5 real estate listing videos that will blow your mind

Want to make sure your listing stands out on the market but not sure how? Many real estate agents and their sellers are investing in listing videos to showcase the key features of the property.

These videos can engage your audience in a visually compelling way. Here are five of my favorite real estate listing videos, and why I think they work.

1. Hurlingham, Conyers Farm

I love this video because it tells a story and is extremely engaging. It connects with buyers on an emotional level and actually shows someone you can relate to — a family.

It also speaks to a certain lifestyle and how potential buyers can envision their life living there.

2. Bal Bay Drive

The gorgeous and sleek design of the home and the immense amount of space this home offers is well captured here. The “wow” factor is unavoidable.

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There is also a heavy focus on how the house aligns with a lavish Miami beach lifestyle and how this property fits right into the shoreline and the surrounding area of the home.

3. West 52nd Street

The WestSide lifestyle is how viewers envision living while watching this video. In a very natural and real way, this listing video tells a story and enables prospective buyers to envision themselves in this apartment.

What's also great about this video is the very informative and detailed graphics on all features of the unit and building, which leaves minimal room for any question other than, "When can I move in?!"

4. The Chelsea Mercantile 8H

The sweeping New York City views and personal agent touch make this video a favorite.

Listing agent Tyler Whitman of Triplemint (the same brokerage I belong to) said this about his video for the Chelsea Mercantile 8H: "The video is important because it gives a far better representation of the home than any picture ever could.

"In a market like NYC, location is a huge driver of home value, and the video allowed us to beautifully outline both the home and the surrounding areas and all of the conveniences offered — something we really wanted to emphasize."

5. Skyvault Penthouse

This video is quite dramatic, and I love how it offers scenic views of the city from a helicopter vantage point. I think this helps to excite viewers and establish an appealing connection with the city.

The most essential piece to this video is its portrayal of a ritzy lifestyle inclusive of the diamonds, helicopters and cars, which insinuates that the listing is in alignment with this lifestyle.

Viewers and potential buyers are left in suspense and, in my opinion, ultimately wanting to know more about this mysterious and seemingly sexy Skyvault Penthouse.

Which listing videos do you love? Please share in the comments section below.

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