

Using Video to Build Relationships

Why video messaging matters in your real estate business.



The Power of Video Marketing

Video is a great tool to add to your real estate marketing strategy right now.

76%

Businesses reporting video as their most important type of content in 2020.

This increased from 71% in 2019.

83%

Marketers see video becoming even more important to their organization.

216%

Increase in people watching on smartphones

66%

Increase in people watching video on computers



We're Always Watching

More time spent at home meant more time watching videos in 2020 — and that trend continues.



Short and Sweet

Viewers are more likely to watch shorter videos in full.

- ✓ **15-second videos:**
Highest completion rate.
- ✓ **30-second videos**
- ✓ **6-second videos**

Reasons to **Bring Video to Your Business**

Video can help you stand out, build trust and better serve clients.



1

Anyone Can Do It

Smartphones and web cameras make it easy to create and share video on the spot.

2

It's More Personal

Like a personal note, a video expresses a sentiment that's hard to replicate via email, text or even phone. It creates an opportunity for connection and real conversations.

3

Make a Lasting Impression

Your videos stand out and differentiate you from among the influx of emails and texts people receive, and clients will remember this!

Referral Maker® CRM **Makes Video Easy**

This real estate CRM and productivity tool from Buffini & Company helps agents manage their marketing and communications, and makes adding video to your regular communication a breeze. Make more connections and build deeper relationships with Video Messaging, powered by BombBomb.



Record videos quickly and easily

from your computer or smartphone within Referral Maker CRM.



Embed videos with clickable call-to-action links to guide viewers to take the next step without any clunky codes!



Send videos via email or text to an

individual contact, group or your entire database, or share on social media platforms.



Connect with your relationships, make

your communication pop and watch your business grow.



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REFERRALMAKER® | CRM

powered by  BombBomb™

For a deep dive on Referral Maker® CRM Video Messaging features and more, contact Buffini & Company Client Care to schedule a walk-through today!

Visit buffiniandcompany.com/videomessaging or call us at **1-800-945-3485 x1**.