8 live video ideas every agent should try

Many experts agree that video is a critical component of real estate marketing. In fact, Facebook is moving toward a “video first” strategy. If you’ve been thinking about getting into video or expanding your video strategy by going live, read “7 things you need to know before creating live video.” Then to get you started, we’ve got eight ideas for going live that every agent should try. Watch the video above for in-depth explanations of each idea. April Toro is an active agent with Live, Love, Atlanta in Atlanta, Georgia. Rick Guerrero is the Director of Branch Sales and Strategic Partnerships at US Mortgage Corp. You can follow him on Facebook or connect with him on LinkedIn....

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