



Real Estate Personal Branding Retainer

The **Real Estate Showcase Package** tailored towards building a real estate agent's personal brand focuses on highlighting not just the properties but also the agent's expertise, personality, and unique value proposition. This approach is crucial in a highly competitive market where personal branding can significantly differentiate an agent and attract more clients.

Target Audience: Real estate agents seeking to enhance their personal brand, showcase their property listings attractively, and demonstrate their market knowledge and client service excellence.

Pricing: \$5,000 - \$10,000 per month

Deliverables:

- **Videos:** 4 high-quality property showcase videos per month, including agent introductions and client testimonials to highlight the agent's personal touch and expertise. Each video is 2-3 minutes long.
- **Agent Profile Video:** 1 agent profile video (4-5 minutes) every six months, detailing the agent's background, achievements, and unique selling points.
- **Market Update Videos:** 2 monthly market update videos (1-2 minutes each) featuring the agent discussing recent trends, tips for buyers/sellers, and local market insights.
- **Pre-Production:** Initial consultation and monthly planning sessions to select properties, discuss key selling points, and script agent intros and market updates.

- **Production:** Up to 3 days of filming per month, including property walkthroughs, drone footage for aerial views, agent on-camera segments, and client testimonials. Professional lighting and audio equipment ensure high-quality production.
- **Post-Production:** Editing to craft compelling narratives around each property and the agent's brand, including motion graphics for property details, music licensing, color grading, and two rounds of revisions per video.
- **Social Media Snippets:** 8-10 short clips per month, extracted from the full videos, optimized for social media sharing to boost engagement and reach.
- **Personal Branding Consultation:** Quarterly strategy sessions to review video performance, adjust branding strategies, and plan content that aligns with the agent's goals and market opportunities.

Optional Add-Ons (For Additional Fees):

- **Additional Property Videos:** For agents requiring more than 4 property showcase videos per month, priced at \$800 - \$1,200 per additional video.
- **Enhanced Agent Profile Video:** Creation of a more detailed or cinematic agent profile video, with higher production values and more extensive filming locations, starting at \$2,000.
- **Extended Market Update Videos:** For more in-depth analysis or additional monthly updates, priced at \$500 - \$800 per additional video.
- **Professional Voiceover:** Incorporation of professional voiceover to enhance the narrative quality of videos, priced at \$200 - \$400 per video.
- **Expedited Delivery:** Faster turnaround for urgent listings or market updates, priced at an additional 20% of the monthly retainer fee.