

VIDEO · 5 MIN READ

Video Marketing Tips That Actually Work for Realtors

How to make videos that turn viewers into clients — without a film crew or a big budget.

GUIDE 01 | A BELIGHT MARKETING GUIDE

The first 3 seconds decide everything

Your video lives or dies in the first three seconds. If you open with "Hey guys, so today I wanted to talk about..." you've already lost half your audience. Open with the payoff. Lead with the hook, then deliver. The scroll is ruthless — earn the next second, every second.

- ◆ Strong hooks: "This is the #1 mistake El Paso buyers make."
- ◆ "This house sold in 48 hours — here's why."
- ◆ "Nobody tells first-time buyers this."
- ◆ Weak hooks to avoid: "Hey everyone, welcome back to my channel..."

You don't need a studio

A phone, decent natural light, and clear audio beat an expensive camera with bad sound every time. Film near a window, keep the phone steady, and make sure people can hear you. Production value matters far less than energy and clarity — viewers forgive a slightly shaky shot, but they will not forgive being bored.

Talk like a person, not a brochure

The biggest mistake realtors make on camera is sounding like a listing description. "Stunning 4-bedroom with an open-concept floor plan" makes people scroll. "Wait till you see what they did with this kitchen" makes people stay. Talk to one person, like you're texting a friend who's thinking of buying.

Belight rule: script the hook, freestyle the rest. A written first line plus bullet points beats a fully memorized script that makes you sound stiff.

Always end with one clear next step

Never let a video just end. Tell the viewer exactly what to do: comment a word, send you a DM, or book a call. One ask per video — not three. The clearer and simpler the ask, the more people take it.

QUICK CHECKLIST

- ✓ Hook in the first 3 seconds
- ✓ Good light and clear audio (phone is fine)
- ✓ Conversational, not brochure language
- ✓ One clear call to action at the end
- ✓ Posted consistently — quantity builds the skill

Want this done for you?

Belight Marketing runs this entire system for high-volume realtors — filming, editing, posting, ads, and automation — so you stay in front of your market without lifting a finger.

Book Your Strategy Call →

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