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WEBINAR TAKEAWAY · NOV 11, 2026

The Video Operating System

AI & video resource guide for real estate professionals

A curated collection of tools to help real estate agents create better content, simplify production, increase visibility, and turn video into business opportunities.

FROM THE WEBINAR
From Listings to Leads: Video, Visibility & AI

SPEAKER
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INSIDE THIS GUIDE

18 tools across six stages. You don't need them all.

Use the stages to find the right tool for each step of your process. Then start with the toolset that fits your experience and goals on page 5.

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Strategy & content research

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Every tool is tagged with the experience level it fits best: Beginner Intermediate Advanced

01 Strategy & content research

Find what people are already asking before you hit record.

AlsoAsked
alsoasked.com
Beginner

Discover questions people are searching for and identify opportunities to create relevant, useful content that answers real consumer needs.

1of10
1of10.com
Advanced

Find YouTube videos dramatically outperforming their channels' typical results. Use proven topics, formats, and audience interests to inspire new content ideas.

vidIQ
vidiq.com
Intermediate

AI-powered YouTube research, topic discovery, competitive analysis, and recommendations for video titles, thumbnails, and content optimization.

02 Recording & production

Script, record and sound professional, even if the camera isn't your favorite place.

BIGVU
bigvu.tv
Beginner

AI-powered scripting, teleprompter recording, automatic captions, and simple video editing. Especially useful for agents uncomfortable on camera.

Adobe Podcast
podcast.adobe.com
Beginner

AI-powered audio enhancement that removes distracting background noise and improves voice clarity, making everyday recordings sound more professional.

HeyGen
heygen.com
Advanced

AI video translation and voice synchronization. Create multilingual versions of existing videos without recording each language separately. Review translations for accuracy before publishing.

03 Video editing & automatic captions

Turn raw footage into polished, captioned video without traditional timeline editing skills.

CapCut capcut.com Beginner	Beginner-friendly video editing with automatic captions, templates, effects, and AI-assisted editing tools.
Descript descript.com Intermediate	Edit video by editing its transcript. Automatically remove filler words, generate captions, improve audio, and create clips without traditional timeline editing.
Captions captions.ai Beginner	AI-powered editing that can automatically add captions, cuts, transitions, B-roll, and visual effects to talking-head videos with minimal manual editing.

04 Transcription & content repurposing

Get more out of every recording: short clips, transcripts, articles and posts.

OpusClip opus.pro Intermediate	Automatically identifies potential highlights in longer recordings and transforms them into short-form videos with captions and intelligent reframing.
Castmagic castmagic.io Advanced	Converts recordings into transcripts, blog articles, social posts, newsletters, summaries, and other written content.
TurboScribe turboscribe.ai Intermediate	Dedicated AI transcription that converts audio and video recordings into accurate, editable text for captions, articles, and content archives.

05 Distribution & conversion

Publish with less manual work, and turn engagement into conversations.

Repurpose.io
repurpose.io
Advanced

Automates video distribution across supported platforms, reducing repetitive uploading, formatting, and publishing tasks.

Manychat
manychat.com
Intermediate Advanced

Turn social media engagement into conversations. Automatically respond to qualifying Instagram comments with direct messages, deliver resources, and create lead-generation opportunities.

Metricool
metricool.com
Beginner

Plan, schedule, and publish content across supported social and video platforms while managing content calendars and monitoring performance in one place.

06 Measurement, analytics & feedback

Learn what works, and connect your video to real inquiries.

Metricool Studio
metricool.com/metricool-studio
Intermediate Advanced

AI-powered performance analysis that helps identify trends, compare content, and generate actionable recommendations from connected social analytics. Part of Metricool, not a separate platform.

Wistia
wistia.com
Advanced

Measure how people engage with videos hosted on your website, including viewing patterns, drop-off points, and interactions with video calls to action.

WhatConverts
whatconverts.com
Advanced

Connect trackable marketing activity to actual business inquiries. Measure phone calls, forms, and lead sources to better understand which campaigns generate opportunities. Requires tracking setup.

RECOMMENDED TOOLSETS

Pick the toolset that fits where you are now.

You don't need every tool. Start with the capabilities that make the biggest difference for your current experience, resources, and business objectives.

LEVEL 1 · BEGINNER

Build your first video workflow

BEST FOR

Agents getting started who want a simple, manageable process for producing and publishing video.

GOAL

Establish a consistent content creation routine without unnecessary complexity or expense.

RECOMMENDED TOOLS

- **AlsoAsked:** Discover topics worth creating content about.
- **BIGVU:** Prepare scripts and record confidently.
- **CapCut:** Edit videos and add professional captions.
- **Metricool:** Schedule content and monitor audience engagement.

WORKFLOW

Discover → Record → Edit → Publish → Learn

LEVEL 2 · INTERMEDIATE

Get more value from every video

BEST FOR

Agents already producing content who want to improve efficiency, expand distribution, and generate more opportunities.

GOAL

Get more value from existing production investments and begin using audience feedback to improve results.

RECOMMENDED TOOLS

- **vidIQ:** Identify promising content opportunities.
- **Descript:** Simplify editing and improve production efficiency.
- **OpusClip:** Transform longer recordings into additional short-form content.
- **Manychat:** Turn social engagement into direct conversations.
- **Metricool Studio:** Identify successful content and guide future production decisions.

WORKFLOW

Research → Produce → Repurpose → Engage → Measure → Refine

LEVEL 3 · ADVANCED

Build an AI-powered content engine

BEST FOR

Established creators and teams ready to scale production, automate workflows, and continuously improve content performance.

GOAL

Create a continuous feedback loop where audience response informs the next round of content, AI reduces repetitive work, and each production cycle becomes more effective.

RECOMMENDED TOOLS

- **1of10:** Identify breakout content ideas and validate topics before larger production investments.
- **Castmagic:** Transform recordings into multiple written content assets.
- **Repurpose.io:** Automate distribution across supported channels.
- **Manychat:** Create automated pathways from social engagement to business conversations.
- **Metricool Studio:** Analyze performance and identify opportunities for improvement.
- **WhatConverts:** Connect trackable content-driven traffic and campaigns to inquiries and leads.

WORKFLOW

Research → Produce → Repurpose → Distribute → Convert → Analyze → Repeat

THE BIG IDEA

Build a system that gets smarter.

A Video Operating System isn't just a collection of production tools. It's a process that learns. Start by testing ideas in simple formats. Use audience response to identify what resonates. Expand successful concepts into richer content. Distribute strategically, measure the results, and apply what you've learned to the next production cycle.

The goal isn't to make more videos. It's to make every investment in video more valuable to your business.

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Note: Features, integrations, and AI capabilities vary by subscription plan. Always review AI-generated content for accuracy before publication.

READY FOR THE NEXT LEVEL

Take video and AI discoverability to the elite level.

The tools in this guide will get you started. To compete at the top of your market, bring in the pros. **Blended Sense produces your video. Blok helps buyers and AI find you.**

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SEO + AI VISIBILITY

Get found where buyers ask AI.

Buyers and sellers now ask ChatGPT, Google AI Overviews and Perplexity who to call. Blok strengthens your content, local presence and credibility so AI tools understand your expertise.

- **Content built on your expertise.** Local guides and articles that answer real buyer and seller questions.
- **A website AI can understand.** Structure, speed and structured data, plus a stronger Google Business Profile.
- **Credibility beyond your site.** Directory listings, links and trusted mentions.
- **AI visibility monitoring.** We test the questions that matter across AI tools and compare you with competitors.

SCHEDULE A CONSULT →

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PRODUCTION + STUDIO PRO

Film once. Publish for months.

Book vetted, invite-only videographers and editors anywhere you work, then run every file from Studio Pro: one system for all your video.

- **Vetted pros in any market.** A local videographer matched to your style, with vertical and horizontal versions from one booking.
- **Editing to brief.** Your Brand Kit applied, exported for your website, YouTube and social.
- **A library that organizes itself.** Studio Pro auto-tags every file, searchable by face, scene or spoken word.
- **Reuse every moment.** One filming session keeps feeding every channel.

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