



Using YouTube

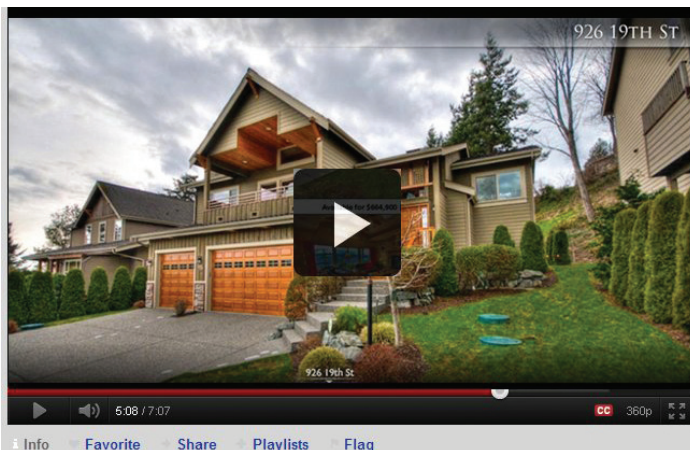
Real estate's untapped channel

Generate business and build your brand using this flexible, free resource

Every good real estate agent knows that social media is now an important part of being successful in business. You may already have lots of Facebook friends, post to Twitter, and use Craigslist to post new listings.

But, have you thought about using YouTube? Consider these statistics. Three out of four home sellers are more likely to list with a real estate agent that uses video. It makes sense—video is a great way to showcase a listing and make potential buyers interested in seeing the property in person. However, did you know that only one percent of real estate professionals actually use a YouTube account?

YouTube is a great way to increase your online presence, with little competition! With so few realtors on YouTube, you'll really stand out.



Setting up a YouTube channel is easy. Pick a user name for your channel, create your profile, and you're ready to start uploading videos. Consider creating two separate channels—one for business-related videos, one for personal videos. Unless you are comfortable with leads and clients viewing personal videos you post, and seeing which other YouTube channels you subscribe to, it's recommended that you keep business and personal channels separate.

Ideas to get you started

Once you have set up your account, let's think of some different ways you can use YouTube to increase your business:

- **Testimonials.** These are the most important. Take a video camera with you whenever you're out with clients. Ask your best clients to say a few words about what it's like working with you.
- **Pre-listing presentation video.** What is your value proposition? Why should a seller pick you as their agent? Send a link to potential clients before you meet in person.
- **Open house promotion.** Give your subscribers a sneak peek of a new property and let them know when the next open house will be.
- **Video resume.** Talk about the experience that you and your team members bring to the table.
- **How-to.** Real estate can be a big, complicated world for your clients. Help them navigate with short, informational videos that include answers to common questions you receive.

Deciding what kind of content you want to post is just the beginning of what YouTube can do for you. Did you know you can customize your YouTube channel? What about sharing your YouTube videos through Facebook, Twitter, and your website? And, more importantly, what's the best way to drive viewers to your site and make your videos go viral?

Taking the next step

These and many more questions will be answered in this FREE YouTube instructional video, "Start Using YouTube—Real Estate's Untapped Channel," compliments of Internet Marketing Specialist Designation (IMSD) and Market Leader. This short, informative video includes strategies for YouTube success, tips for creating great videos, and step-by-step instructions to help you become a YouTube expert.

Watch "Start Using YouTube—Real Estate's Untapped Channel" at www.marketleader.com/youtube.

Market Leader serves over 100,000 real estate professionals like you with websites, contact management, a marketing suite, and lead generation services that generate a steady stream of prospects—plus provides the systems and training you need to convert those prospects into clients. Contact us today for more information: **Independent agents: 888-240-9120, Managing brokers or teams: 888-240-9119.**