

# 10 Killer video topics that will get buyers to convert you.

## **VIDEO TOPIC 1 - Traffic Bottlenecks**

People generally don't love sitting in traffic, and too many agents just make flowery, lovely content. If you can help people avoid pain, you will win trust and get clients because of your helpful local input.

## **VIDEO TOPIC 2 - Specialty Grocery Stores**

Make a video that showcases where specialty foods can be purchased. Pick anchor tenants that you feel will be around for a while, like Trader Joes, or Whole Foods, or both!

## **VIDEO TOPIC 3 - Community Tennis Courts**

It's not a wide net (excuse the pun), but there are buyers that will appreciate you taking the time to identify where the local community tennis courts are. In many markets, they are hard to find. This is also your chance to incorporate "Love" into your topic. Have fun with it!

## **VIDEO TOPIC 4 - Corporate Rentals**

Of course we want everyone to buy a home right away, but most people feel the need to rent first when moving to a new city. Put together a video showcasing where to find corporate rentals. Consider getting some live testimonials for on the ground insight.

## **VIDEO TOPIC 5 - Walkable Communities**

Today's millennial generation values life experience over space in many cases. Hire a drone photographer, or get your own, and highlight the top 5 walkable communities in your market.

## **VIDEO TOPIC 6 - What to do on a Rainy Day**

Consider a video showcasing things you can do with the kids on a rainy day. This is a great way to introduce yourself and become known as the "Digital Mayor" in your community.

## **VIDEO TOPIC 7 - What to do on a Saturday**

Take a weekend and go out and see the sights, attend some events. Highlight the top 5 parks to visit on your day off. Consider interviewing past customers to see what they like to do. Don't sell yourself, sell your city. The sales will follow.

## **VIDEO TOPIC 8 - The Local Farmer's Market**

This could technically fit into what to do on a Saturday, but this can be rich enough to stand on it's own. Meet with a few local vendors, interview them, and get their contact info. Ask them to help you promote the video. This will help the number of views, which YouTube likes.

## **VIDEO TOPIC 9 - Growth Patterns**

We all get the question, "where is the best investment?" Most of us agents default, to "well, I don't have a crystal ball". But what you could do is break out a map, and show where you see the next growth spurt happening in your city. Put this on a video and showcase your knowledge, and win confidence early!

## **VIDEO TOPIC 10 - The Top Charter Schools in Your Market and How Registration Works**

Families research schools early. Help consumers by educating them on all the different school options. Consider adding links in the YouTube description. Or better yet, make your list a lead magnet and get them to opt into it. Gather intel about their real estate needs at the same time using something like TypeForm to make it convert.