LIVE WEBINAR

From Listings to Leads: Video, Visibility & AI

How real estate professionals can use video, digital visibility and AI to grow their brand, attract more clients and work smarter.

FEATURED SPEAKERS



John Cox
BLOK



Albert Baez
BLENDED SENSE



Ransome Tucker
BLENDED SENSE

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Why video? Here’s your reminder.

Trust
Clients feel they know you before the first call.

Local authority
Market updates and neighborhood tours prove you know the area.

Better listings
Walkthroughs sell the lifestyle that photos can’t.

Discoverability
Answers the questions people ask Google and AI.

Always working
One good video keeps prospecting while you sleep.

Recruiting
Shows the culture agents and partners want to join.

Education
Explain the process once, reuse it with every client.

Compounding
One shoot becomes dozens of posts, emails and pages.

Don’t think video matters in your business? All good. This one may not be for you.

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Get found, not just posted.

WHERE PEOPLE SCROLL

- YouTube
- Instagram & Facebook
- TikTok
- LinkedIn

Your website

The hub everything points to

"Traffic is worthless if it arrives at a brochure."

WHERE PEOPLE SEARCH

- Google search
- Google Maps
- ChatGPT & Perplexity
- Google AI Overviews

Rank where people still search.

Be the answer an AI gives.

Turn visits into leads, not page views.

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03 / THE VIDEO OS

Video is multilayered. Run it like an operating system.

One-off videos don't move the business. A system does: each layer feeds the next, and every cycle gets smarter.

06	**Measure & refine**	Learn what lands. Do more of it.
05	**Visibility & AI**	Show up on Google, YouTube and in AI answers.
04	**Distribution**	The right cut, on the right channel.
03	**Asset management**	Every file organized, findable and reusable.
02	**Creation**	A repeatable rhythm, pro crew or phone.
01	**Strategy**	Start with the consumer, not the camera.

↻ Repeat: every cycle makes the next one smarter.

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Your AI video team: 6 agents, 1 you.

01 Strategist & Market Expert
Reads your market and client questions. Plans the month.

02 Scriptwriter & Copywriter
Hooks, scripts, captions and titles, in your voice.

03 Editor
Finds the best moments, cuts clips, writes captions.



One shared brand brain: your voice, market and offers

04 Asset Librarian
Transcribes, labels and tags every file. Nothing gets lost.

05 Distribution Manager
Adapts each piece per platform and plans the posting.

06 Visibility Analyst
Tunes for Google and AI search. Reports what worked.

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