

REAL ESTATE

Re/Max enables agents with personalized video generator

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Re/Max is helping agents create their own marketing videos. Image credit: Re/Max

By SARAH RAMIREZ

International real estate brokerage Re/Max is introducing a new digital tool to better help its agents reach more discerning home buyers and sellers in a competitive marketplace.

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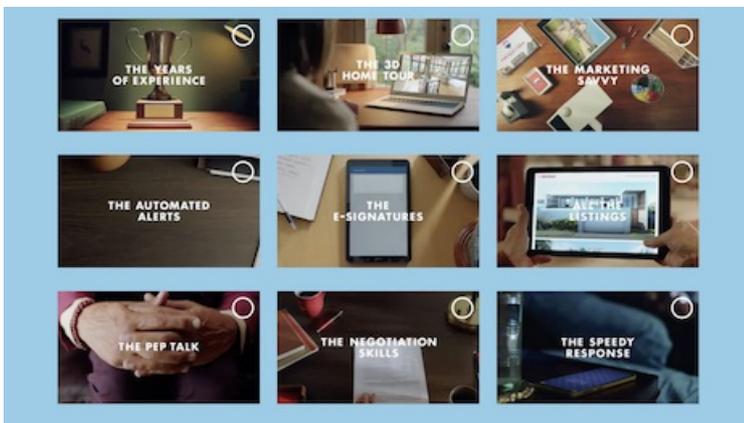
Today's prospective real estate clients are doing more research on their own time and often turn to personal recommendations when finding an agent. By helping real estate professionals create easily shareable, quality video content, Re/Max hopes to make their agents more discoverable.

"Homebuyers and sellers will always want the expertise and knowledge of realtors," said James Schwartz, vice president of marketing at **Re/Max**, Denver, CO. "So, our challenge was this: How do we promote the most productive real estate network with modern technology and tools so that they can create the very best experiences for their customers?"

Custom content

With the help of a new video generator, Re/Max agents can make customized videos that reflect the brokerage's national advertising campaign.

Users begin creating their personal commercials by adding their headshot and business contact information. From there, they can select three different scenarios that best reflect their personal work strategies.



Re/Max's new video generator includes several scenarios. Image credit: Re/Max

For instance, agents can emphasize tools offered by Re/Max such as 3D home tours, automated alerts or aerial photography. They can also select clips that draw attention to their years of experience or negotiation skills.

After users select their three competitive advantages, they are prompted to make a musical selection, and a final 15-second video is generated in less than a minute. There are more than 5,000 different versions that can be created through the system.

Re/Max's campaign also includes national television spots, which provide an amusing look at "The Sign of a Re/Max Agent" and their work ethic.

One commercial includes a humorous clip of an agent alongside a client viewing a home tour through a virtual reality headset. Later, the same agent is shown telling "dad jokes" at a full open house.

Another short video shows a different agent answering texts from her clients in the middle of the night, offering reassurances about the stressful negotiation process.

A third commercial includes more tools and characteristics found through Re/Max, such as a flying camera to capture overhead photos of a home, the mobile application and the ingenuity to add a personal touch while showing clients a home.

In addition to custom commercials, Re/Max is also running national ads

"Our agents have the ability to personalize their own videos that complement our national look and feel," Mr. Schwartz said. "Down the road, we hope to provide even more personalized options in an effort to make the videos even more meaningful at the local and hyperlocal levels."

Real estate marketing

For residential real estate companies, building customer relationships has become even more important as digital services continue to impact the industry.

According to a study by J.D. Power, more home buyers and sellers than ever before are using digital channels to find inventory and agents. Today, 88 percent of buyers search for a new home before they begin working with an agent.

First-time buyers will even turn to social media to look for a new home. About half of consumers 47 percent of buyers and 55 percent of sellers will use social media to find agents ([see story](#)).

Many real estate firms are empowering their agents with more sophisticated marketing tools.

Real estate brokerage Engel & Vlkers is launching an artificial intelligence-powered social media advertising solution to better serve its advisors and clients ([see story](#)). Douglas Elliman is working with Imprev to automate marketing for agents across the world ([see story](#)).

Re/Max's new tool eases the burden of time and budget for agents looking to ramp up their marketing.

While home buying may not be the first thing one thinks of when it comes to ecommerce, an estimate from Re/Max says that almost 90 percent of home buyers shop online.

This represents a drastic shift from how homes were traditionally sold and advertised even just a few years ago. Where once home listings were little more than a list of facts and information about the home, they can now serve as powerful marketing tools of their own, according to Re/Max.

As the luxury real estate industry in particular continues to grow in popularity, realtors need all the help they can get in making their homes stand out among the crowd. To do that, Re/Max says they need to stop thinking about their listings as simple fact sheets and begin thinking about them as opportunities for a full aspirational advertising campaign ([see story](#)).

"Our marketing efforts over the past few years have taken on a more individual-based approach by identifying and targeting all of our various audience segments," Re/Max's Mr. Schwartz said. "We want to identify not only where potential clients live and work, but also where they are with respects to their home buying or home selling journeys.

"It's still all about the right message at the right time, but has evolved from demographics to psychographics."

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