

Luxury Connect: Laura Monroe on what's hot in luxury video marketing

***Last Call!** This fall we're looking at the state of the luxury agent & broker in today's increasingly complex real estate market. In October, we'll gather in Beverly Hills at [Luxury Connect](#) to share best practices, network, and create blueprint for the luxury agent/broker of tomorrow. [Don't miss it.](#)*

One of the biggest challenges of listing a luxury property is in the marketing. How do you create a marketing plan that will really set your listing apart from all the others? **Laura Monroe, a real estate branding and marketing strategist**, believes that “a lot of the creativity in the luxury market happens through video,” so it's critical to be able to tap this element in your own luxury marketing.



Monroe will be talking about how to use video in your business at [Luxury Connect](#), **October 16 through 18 at the Beverly Wilshire Hotel**, where attendees will hear about what's hot (and what's not) in luxury video marketing right now.

“If the goal in luxury is to build the repeat and referral business, it's going to be about getting new listings,” Monroe explains, **“and you do that by showing how well you can market a property.”** There are several kinds of videos that she sees her clients using to their advantage — including capturing snippets for social distribution channels like Instagram. “It could be a storytelling video, or lifestyle marketing through video, and there are also the drone photography videos with these sweeping, cinematic views you can achieve through video — and certainly with 3-D technology and augmented reality, video is only becoming more central. I'm sure that luxury will be one of the first niches in residential real estate that's going to start moving into augmented reality and 3-D past the initial Matterport-type stuff.”

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But luxury video is not something you can half-bake, she added. “A lot of discriminating buyers are going to know the difference between a really highly produced video that makes a home look amazing and one that’s cutting corners,” she says. **“With luxury, the pressure is always to do it well, even if it’s just a tour.** Hawaii life, one of our clients, spends so much time on design in every single touchpoint they have with a client because those clients are living the lifestyle and nine out of 10 times, they know more people who want to come to Hawaii.”

Catch more of Monroe and her tips on how to use luxury video successfully at Luxury Connect.

[Register now](#)

Thinking of bringing your team? There are special onsite perks and discounts when you buy those tickets together too. Just [contact us](#) to find out more

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