY IMPRESSED US WITH THEIR CONTENT STRATEGIES**. The Amaya Group has a strong presence on all of the content platforms. They are embracing and utilizing playlists on YouTube and Instagram - something we highly recommend. Another thing we love about the Amaya Group is the fact that they are utilizing all of their agents in their videos - it's never just one person who's the star. They are also pumping out community videos in two different playlists - IE Foodies and IE Scenes. The Foodies playlist focuses on food and beverage companies while the Scenes playlist showcases art, small business, and culture. Aside from community videos, the Amaya Group is also making beautiful [listing videos](#) and [educational videos](#) that are easily searchable.



INFLUENCER TIP



Q & A WITH BOMBBOMB

Watch Steve's video to hear his answers!

- Q:** Do you encourage everyone on your team to use video? How do you do this?
- Q:** How often are you filming IE Foodies and IE Scenes? How has this commitment paid off?
- Q:** How do you try to repurpose your content after you film it? Are you creating smaller versions of your videos?



09

LEIGH BROWN

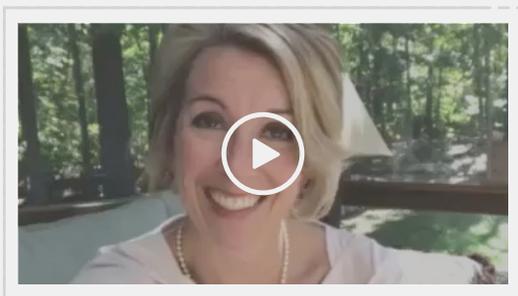
RE/MAX REALTY + CONCORD, NC



Leigh is another former Real Estate Video Influencer from our Live Video category. And if you look at her Facebook page, you'll see that she wears a lot of hats. Leigh is consistently coaching agents, being an awesome broker/owner for Leah Brown & Associates, working as the chair of the Board of RPAC Fundraising Trustees for NAR, and raising money for nonprofits as a board member of the Realtors Relief Foundation. She has such a strong focus on helping nonprofits, and you'll see her using video to do so quite often on Facebook. Recently, [she went live and answered any business questions](#) people had in exchange for a donation to the Realtor's Relief Foundation. Leigh is answering educational questions on real estate topics, sending BombBomb videos, and creating listing videos on a regular basis that get tons of views and interactions. She is an incredible content creator, a phenomenal speaker, and **A PERFECT CANDIDATE FOR OUR ALL AROUND CATEGORY.**



INFLUENCER TIP



Q & A WITH BOMBOMB

Watch Leigh's video to hear her answers!

Q: How has your video strategy changed from 2017 to 2018?

Q: It looks like you're doing a lot of work for nonprofits (which is super awesome!) How do you use video to help with your nonprofit work?

Q: Do you have a dedicated content calendar? How do you decide what to promote, when?



10

GIA SILVA

INTI REALTY + LONG BEACH, CA



We love Gia’s spontaneous videos. She’s utilizing features on both Facebook and Instagram in an incredible way, as she’s not afraid to go live in the middle of “[door knocking](#)” to talk about what she’s hearing from the locals and explain the market updates. We also love that Gia is tackling tough topics like [a possible recession in 2020](#) with total ease. She’s even spotlighting her clients, creating [high quality listing videos](#), and using BombBomb for one-to-one videos. Gia has an incredible camera presence, and is consistently providing value, motivation, and education to her clients with simple video. We can’t wait to see what she does with her video strategy in 2019!



INFLUENCER TIP



Q & A WITH BOMBBOMB

Watch Gia’s video to hear her answers!

- Q:** When you create your live videos, what’s the sweet spot on timing? Do you plan your live content in advance, or just go live when it feels right?
- Q:** How often are you aligning your blog ([Simplifying the Market](#)) with your video content?
- Q:** What’s your favorite new update to social media video from 2019? How are you using this new feature?

UP AND
COMERS



11

JC SILVEY

SILVEY RESIDENTIAL + LEESBURG, VA



JC almost ranked in both the Community Video category and the Listing Video category, making him a clear contender for All Around. JC just started using video this last year and has been creating AMAZING content since starting his video journey. He's a clear up-and-comer that's definitely worth keeping an eye on.



12

KEVIN GUECO

GUECO REAL ESTATE GROUP + SAN FRANCISCO, CA



This team is putting some serious work into their video marketing strategy! The Gueco Real Estate Group's first videos were published in late 2017 and they have not stopped since. They're creating incredible [listing videos](#), [spotlighting client success stories](#), [showing off new neighborhood spots](#), and even [answering common real estate questions on camera](#). If they keep it up, they will be tough to beat in 2019!



13

GEOFF MCLENNAN

RE/MAX ADVANTAGE + WESTMINSTER, BC



Geoff has been creating consistent listing videos, community videos, and videos that help bring awareness to MS. Geoff also created a podcast this year called “Multiple Offers” - a weekly show that takes viewers inside Metro Vancouver’s real estate scene. Something we love about Geoff is that he’s taken a cue from the show “Comedians in Cars” and started interviewing people in his front seat as he drives around his neighborhood. He’s also creating quick videos he calls “Monday Morning Minute” where he answers complex real estate questions in under a minute.



14

KARIN CARR

KELLER WILLIAMS COASTAL AREA PARTNERS
+ SAVANNAH, GA



Karin has one of the better YouTube strategies we’ve seen - especially considering the fact that she posted her first video on the platform in 2017! Her video thumbnails are super enticing, and she’s creating content around easily searchable topics like “[Cost of Living in Savannah, GA](#),” and “[Do I need Flood Insurance in Savannah?](#)”



15

TRACEY THOMPSON

RE/MAX GRAND + SAUK CITY, WI



Tracey Thompson will round out our list of up-and-comers. Tracey just started creating videos this past April and has been pushing out content since. At just six months into her video journey, Tracey has already published 60 videos (as of October 2018). She’s taken the 30 for 30 Challenge from RE Video Bootcamp and has continued to thrive since. Keep it up, Tracey!



Home Tour + Listing

VIDEO INFLUENCERS

IF YOU'RE LOOKING FOR A REAL ESTATE PROFESSIONAL WHO CREATES GREAT HOME TOUR AND LISTING VIDEOS, you're in the right place.

This was an extremely hard category for our team to review. We saw some crazy videos that looked like Hollywood productions and kept us watching the video the entire way through. But the best of the best had some amazing strategies that we wanted to share with you.



Tips From Tom Ferry

Click on the video above to hear the #1 Real Estate Success Coach, Tom Ferry, talk about all the best strategies we saw from our Listing Video Winners.



01 JESSE PETERS

JESSE PETERS TEAM | RE/MAX ONE GROUP
+ WINNIPEG, MB



Jesse ranked high in the All Around category last year but, due to his commitment to producing superb listing videos, he landed himself here as the winner in the Listing Videos category. When you watch Jesse's listing videos, you might guess it's a TV show due to the high quality production and excellent editing style. **JESSE IS HIGH ENERGY AND PERSONABLE.** You won't just want an in-person tour of the home he's featuring - you'll want to have him as your realtor. As he describes the home, he'll often list off a number of features you'll want to hear about, keeping each video on track. By going through numbered points, you don't get bored or uninterested during the video. You wait to hear every point he has to say.



INFLUENCER TIP



Q & A WITH BOMBBOMB

Watch Jesse's video to hear his answers!

- Q:** Do you ask your viewers questions in all of your home tour videos?
- Q:** You do a lot of home tours with your associate. How do you choose which videos to include him in?
- Q:** How did you find your videographer?



02 AMBER ANDERSON

PACIFIC SOTHEBY'S INTERNATIONAL REALTY
+ LA JOLLA, CA



Amber is in the luxury market, consistently creating charming, artfully crafted listing videos. She narrates every video with helpful, easily forgotten information that other agents might fail to communicate. We noticed that she touches on a lot of different points in order to pique the interest of many different buyers. The very best part about Amber's listing videos is that you don't feel like she's just talking to you about a home, you feel like she's describing to you a piece of art in a museum. **SHE KEEPS YOUR ATTENTION THE WHOLE VIDEO AND HELPS YOU REALLY FALL IN LOVE** with not just the main features, but the little details as well.



INFLUENCER TIP



Q & A WITH BOMBOMB

Watch Amber's video to hear her answers!

- Q:** How long should a listing video be?
- Q:** Do you have a script for everything you say in your videos?
- Q:** Where do you get the music for your videos?



03

AMY YOUNGREN

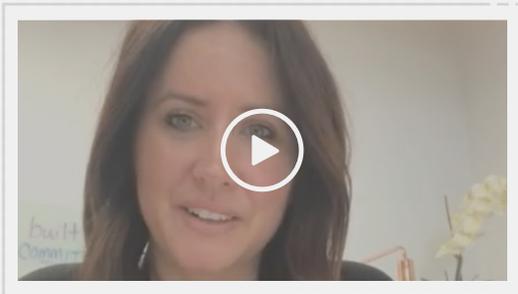
NORTH GROUP, KELLER WILLIAMS + TORONTO, ON



Amy is not only consistent in her listing videos, she also tells a compelling story in each one. **SHE HELPS YOU FEEL CONNECTED TO THE STORY OF THE HOME**, making the home even more appealing. It's easy to imagine what life could be like in the home. When you watch Amy's videos, you'll learn about what the previous owners loved about living there. Buyers who relate to the previous owners will be likely to fall in love with the home due to Amy's ability to tell real stories in her videos.



INFLUENCER TIP



Q & A WITH BOMBOMB

Watch Amy's video to hear her answers!

- Q:** Do you always try to tell the story of the home in your listing videos?
- Q:** Do you rehearse your listing videos with your videographer?
- Q:** How important is it to include your name and/or logo in listing videos?



04 JUSTIN PEKAREK

STOCKWORTH REALTY GROUP + ORLANDO, FL



Justin excels at including every part of the home in his well thought-out videos. He helps the viewers feel like they've spent the afternoon exploring the home, even though they haven't stepped foot inside. Justin is also excellent at helping viewers easily visualize all the potential the home has. If the home is empty during filming, Justin will include previous photos of the house fully furnished so you can easily picture just how big everything is.

HE HAS EVEN ESTABLISHED HIMSELF AS AN INDUSTRY EXPERT by creating tip videos for his YouTube channel that help other agents when it comes to perfecting their listing videos.



INFLUENCER TIP



Q & A WITH BOMBBOMB

Watch Justin's video to hear his answers!

- Q:** Do you ask your clients to share your listing videos?
- Q:** How much of the neighborhood do you include in your listing videos?
- Q:** Do you get referrals from listing videos?

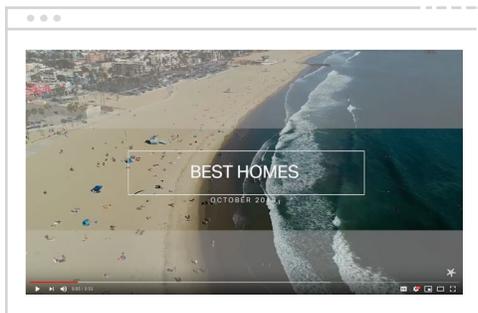


05 TAMI HALTON PARDEE

HALTON PARDEE & PARTNERS + VENICE, CA



There are countless reasons to love and enjoy Tami’s listing videos! Apart from the superior production, **TAMI IS PERSONAL AND KNOWLEDGEABLE IN HER VIDEOS**, helping you get all the information you could possibly want. She goes into how the house was built and in some of her videos she will even show shots of similar homes being built. During these shots, she explains the benefits of how the home was built, really showing her knowledge of the home and the community. Her videos not only showcase the home itself, but also her expertise as a realtor.



Watch Tami’s Incredible Listing Videos on her YouTube Channel

[WATCH HERE!](#)



06 BRIAN LADD

THE LADD GROUP + BEND, OR



When you watch a listing video by Brian Ladd, you feel like you've climbed within your computer screen and are walking through the home alongside him. Brian starts off introducing himself in a warm and welcoming way, encouraging you to continue watching the tour. Right off the bat, **BRIAN FEELS BOTH KNOWLEDGEABLE AND TRUSTWORTHY.** In each listing video he shares, Brian walks through every part of the home, helping you get the most realistic idea possible of the home's interior. What he achieves through his videos isn't easy, which is why he deserved a spot here in the Listing Videos category.



INFLUENCER TIP



Q&A WITH BOMBBOMB

Watch Brian's video to hear his answers!

- Q:** Do you direct your videographer or does your videographer direct you, or both?
- Q:** How important is it to have text on screen during the home tour to point out features of the home?
- Q:** What equipment do you use?

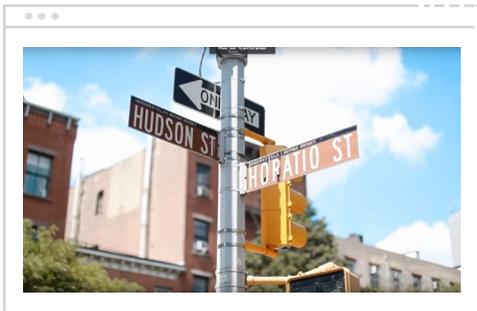


07 PATRICK LILLY

CORE, THE PATRICK LILLY TEAM + NEW YORK, NY



Patrick Lilly really stands apart from his competitors due to his smart, unique style. **HIS VIDEOS ARE WELL STRUCTURED AND HAVE A UNIQUE FLAIR.** Every house he films feels special due to his unusual descriptions, cool music, unique camera angles, and stylish editing. He shows off the neighborhood along with the home, making the listing even more attractive to viewers. He's doing listing videos right and he leaves you wanting to see more of the home.



Check out Patrick's high-quality listing videos on his YouTube Channel.

[WATCH HERE!](#)



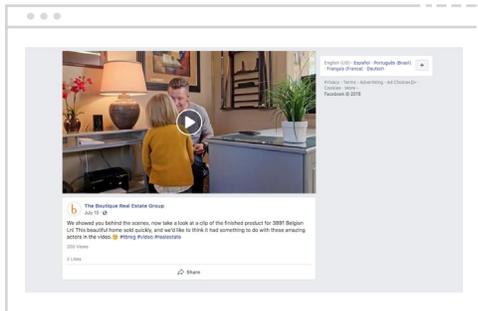
08

RAJ QSAR

THE BOUTIQUE REAL ESTATE GROUP + BREA, CA



When you watch Raj’s videos, you feel like you’re watching a mini film. He includes actors and uses a professional video crew. The goal of each film is not to show you every single little detail of the home, but to help you feel attached to the home by telling a story. By the end of each listing video, you want to live the life of the actors in the video. They’re luxurious and they’re adventurous. **EACH VIDEO GIVES YOU A SENSE OF WHAT LIFE COULD BE LIKE IN THE HOME.** This sets Raj apart.



Check out Raj’s latest High Production Listing Video on The Boutique Real Estate Group’s Facebook Page

[WATCH RAJ’S YOUTUBE CHANNEL](#)

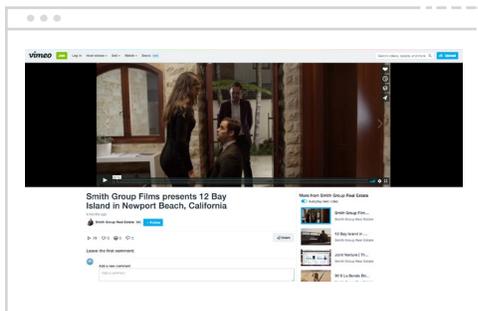


09 TIM SMITH

THE SMITH GROUP, COLDWELL BANKER
+ NEWPORT BEACH CA



Tim's videos are over-the-top cinematic, each one including a unique storyline. He highlights a lot of large, luxury market homes, but he finds ways to highlight each one differently based on the story he's telling. Whether the story is funny or inspiring, **YOU FEEL LIKE YOU'RE WATCHING A MOTION PICTURE** that includes actors living out their lives in the home. Tim's strategy is different from other realtors. Where else can you find a listing video that includes martial arts fighting and could be easily confused as a trailer for a new spy movie?



Check out our Favorite Listing Video from Tim that Included an Entire Live Action Fight Scene

[WATCH HERE!](#)



10 DAVID SMITH

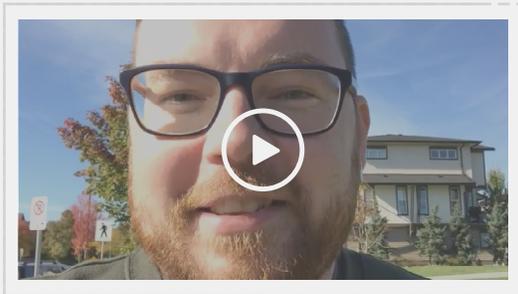
DAVID SMITH HOMES GROUP + LANGLEY, BC



Though David has only been doing his listing videos for a little over a year, **HE IS KILLING IT WITH THE PRODUCTION AND CONSISTENCY.** By the end of his listing videos, you don't just feel like you know about the home. You feel like you've walked through the neighborhood and taken a stroll through the nearest park. You know the nearby shopping and attractions. David ends each video at either a coffee shop, restaurant, or brewery that is near the home, enjoying some food or drink while he sums up the video.



INFLUENCER TIP



Q & A WITH BOMBBOMB

Watch David's video to hear his answers!

- Q:** Do you think it's important to always introduce yourself in your listing videos?
- Q:** Do you introduce the property in your listing videos?
- Q:** Do you ask your social sphere to share your listing video?

HONORABLE
MENTIONS



11

DAWN MCKENNA

DAWN MCKENNA GROUP + HINSDALE, IL



Dawn McKenna is regularly posting high quality listing videos. She introduces every home she lists and you can feel her excitement about the home as she describes it. If you chose her as your agent, you can count on her to create a beautiful listing video for your home.



12

DAN FORSMAN

BERKSHIRE HATHAWAY + ATLANTA, GA



Berkshire Hathaway HomeServices does a very professional job filming and editing their listing videos. They're consistent with their production style and they beautifully showcase every part of the home.



13

SERGIO GONZALEZ

SG ASSOCIATES + WESTLAKE VILLAGE, CA



Sergio's listing videos feel like an HGTV show due to the amazing production quality. He's great at including shots of the little details so you can see all the beauty of the home.



14

ANDREW UNDEM

SURE SALES GROUP, RE/MAX + BALTIMORE, MD



Andrew stands out for his lengthy home tours that are extremely informative. When you're interested in a home, you want to get as many details as you can. Andrew makes sure you know those details before you even see the home in person.



15

DAVE CHUNG

COMPASS + WINNETKA, IL



When you go to Dave's YouTube channel, you'll find an array of listing videos with consistent quality. Dave uses the name "Digital Open House" for his informative listing videos.



Community + Neighborhood

VIDEO INFLUENCERS

IT'S LIKELY YOU'VE ALREADY HEARD OF NEIGHBORHOOD AND COMMUNITY VIDEOS.

These videos highlight the people and places in the areas that you serve.

But have you started creating these videos yourself? In the category below, you'll see ten winners and five honorable mentions who have mastered the Community Video category.



Tips From Tom Ferry

Click on the video above to hear the #1 Real Estate Success Coach, Tom Ferry, talk about all the best strategies we saw from our Community Video Winners.



01

MICHAEL THORNE

RE/MAX LITTLE OAK + FORT LANGLEY, BC



MICHAEL IS ONE OF THE ORIGINAL REAL ESTATE AGENTS WHO STARTED USING VIDEO IN HIS BUSINESS. To this day, he is constantly innovating his content strategy and has even begun teaching people how to use video in their business. We chose him for number one in the Community Video category because of a series he just created called "[Bigger and Better](#)." In the series, he starts out with a red paperclip and asks his audience what someone would trade him for the red paper clip. The series moves forward from there and the trades get bigger and bigger. All of the proceeds at the end go to the Langley Community Support Groups Society and their "Hope After Stroke" program.



INFLUENCER TIP



Q & A WITH BOMBOMB

Watch Michael's video to hear his answers!

- Q:** Can you tell us the story of "Bigger and Better," how the idea came to you, and how long it took you to develop the plan?
- Q:** How many community channels have you built? (This can include channels with realtors.) How have these channels helped you expand your business?
- Q:** Once agents start creating community videos and feel like they've hit all the businesses they need to hit, where do you suggest they go from there?



02

WINDERMERE PROFESSIONAL PARTNERS

WINDERMERE PROFESSIONAL PARTNERS

+ TACOMA, WA



The team of Marguerite Martin, Gabriel Ng and Amy Thor created a new series this year called "Meet the Neighbors" and it's so incredible. It talks nothing about real estate, it's emotional, it's thought provoking, and most importantly, it makes their community seem so wonderful. Marguerite's placed in the top two spots in the community video category for two years now. [Check out the trailer for Meet the Neighbors here.](#)



Check out Windermere Professionals amazing community video series, "Meet The Neighbors."

WATCH HERE



03 DUSTIN + RACHEL PARKER

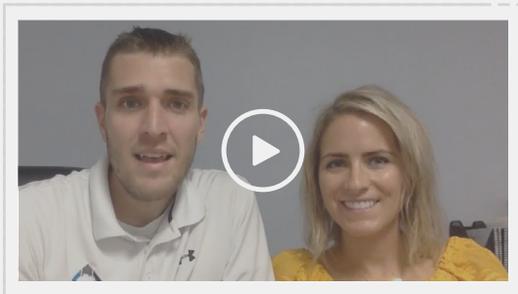
THE PARKER GROUP + SEAFORD, DE



Dustin and Rachel Parker are killing it in all things video, but they really thrive in community video. They go live with a series they call [ParkerGroupLive](#), have a series that looks deeply at the residents in their community called [#LocalHeroes](#), and finally, they have a show called [#GetLocal](#) where they visit local businesses. These two are consistent, engaging, and really serving their community with their videos.



INFLUENCER TIP



Q & A WITH BOMBBOMB

Watch the video to hear their answers!

- Q:** How many members of your team are working on your videos? How do you all collaborate together?
- Q:** How do you distribute your community videos?
- Q:** Can you share an example with us of how a community video has helped you expand your business?



04 ADAM COOPER

THE BAGOGLOO TEAM, RE/MAXNOVA + HALIFAX, NS



Something we love about Adam Cooper and his series, My Halifax, is the fact that he's extremely sincere. He shows that his content is truly created out of a love for his city.

ADAM HAS COMMITTED TO PUSHING OUT ONE VIDEO PER WEEK, which is something we didn't see from many of our nominees. He's constantly creating content and reaping the benefits from his hard work.



INFLUENCER TIP



Q&A WITH BOMBOMB

Watch Adam's video to hear his answers!

Q: Since starting "My Halifax," what are some of the biggest things you've learned that have helped you increase your video engagement?

Q: What equipment are you using to film your videos?

Q: Do you have a favorite episode to date? Why does the episode stand out so much?



05 BRANDON PORTER

SUMMA PACIFIC CASCADE REALTY + NEWBERG, OR



Brandon Porter is a newcomer on our Real Estate Video Influencer List and he has one of the best editing styles we've seen. His brand is fun, and high energy, and he pushes out one new show a week for his series "The Brandon Porter Show." In this show he interviews local businesses, and even attends local events. Something we love about Brandon is the fact that he is not afraid to be himself on camera, and he's often showing off behind-the-scenes aspects of his life like his wife Danika, and their daughter, Tilly. It allows him to be relatable. After watching his videos, we wanted to hire Brandon to be our realtor!



INFLUENCER TIP



Q&A WITH BOMBBOMB

Watch Brandon's video to hear his answers!

- Q:** What made you start creating videos? You seem like a quality editor. Did you teach yourself to edit or go some sort of class?
- Q:** How do you help your guests feel comfortable when you're interviewing them?
- Q:** We love how you incorporate your family, your humor, and your personality into your videos. Was there a point where you were ever nervous to just be yourself on camera?

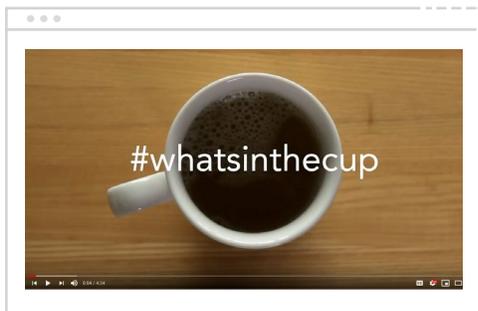


06 STEVE VOLKERS

THE STEVE VOLKERS GROUP + GRAND RAPIDS, MI



Steve and his team have always excelled in community videos. Last year, he created a show called "[What Makes Grand Rapids Great](#)" where he talked about all the things he personally loved about his city while drinking coffee on a rooftop. This year, Steve continued producing content with his show "[#WhatsintheCup](#)" where he and his team talk about a variety of different topics like affordable housing, Social Impact Investing, and even the Olympics! The goal for this show was to step away from business topics and move more into current events and what's happening in their city at each particular moment.



Check out Steve's Series [#WhatsintheCup](#)

[WATCH HERE](#)



07 CRAIG VERONI

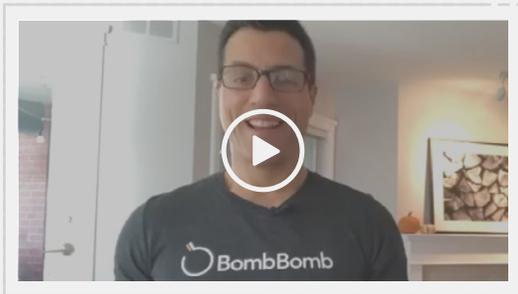
CRAIG VERONI REAL ESTATE, RE/MAX MASTERS
+ VANCOUVER, BC



Craig is another former Real Estate Video Influencer who has continued to create quality videos and is ranking again in 2018. Craig created a new series this year he's called "[My Favourite Humans in Vancouver](#)" where he celebrates people in his city that are doing incredible things that most people don't know about. **THE SHOW IS UNIQUE, THOUGHT PROVOKING, AND DEFINITELY WORTH A WATCH!**



INFLUENCER TIP



Q & A WITH BOMBBOMB

Watch Craig's video to hear his answers!

- Q:** How has your community video strategy changed from 2017 to 2018?
- Q:** What types of community videos can we expect from you in 2019?
- Q:** What was your favorite episode of "My Favourite Humans," and why did it impact you so much?



08

JASON FARRIS

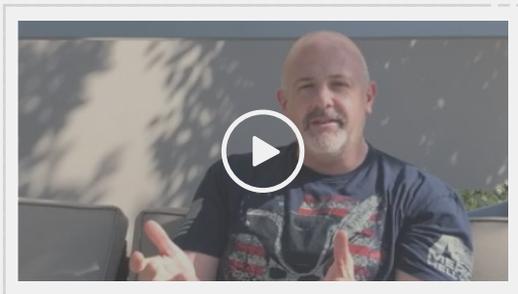
FRESYES REALTY + FRESNO, CA



JASON WAS ONE OF THE ORIGINAL CREATORS OF COMMUNITY VIDEO WITH HIS FRESYES REAL ESTATE PAGE. We love his “Food Network” style approach to reviewing all of his favorite spots in the Fresno area. Something Jason does that not all real estate agents do in the community video space is he creates his own intro video that brands himself as a neighborhood expert and mentions, of course, his real estate business.



INFLUENCER TIP



Q & A WITH BOMBBOMB

Watch Jason’s video to hear his answers!

- Q:** How do you tie your real estate business into your community videos?
- Q:** As more and more agents are creating community videos, what’s one mistake you’ve made, or see other agents making, that’d you try to avoid?
- Q:** What plans do you have for your 2019 community videos?



09 BERN MCGOVERN

COMPASS REALTY + DEL MAR, CA



BERN MCGOVERN IS KILLING IT. He’s working with local Meetup groups to film local videos and learn what they’re passionate about, which is something we haven’t even seen before at BombBomb (check out this video on a sport called [CaniCross!](#)). This year he started a new series called “[Off the 56](#)” where he checks out what’s happening in his community. Bern is new to video, with Off the 56 debuting just this year, but he’s pushed out a ton of episodes since, showcasing strong potential.



INFLUENCER TIP



Q & A WITH BOMBBOMB

Watch Bern’s video to hear his answers!

- Q:** What made you decide to really focus on community video and start your series “Off the 56?”
- Q:** How did you come up with the idea to start collaborating with local Meetup groups? What type of success has it brought you?
- Q:** What advice would you give other video “up-and-comers” still working on increasing their engagement to see the results they’d like?

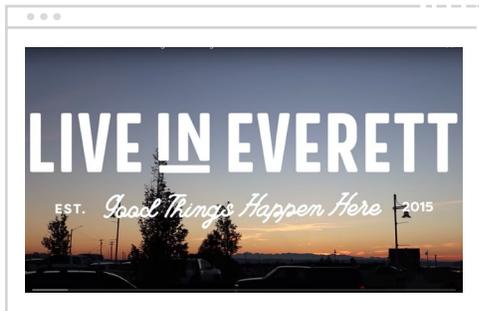


10 GARRET HUNT + TYLER CHISM

LIVE IN EVERETT + EVERETT, WA



These two are pumping out consistent content on the food and entertainment scene in their city. They've created so many community videos that they were able to build a new brand because of it that they call "Live in Everett." **THEY ADD A SENSE OF FUN INTO THEIR VIDEOS**, which is an awesome break from the heavy real estate content many agents feel obligated to create.



Watch Garret & Tyler's weekly series "Live in Everett" on their YouTube Channel.

[CLICK HERE TO SEE THEIR VIDEOS](#)



**HONORABLE
MENTIONS**



11

CHIRAG SHAH

LIFE NY REAL ESTATE + WESTCHESTER, NY



We love the variety of Chirag’s community videos. It’s not just about restaurants - he also talks to locals often on why they love their city. He’s got a big following and is constantly producing content.



12

MEREDITH TOMLINSON

COLDWELL BANKER + CHILLICOTHE, OH



Meredith posted her [first community video preview](#) in April of 2018, and at just 35 seconds long, this video received over 28,000 views! On her community page, “Only in Chillicothe,” Meredith has been posting videos each week where she spotlights a different business owner and their company. Moreover, Meredith is also holding a giveaway each week with the businesses she showcases, which helps her with her video engagement!



13 JOSH FRAPPIER

RE/MAX ON THE RIVER + NEWBURYPORT, MA



Josh has a consistent show he's pushing out every week called "[East Coast Eats](#)" where he tries local restaurants and reports back on them to his followers. He also spent the time to make a really great intro to his videos that give the viewers the understanding that he is an agent they can work with in the future.



14 MALCOLM LAWSON

KELLER WILLIAMS SELECT REALTORS
+ ANNAPOLIS, MD



Malcom is bootstrapping his methods, but he's consistent and he's getting a ton of views on what he creates. He does videos like "[You know you're from Maryland If...](#)" and "[The Top Free Things to do in Maryland.](#)" He's talking about local topics that rank highly on Google. They are easily searchable, and he's winning business because of it.



15 DANIEL MARTINEZ

CHAMPIONS REAL ESTATE GROUP + HOUSTON, TX



Daniel is constantly showcasing different neighborhoods in Houston. What we love about Daniel's community videos is the fact that his interviews are extremely raw and well produced. [They showcase the passion of each of the business owners very well.](#) Daniel is creating incredible content on Instagram, making great use of both stories and story highlights.



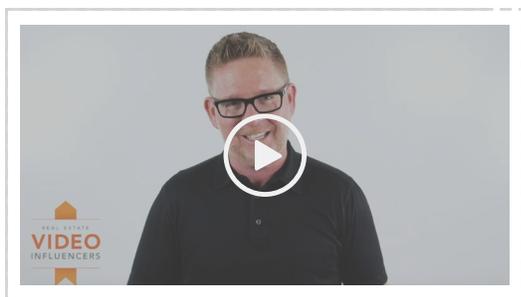
Social Media

VIDEO INFLUENCERS

The Social Media category was another extremely competitive section to judge. The people we chose as the top ten individuals in this category could all run their own media companies if their real estate career didn't end up working out. But they won't need to because they are killing it with their transactions, too!

THE BEST SOCIAL ACCOUNTS WE SAW WERE CONSISTENT ON MORE THAN ONE CHANNEL and the agents not afraid to post simple one-to-one videos when they had the right topic to talk about.

Here are some of our favorite tips from our social pros.



Tips From Tom Ferry

Click on the video above to hear the #1 Real Estate Success Coach, Tom Ferry, talk about all the best strategies we saw from our Social Media Video Winners.



01 JUDY WEINIGER

WEINIGER GROUP + WARREN, NJ



In last year's Real Estate Video Influencer awards, Judy ranked third in the Community Video Category due to her great community highlight videos. This year, Judy landed herself here in the Social Media category due to her commitment to posting on social media regularly. Not only has Judy shown commitment to consistency, **SHE'S SHOWN COMMITMENT TO UTILIZING NEWER SOCIAL PLATFORMS SUCH AS FACEBOOK LIVE AND INSTAGRAM STORIES.** Judy is also very active on Instagram's new IGTV platform. You have to keep up with all the changes that are constantly happening with social media, and Judy has definitely done that.



INFLUENCER TIP



Q & A WITH BOMBBOMB

Watch Judy's video to hear her answers!

- Q:** What are some of the benefits you've seen from doing Facebook Live for your business?
- Q:** How has your social media strategy changed from 2017 to 2018?
- Q:** You post video on social media regularly. What do you do to keep your social media videos fresh and interesting?



02 PETER LORIMER

PLG ESTATES + BEVERLY HILLS, CA



PETER DOES AN AMAZING JOB AT BALANCING HIGH PRODUCTION VIDEOS AND SIMPLE VIDEO!

He not only has a Netflix show called “Stay Here,” but he also has a simple video vlog full of educational content for his following. He is regularly posting content on all of his social channels and he has an extensive amount of content on IGTV. Peter understands that quality and variety is key with social media video, ranking him high in this category.



INFLUENCER TIP



Q & A WITH BOMBOMB

Watch Peter’s video to hear his answers!

Q: How do you balance keeping up with the trends and changes to social media vs. staying the course and putting out content?

Q: You are deeply invested in both high production video (with Netflix) but you also are committed to simple videos on your vlog. What are some pros and cons you see of each?

Q: What have you done to grow your following on social media to such a high number, and what are you doing to keep growing?



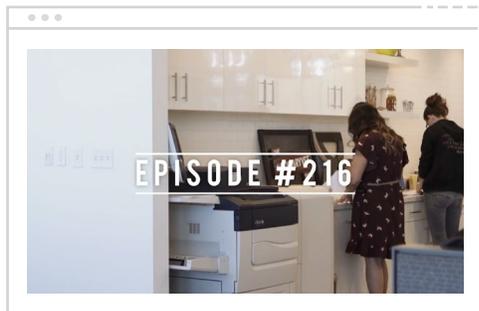
03

KALA LAOS

JK REALTY + GILBERT, AZ



Kala and her team consistently add to their series, “The Human Factor,” and the series currently has over 215 episodes. **KALA HAS AN INCREDIBLE PRESENCE ON CAMERA.** The more you watch her videos, the more you feel like you really know her and her team. She’s thoughtful and uses video to care for her team and to care for her clients. Kala didn’t just start video this year - she has been consistent with video over many years, setting herself apart from the competition.



Watch Kala’s series “The Human Factor”

[CHECK OUT KALA'S YOUTUBE ACCOUNT](#)



04 TOM STOREY

STOREY TEAM, ROYAL LEPAGE SIGNATURE REALTY
+ TORONTO, ON



For the past two years, Tom has really gone all out with social media video for his business. On his YouTube channel you'll find listing videos, educational videos, market updates, and more! **HE'S MADE SUCH A NAME FOR HIMSELF THROUGH VIDEO IN TORONTO THAT YOU'LL ALSO SEE HIM ON THE LOCAL NEWS CHANNEL**, sharing his real estate expertise. His wide range of quality social media video content ranked him in the top five of this category.



INFLUENCER TIP



Q&A WITH BOMBOMB

Watch Tom's video to hear his answers!

- Q:** What is the most successful video that you've shared on social media and why?
- Q:** You are all in with video on social media. When did you decide to be all in with video, and why did you make that decision?
- Q:** You are active on a lot of social media channels. Which social media channel are you seeing the best results on when it comes to engagement?



05

JAY GLAZER

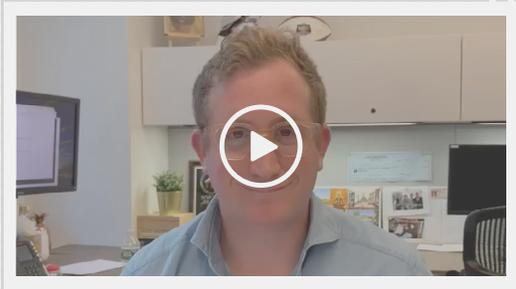
THE GLAZER TEAM, CORCORAN + NEW YORK, NY



YOU CAN'T DENY THAT JAY IS DOING AN INCREDIBLE JOB ON SOCIAL MEDIA. He knows who he is and he owns it, making his company branding unique and consistent. Jay does an amazing job and keeps viewers entertained during each video while providing important information and value at the same time. His clients can get a lot of questions answered just visiting his YouTube channel and watching his "[Guidance by Glazer](#)" series.



INFLUENCER TIP



Q & A WITH BOMBOMB

Watch Jay's video to hear his answers!

- Q:** You do a great job at keeping to your personal branding. How do you keep your personal branding consistent on social media?
- Q:** It's easy to get to know your team through your social media videos. How does your team collaborate together on social in order to get the best content out?
- Q:** You stand out as having some unique content on social. How are you working to keep your videos fresh and interesting?



06

CHRIS KWON

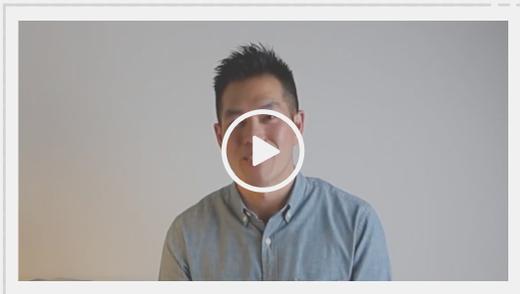
DOUGLAS ELLIMAN RE + NEWPORT BEACH, CA



You'll have a hard time finding a unique editing style like Chris on other real estate agent's pages. **YOU'LL LOVE HIS QUIRKY STYLE RIGHT FROM THE GET GO.** He balances entertaining and educational content like a pro. He also lets his personality shine in each video he films. We also love that he publishes his video onto multiple channels, including IGTV, reaching people no matter where they prefer to consume video content.



INFLUENCER TIP



Q&A WITH BOMBBOMB

Watch Chris' video to hear his answers!

- Q:** Your editing style is unique. What are you using to edit your social media videos and where do you get inspiration?
- Q:** How has video changed the game for you with social media marketing?
- Q:** How do you balance educational content and entertaining content?



07 ANNE JONES

WINDERMERE ABODE + TACOMA, WA



Anne has been hard at work the past year on her new series that she's been showcasing called InsideABODE. This authentic series gives you an inside look at her team's new brokerage in Tacoma's Old Town neighborhood. You really get to know Anne and her team in this series and she does an amazing job at building trust through video.



Check out Anne's series "InsideAbode," to get an inside look at what it's like to work in her brokerage

[CHECK OUT ANNE'S YOUTUBE](#)



08

DENNIS PLINTZ

SOTHEBY'S INTERNATIONAL REALTY + CALGARY, AB

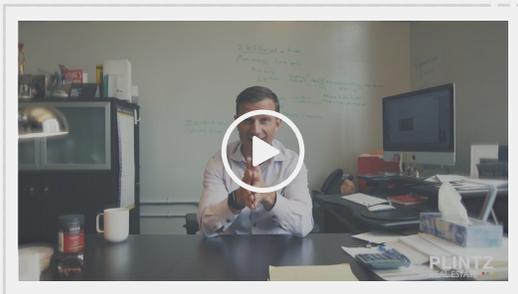


DENNIS PLINTZ STANDS OUT ON SOCIAL MEDIA BECAUSE OF HIS DEDICATION TO HIS BRAND.

His professional thumbnails on his YouTube channel show the thought he puts behind every video he posts. He consistently adds new content to a few of his social video series. You can see he's an industry leader through his "Plintz Perspective" series where he gives advice for other agents. Moreover, it's evident he cares about educating his clients through his "The Selling Series" show.



INFLUENCER TIP



Q & A WITH BOMBOMB

Watch Dennis' video to hear his answers!

- Q:** What do you do to keep The Selling Series and the HUSTLE series fresh and intriguing?
- Q:** How has your marketing strategy changed as social media has changed?
- Q:** How do you plan and create all your social video thumbnails?



09

MICHAEL MEIER

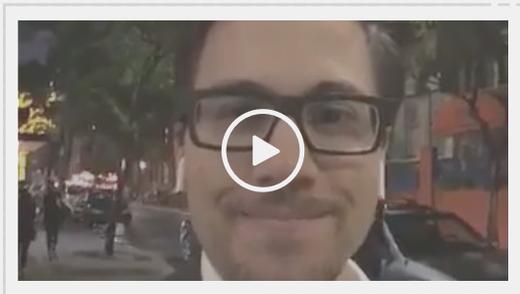
MEIER INTERNATIONAL REAL ESTATE + NEW YORK, NY



When you look at Michael's social media accounts, **YOU'LL SEE HE POSTS GREAT VIDEOS ACROSS ALL OF THEM!** Michael stands apart due to his MEIER Talks Show where he interviews other agents and real estate experts. He has consistently added to this series for over a year. We consider Michael an influencer not only due to his consistency when it comes to posting great content, but he's constantly innovating his content as well.. Just this month, he started a new community series called MEIER Live Parties.



INFLUENCER TIP



Q&A WITH BOMBBOMB

Watch Michael's video to hear his answers!

- Q:** What's your process for planning out your MEIER Talks?
- Q:** How does your team collaborate with you on social media?
- Q:** How often do you include the community in your social videos, and what are the benefits you see from it?



10 BYRON LAZINE

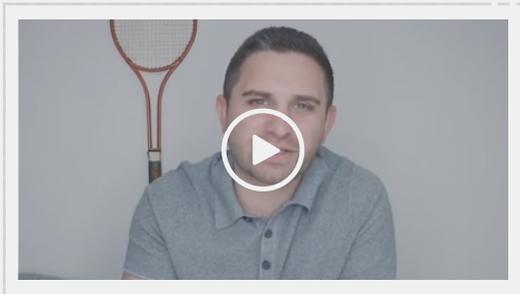
ONE + COMPANY | WILLIAM RAVEIS REAL ESTATE
+ CONNECTICUT



Byron is killing it on Facebook and YouTube with a video show he co-hosts called “The Real Word”. **WE ALSO LOVE THAT HE’S UPLOADED EVERY EPISODE TO IGTV AS WELL.** This is a series that benefits buyers, sellers, and other real estate agents! Brian also uses this pillar content for other small pieces of content, editing each video into smaller clips for Instagram. He’ll link to the full videos in his Instagram bio like a social media pro! There’s a lot to take away from his strategy.



INFLUENCER TIP



Q & A WITH BOMBOMB

Watch Byron’s video to hear his answers!

Q: What made you start The Real Word series, and how do you keep it new and interesting after doing so many episodes?

Q: How long have you been utilizing social media in your business, and what made you start using social media in your marketing?

Q: Do you have a social media plan or schedule you stick to in order to keep things consistent?



**HONORABLE
MENTIONS**



11

NICOLE FREER

NICOLE FREER GROUP AT RE/MAX + KATY, TX



Just this year, Nicole and her team have gone all in with social media videos! Nicole has been posting an array of listing videos, vlog episodes, and team videos and though they're just getting started, they're cranking out some great content.



12

ANDY GREEN

GREEN GROUP REAL ESTATE + PORTLAND, OR



Andy Green knows how to consistently brand his business over all social media channels! You'll know which videos are his just by glancing at the uniform thumbnails with the bright green background! His videos are eye catching, well titled, and full of great content.



13

PHILLIP PROVOST

COLDWELL BANKER FIRST REALTORS
+ WALLA WALLA, WA



Philip knows how to commit to a plan and execute it! You'll notice a good amount of episodes in his WallaWallaWednesday series. He keeps each episode fresh and interesting and keeps the branding for each one consistent. He posts each episode natively to YouTube and Facebook.



14

KELSEY FRIEDRICH

RE/MAX ELITE + BREVARD COUNTY, FL



In 2018, Kelsey really worked on getting more videos out across her social media and she's done a great job. She lets her personality shine through every video she posts. She also focuses on topics she enjoys, which helps her connect with like-minded clients.



15

STEVE PENATE

THE STEVE PENATE GROUP + PEORIA, AZ



Steve is a natural on camera and has great energy in every single video he films. He's very clear with every point he touches on so the viewer isn't left confused after watching. Through educating on social media, he's established himself as an industry expert.



BombBomb

VIDEO INFLUENCERS

In this new category, we decided to focus on showcasing the people who are using one-to-one video to communicate more clearly, connect emotionally, and increase sales dramatically via text, email, and social media.

The professionals in this category are using BombBomb to prospect and set appointments to minimize the confusion of heavy paperwork throughout the buying process, increase repeat and referral business, and even create internal training processes.

HERE ARE SOME OF OUR FAVORITE TIPS FROM THE TOP 10 USERS.



Tips From Tom Ferry

Click on the video above to hear the #1 Real Estate Success Coach, Tom Ferry, talk about all the best strategies we saw from our BombBomb Video Winners.

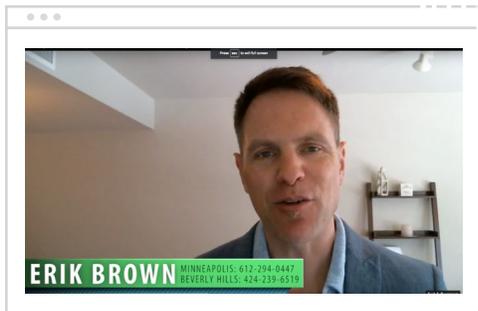


01 ERIK BROWN

DOUGLAS ELLIMAN + BEVERLY HILLS, CA



Erik Brown is another repeat video influencer that was ranked in our “Recorded Video” category last year and is now headlining our BombBomb category this year. **ERIK’S VIDEOS ARE THE PERFECT COMBINATION OF RAW AND PRODUCED.** With 2,253 videos sent from BombBomb, he is a true power user that is taking advantage of both the web application and mobile app. Erik has also mastered the art of creating pre-recorded videos that feel personal, but still allow him to make the most of his time. We love his use of props in his videos and his ability to tie his video marketing efforts with his other marketing efforts, like events and direct mail. Erik is a true video influencer and one of the most creative BombBomb users we’ve seen to date.



Erik does extremely well with one-to-one BombBomb Videos, but we also love his simple, education, YouTube Videos.

[CHECK OUT ERIK’S YOUTUBE CHANNEL](#)



02

WENDY CHEUNG + CRAIG BARTON-HILL

RE/MAX CORE REALTY INC + OTTAWA, ON



WENDY CHEUNG AND CRAIG BARTON-HILL ARE PUMPING OUT TONS OF ONE-TO-ONE VIDEOS.

They've had their account for almost three years and in that timeframe have sent 3,660 videos, averaging around 1,200 videos per year! This team is especially skilled in cold lead follow-up and new lead responses, but we were also impressed with their use of testimonial videos, pre-recorded videos, and just general day-to-day client communication.



INFLUENCER TIP



Q & A WITH BOMBOMB

Watch the video to hear their answers!

- Q:** You send a lot of videos, so how do you decide when to send a video over text?
- Q:** What style of video has been the most successful for you?
- Q:** How do you stay consistent with your video?



03

ANDY ALGER

KELLER WILLIAMS FIRST + GRAND BLANC, MI



With videos totaling at 3,700, Andy is a long time (since 2013) user of BombBomb. **ANDY IS A WONDERFUL COMMUNICATOR THROUGH VIDEO.** Here a prime example of how to bring value to your customers, while still including a [great CTA](#). Andy approaches video with a relaxed demeanor. We suspect this is what helps him build trust with his recipients.



INFLUENCER TIP



Q & A WITH BOMBBOMB

Watch Andy's video to hear his answers!

- Q:** You've been recording videos for a long time. What's the number one thing you've learned over the past five years?
- Q:** What do you do when you make a mistake?
- Q:** How do you incorporate mass email into your video communication process?



04 BRAD DEVRIES

HOMESERVICES OF AMERICA + MINNEAPOLIS, MN



Brad is the President and CEO of HUFF Realty/Semonin Realtors/Rector-Hayden Realtors/Wakefield Reutlinger Realtors, and clearly extremely busy because of that. Despite being so busy, Brad uses BombBomb almost exclusively to send “Happy Birthday” videos to all of his agents. This allows him to maintain his relationships with his team, and be there in person when he can’t be there in person!



INFLUENCER TIP



Q&A WITH BOMBBOMB

Watch Brad’s video to hear his answers!

Q: You run a lot of separate companies, so how does video help you scale your relationships with your agents?

Q: How can a CEO, manager, or broker/owner implement video into their business?

Q: You’ve sent more birthday videos than almost anyone in BombBomb. How do you make it special?

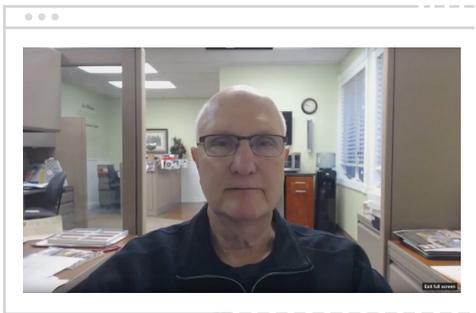


05 RICHARD NAGEL

RE/MAX ELITE + MONMOUTH BEACH, NJ



Richard is a broker/owner who is using BombBomb to help sell, but also to recruit and retain agents. He also uses video to follow up with agents after meeting with them and provide them with tips that he's learned in real estate throughout his career. Since joining BombBomb four years ago, **RICHARD HAS SENT 4,023 VIDEOS ALL BY HIMSELF!**



Patrick does extremely well with one-to-one BombBomb Videos, but we also love his simple, educational, YouTube Videos.

[CHECK OUT PATRICK'S YOUTUBE CHANNEL](#)



06 NICK LEIBBRAND

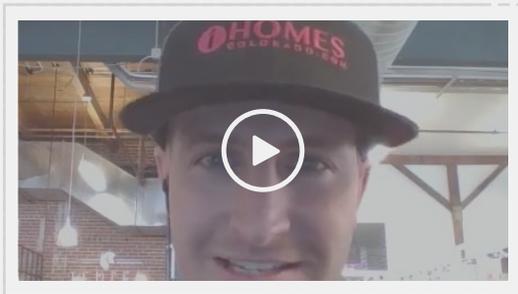
IHOMES COLORADO + DENVER, CO



NICK HAS RECORDED OVER 1,000 VIDEOS AFTER JUST ONE YEAR WITH BOMBBOMB. He's using video a lot to for both lead response and cold lead follow-up. He even reaches out to people that have unsubscribed from the home search updates that his website provides! Nick has amazing enthusiasm and genuine compassion that is apparent in each video he sends, allowing him to create a strong connection with his clients and make them feel special.



INFLUENCER TIP



Q&A WITH BOMBBOMB

Watch Nick's video to hear his answers!

- Q:** You jumped out of the gate fast with video, so how did you motivate yourself to get started so fast?
- Q:** Your personality shines through in these videos. Any tips on staying comfortable on camera?
- Q:** What's your most effective video you send and why?



07 KEN MUCHA

TEAM BIRTOLA HIGH DESERT REALTY + BEND, OR



Ken has been using BombBomb for four years and to this day, he has one of the best testimonial stories we've heard. In fact, we've used the story in many of our presentations to show off the importance of using [personal background props to connect with your clients](#). Ken has sent a total of 3,500 videos from BombBomb and uses it for both one-to-one and one-to-many videos. He combines a personal intro with a produced video that congratulates the customer on their home purchase. He even uses the [screen recorder](#) feature to explain difficult contracts and processes and eliminate confusion.



INFLUENCER TIP



Q & A WITH BOMBBOMB

Watch Ken's video to hear his answers!

- Q:** How and when do you use the screen recorder in your video process?
- Q:** You use the same intro on all of your videos. Is there a branding play there?
- Q:** You have awesome pictures from your kids in the background. How do they help your videos?



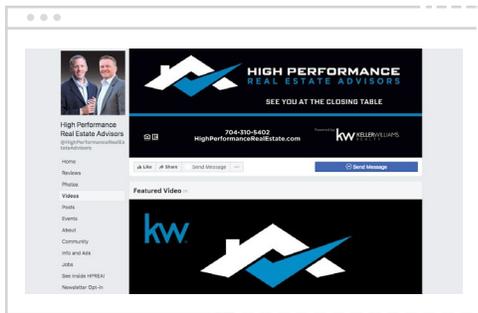
08

HIGH PERFORMANCE RE

HIGH PERFORMANCE RE ADVISORS, KELLER WILLIAMS
+ CHARLOTTE, NC



THIS IS A COMPANY THAT HAS THEIR ENTIRE TEAM USING BOMBBOMB! Their video total has reached 10,000 and is among the top five accounts in our entire system. High Performance RE is using video to put a face to a name with new leads, send out market updates, respond to hot leads, check in, better explain complex topics, and more!



Check out the High Performance RE Facebook page for more video examples.

[CHECK OUT THERE FACEBOOK PAGE!](#)



09 MACARENA ROSE

BELIZE RAINFOREST REALTY, KELLER WILLIAMS
+ SAN IGNACIO CAYO DISTRICT BELIZE



MACARENA HAS SENT OVER 3,000 VIDEOS SINCE JOINING BOMBOMB IN THE SUMMER OF 2014.

Macarena is an extremely proficient communicator, as she hosts three international talk shows every week. She is originally from St. Petersburg, Florida, but relocated to Belize in 2004. Most of Macarena's videos are to out of town/country buyers. She uses BombBomb to build trust with these leads and help them feel secure with their relocation.



Check out Macarena's YouTube Page!

[LINK TO MACARENA'S YOUTUBE](#)



10 RYAN GOSSETT

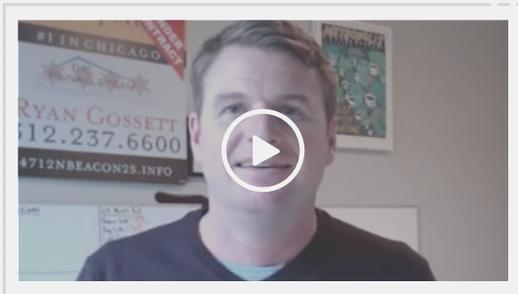
THE PINNACLE TEAM + CHICAGO, IL



Ryan also uses video for a wide variety of reasons, but especially for lead follow-up. He’s following up with videos for people who are just not quite ready to buy and helping them feel at ease while still showcasing his industry knowledge. He even created an amazing five-email drip campaign that he sends to all new leads that feels personal and entices potential buyers to ask questions!



INFLUENCER TIP



Q & A WITH BOMBOMB

Watch Ryan’s video to hear his answers!

- Q:** You have great “checking in” videos. Can you talk to us about your approach to these?
- Q:** You also take advantage of pre-recorded automations within BombBomb. Tell us about your “buyer stranger” campaign.
- Q:** You’ve had BombBomb for a while, but really started to record a lot more videos recently. What was the inspiration?



**HONORABLE
MENTIONS**



11

THE TOM TOOLE SALES GROUP

RE/MAX MAIN LINE + WEST CHESTER, PA



Tom's team is killing it with their video marketing strategy. They are sending personalized videos pre- and post-appointment to every potential client. They're also utilizing video text from our app for post-appointment follow-up, allowing them to build rapport and get the video right into their clients and prospects hands



12

RUBY MIRANDA

KELLER WILLIAMS PREFERRED + HOUSTON, TX



In just two years, Ruby and her team have sent 2,661 BombBomb videos. Ruby brands herself as the "Texas Queen of Real Estate," and we love how she keeps this up by wearing a tiara in her personal videos. Ruby acts so real and natural on camera, allowing her clients to feel like they are working with a close friend!



13

SHAWN BELL

CENTURY 21 CANADA + LLOYDMINSTER, SK



Shawn uses BombBomb extremely well every day to update clients on how many views they're getting on their online listings, update clients on pricing for houses to show comparables, and send introductions to new customers. Shawn is another agent using the screen recorder to help really improve his communication with clients, and it's making a major difference!



14

MARK + LAURA ANDERSON

KELLER WILLIAMS PREMIER REALTY + VADNAIS HEIGHTS, MN



Mark and Laura have been BombBomb users for six years and in that time, they've sent 2,246 videos! We love their birthday videos because they actually take the time to sing the song, and they feel so warm and wonderful to watch. Mark and Laura are also using video to send out multiple choice questions that their clients can answer for a chance to win a gift card. This a great way to encourage engagement in your emails!



15

MICHAEL NATHANSON

RE/MAX SERVICES + BOCA RATON, FL



Michael Nathanson is another longtime BombBomb client who began using our platform in 2014 and has sent 2,254 videos since. He's not the only one using BombBomb now either - he's gotten his team to implement video into their strategy as well. He has built his business on personal touch and continues to build relationships through video every day.

TOP TAKEAWAYS

... FROM THE 2018 REAL ESTATE VIDEO INFLUENCERS ...

As a professional coaches and entrepreneurs, we are firm believers in video-first marketing. Regardless of your budget or number of followers on social media, anyone can implement the strategies shared in this guide. Here are our top takeaways to put you on a path to becoming a video influencer and driving more business your way.

Utilize and Optimize YouTube

YOUTUBE IS THE SECOND MOST VISITED WEBSITE ON THE WEB, and as video content has continued to dominate on social media, its watch times have risen by 60%. Despite all of that, even some of our best ranked influencers weren't using YouTube to its potential. When using YouTube, be sure to always write search optimized titles. Title your videos with common language that someone planning to buy a home in your neighborhood would use on the internet. Optimize your channel and update it continuously. This will help you rank on Google and create a steady flow of traffic to your channel.

Create Interesting Thumbnails

During our judging process, we looked at **THOUSANDS** of social pages and vlogs. And the first thing that really stood out to us when we looked at these pages was their thumbnail imagery. Was it on brand? Was it eye-catching? Having an exciting social media channel or blog with beautiful imagery will help people want to click play. The Creator Academy reports that, ["90% of the best performing videos on YouTube have custom thumbnails."](#) In 2015, the marketing team at BombBomb compared analytics of their newsletter sends and were able to determine a 78.98% over-performance when including people's faces (and stories about people) in sends. When creating thumbnail images, make sure to include the video stars smiling or looking animated. Moreover, the best thumbnail practices involve including fun text in the image (but no more than 20% text.) The text should be large with highlighted / magnified areas. The text should not mirror the title exactly, but should still be relevant to the keyword.

Create a Recurring Series

Just like everything you do in business, consistency is key! Almost all of our top social winners created their own recurring series to help promote their business. We saw shows where agents interviewed local active members of their community weekly, gave out weekly fun activity recommendations on a regular basis, provided weekly education content on the home buying process, and even tried all the local restaurants in their town for their fans to see. [These shows are an exciting break from reality, and when done consistently, they allow you to build a following and continue to drum up new business.](#)

Expand Beyond Local Businesses for Community Video

EVER HEARD OF A MICRO-INFLUENCER? Micro-influencers are individuals who have anywhere between 1,000 - 10,000 followers and all of their followers are a part of a niche market. In this case, you'd want to find micro-influencers that are extremely active in your community. Reach out to them and ask to collaborate! Spend the day with them and ask them to show you the places they love in your neighborhood and why.

Create an Exciting Intro With a Clear Call-Out to Your Real Estate Services

The real estate agents in our Community Video category aren't creating these beautiful, entertaining videos just for fun (although they probably are pretty fun to make). They are creating them to establish themselves in their local community. And the best community video creators aren't forgetting what's important here; **they are filming intro videos for each episode that explain who they are, what they do, and why they're doing it.** Moreover, in their episode descriptions, they continue to brand themselves with websites, email addresses, and direct phone numbers. Make sure you're giving your viewers the opportunity to reach out to you after they've watched your video, establish that they like and trust you, and are ready to use your services!

Utilize Instagram and Facebook Stories

Give your followers a peek behind the scenes on the daily into your special tactics as an agent by utilizing Instagram and Facebook stories! It's a great way to establish trust with your customers and a truly happy place for social interaction. **Our favorite part of Instagram stories is the fact that the content can remain relevant for days on end by using polls and allowing followers to ask questions.** Once we get the feedback we're looking for, we'll create another story just to summarize it. This process encourages engagement, allows us to save time on content creation, and keeps our profile exciting!

Don't Be Afraid to Go Live

Live video allows you to appear more approachable and genuine and gives you the opportunity to position yourself as the expert in your community. **AND YOU WON'T NEED EXPENSIVE EQUIPMENT OR A CAMERA CREW TO GO LIVE - JUST A GOOD PHONE.** When you're ready to go live, don't be afraid to be yourself and let go. It doesn't have to be perfect. Create unique/random/fun and behind-the-scenes content for your viewers. And finally, once you start going live, stay consistent. Go live as often as possible to gain more followers and engagement overall.

Pump Out Content Tactfully and Consistently

We saw SO many people with great content this year who would have placed if they were more consistent. Our top contenders are pumping out multiple posts a day and **AT LEAST** one video per week. Post consistently to stay top of mind and be sure to use hashtags and geotags in your posts to expand your reach outside of your current following. Most importantly, publish posts anywhere from five to 15 times per day on as many social media platforms as possible. Finally, make sure you're varying your content so you're not publishing the same posts on different medias.

Give Them Something Google Can't Tell them

When creating listing videos, try to understand the emotional connection of the home and how it could appeal to a potential buyer. Sell a lifestyle, paint a picture, and connect with your audience throughout this process. Examples include: "Look at this backyard – it's perfect for summer barbecues" or "This basement has so much potential, think: movie theater, man cave, game room, what have you!"

Film your Listing Videos During Peak Neighborhood Hours

I know in my neighborhood, people are often out and about right around 5:30pm, walking their dogs, exercising, or playing with their kids. Doesn't that seem like the perfect time to be out in front of your client's home filming a listing video? **Recording a video will always bring attention.** Allow that attention to come during the peak hours of the day, and give yourself the opportunity to introduce yourself to more potential clients in the process.

Follow Up With a Hot Lead Using Video - Wherever + Whenever

“Speed to lead” is not a new saying. It’s tried and true and secures major deals when you have someone who is ready to buy. **Every one of our BombBomb influencers has MASTERED speed to lead with video.** We saw agents making videos on the treadmill, at the airport, even at their kids’ sporting events! As soon as a lead comes in, send a quick video on your iPhone saying, “Hi Alli, Thanks so much for reaching out! My name is Jesse and I can’t wait to hear from you soon. Please shoot me over some times that you’re available in the next two days for us to connect. Can’t wait to hear from you.”

Use Power Words in Your Videos

THE WORDS YOU USE MATTER. Words can make or break a sale. Words can make you friends or enemies. Words can build trust or build a wall. And in this case, power words are the words you should be focusing in on to help you see results. **People who are creating quality videos are using power words** within the first few seconds of their videos to really increase the engagement rates on their sends. Serious BombBomb users are incorporating these words onto their whiteboards, which show up in the animated preview of their videos. Start incorporating words like “how-to, because, imagine, and committed” in your videos to see better results!

Utilize Screen Recording to Guide Customers Through Heavy Paperwork

Many of our top BombBomb real estate agents weren’t only using BombBomb for one-to-one videos, but also to eliminate confusion in the difficult home-buying process. They’re doing this by using a **screen recording** feature that can record both yourself and your screen at the same time. That way, you can walk your clients through the difficult paperwork as if you were sitting next to them. We also saw a lot of our BombBomb power users utilizing screen recording to showcase the neighborhoods of the homes their clients were looking at with Google Maps. **This even helped some of the agents be able to sell homes sight-unseen!**

Thank you for downloading this guide!

WE HOPE YOU'VE FOUND IT VALUABLE.

Keep it on hand and open it back up again when you need ideas and inspiration!

HERE ARE SOME ADDITIONAL ACTION STEPS YOU CAN TAKE: Be sure to watch the videos and click through the links throughout the guide to learn from some of the best in the business.

Did we get a category or ranking wrong in your opinion? Keep an eye out in Summer 2019 for our next nomination period - we welcome your input! We'll reach out by email and Facebook for nominations.

As a longtime proponent of "video-first" marketing and the industry's only "video-first" coaching company, we are very proud that 9 of the top 10 agents in this guide are Tom Ferry Coaching Members. To discover the strategies that propelled them to success, request a [Free Coaching Consultation](#).

Sign up with [RE Video Studio](#) or join their Facebook group. They're a community of real estate professionals learning and sharing on video topics (and the two founders rank #2 and #3 in the All Around category!).



Sign up for BombBomb, **ABSOLUTELY FREE!**

There's no faster or easier way to record, send, and track the results of your videos. Send by email, text message, or social media.

[CLICK HERE TO GET STARTED!](#)

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