

48 Videos a Year Schedule

VIDEO SELLS REAL ESTATE

Month One

About/Agent Story Video
Destination Video (top 1 of 4 areas serving)
Property Video or Opening House Vlog (if no listing)
Monthly Recap Video (can repurpose all the videos into this video)

Month Two

Property Vlog (repurpose property video from month 1)
If no property, do another open house vlog
Education/FAQ #1
Education/FAQ #2
Monthly Recap Video (can repurpose all videos into this video)

Month Three

Event (yours or one you visit)
Caravan Vlog (go around looking at homes in your farm)
Education/FAQ #3
1st Quarter Recap Video (can repurpose all videos into this video)

Month Four

Destination Video (top 2 of 4 areas serving)
Property Video or Opening House Vlog (if no listing)
Education/FAQ #4
Monthly Recap Video (can repurpose all videos into this video)

Month Five

Property Vlog (repurpose property video from month 1)
If no property, do another open house vlog
Education/FAQ #5
Education/FAQ #6
Monthly Recap Video (can repurpose all videos into this video)

Month Six

Event (yours or one you visit)
Caravan Vlog (go around looking at homes in your farm)
Education/FAQ #7
2st Quarter Recap Video (can repurpose all videos into this video)

IDEAS

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Month Seven

Destination Video (top 3 of 4 areas serving)
Property Video or Opening House Vlog (if no listing)
Education/FAQ #8
Monthly Recap Video (can repurpose all videos into this video)

Month Eight

Property Vlog (repurpose property video from month 1)
If no property, do another open house vlog
Education/FAQ #9
Education/FAQ #10
Monthly Recap Video (can repurpose all videos into this video)

Month Nine

Event (yours or one you visit)
Caravan Vlog (go around looking at homes in your farm)
Education/FAQ #11
3rd Quarter Recap Video (can repurpose all videos into this video)

Month Ten

Destination Video (top 4 of 4 areas serving)
Property Video or Opening House Vlog (if no listing)
Education/FAQ #12
Monthly Recap Video (can repurpose all videos into this video)

Month Eleven

Property Vlog (repurpose property video from month 1)
If no property, do another open house vlog
Education/FAQ #13
Education/FAQ #14
Monthly Recap Video (can repurpose all videos into this video)

Month Twelve

Event (yours or one you visit)
Caravan Vlog (go around looking at homes in your farm)
Education/FAQ #15
4rd Quarter Recap Video (can repurpose all videos into this video)

IDEAS