



TomFerry

# ROADMAP

# Video

Expected, Not Extra.

# Video Mastery: Elevating Trust and Transforming Results



## **Builds Consumer Trust:**

Video lets clients see and hear you, establishing trust before the first handshake.



## **Enhances Agent Credibility:**

Showcasing market knowledge and property insights through video proves expertise.



## **Personal Transition to Video:**

Adopting video transformed my client interactions, they know me before I walk in.



## **Tangible Outcomes:**

Since integrating video, my conversion rates have soared, and client satisfaction has significantly improved.



# Tips: Have Consistency, Make A Schedule & Refine

## Consistency:

Consistent video posting establishes a reliable presence, boosting algorithm favorability and audience anticipation.

## Schedule:

With just four days a month you can streamline your process, freeing up time while keeping content flowing.

## Refine:

Expect evolution, not perfection; each video is an opportunity to learn and enhance your storytelling and technical skills.

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