THE VIDEO AGENT ACADEMY

REAL ESTATE GYM
TOM PANOS

realestate
.com.au

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MODULE 3

Create Videos That Stop The Scroll.

Learning Outcomes

01

Capture attention immediately

02

Structure videos that keep viewers watching

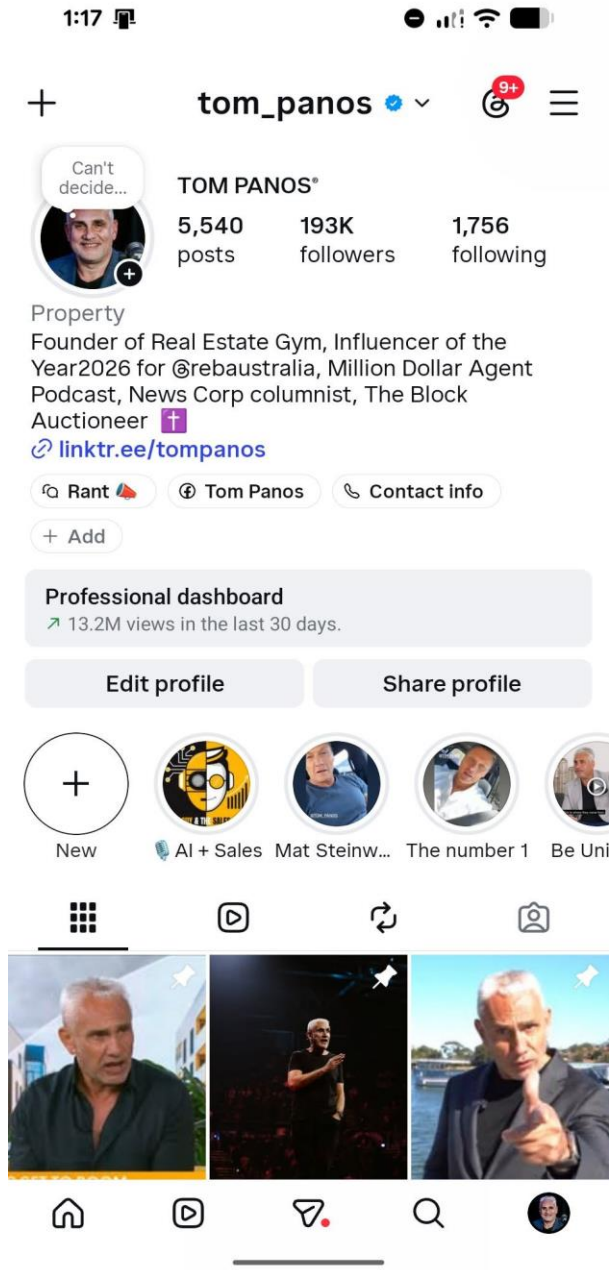
03

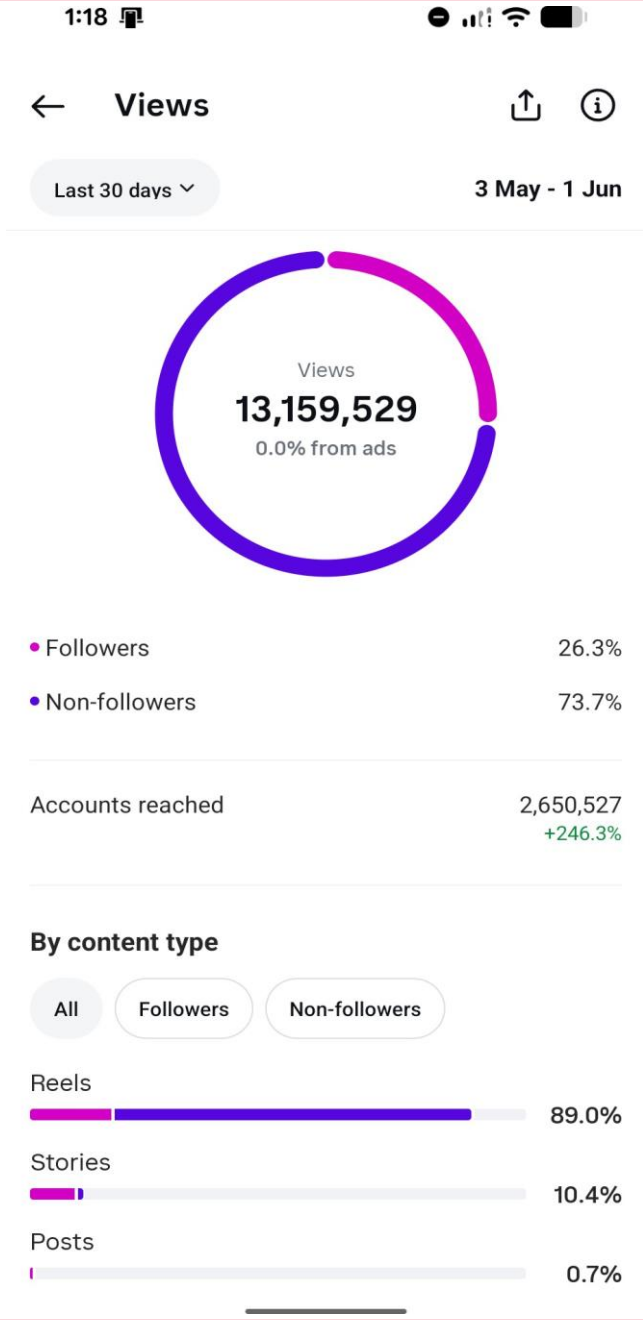
Create memorable educational content

04

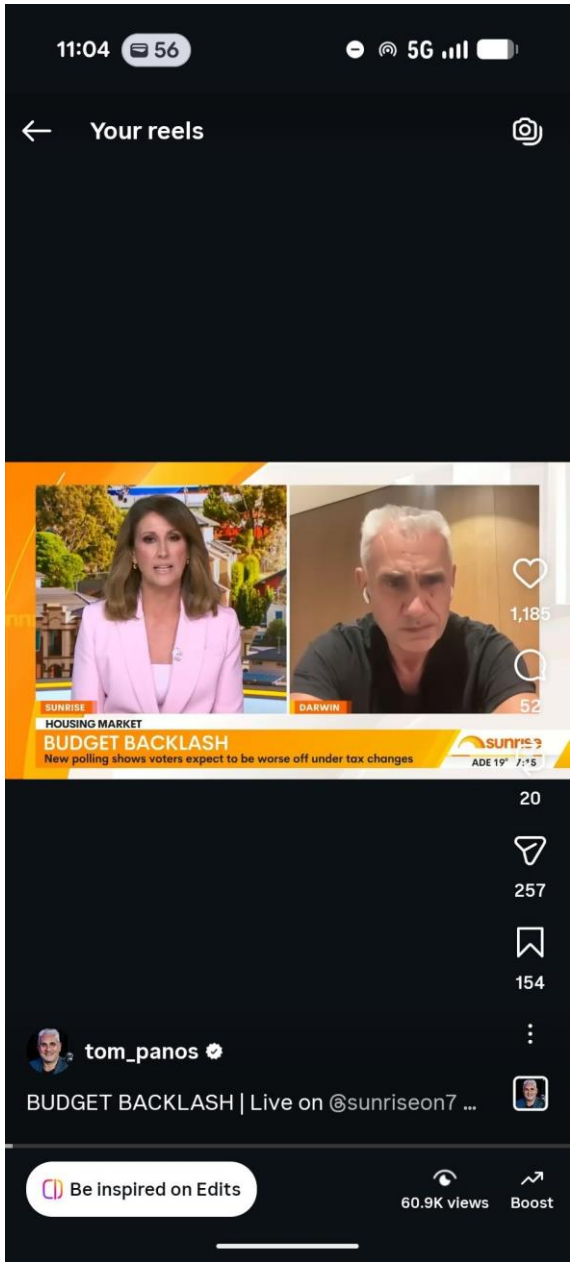
Using thumbnails / captions

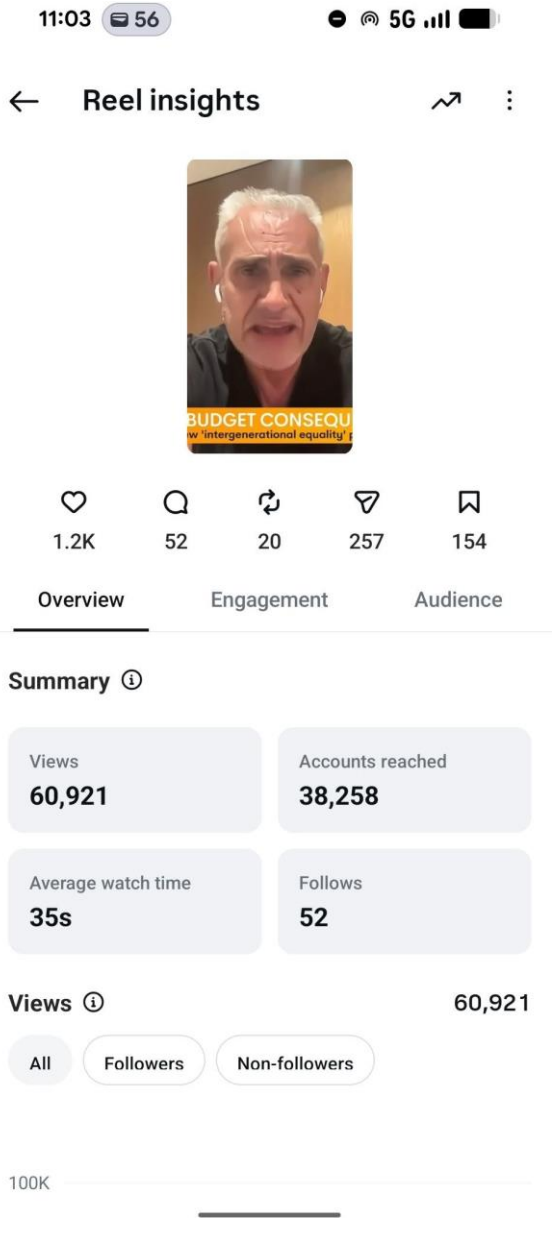
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1:17
tom_panos
9+
Can't decide...
TOM PANOS
5,540 posts
193K followers
1,756 following
Property
Founder of Real Estate Gym, Influencer of the Year2026 for @rebaustralia, Million Dollar Agent Podcast, News Corp columnist, The Block Auctioneer
linktr.ee/tompanos
Rant
Tom Panos
Contact info
Add
Professional dashboard
13.2M views in the last 30 days.
Edit profile
Share profile
New
AI + Sales
Mat Steinw...
The number 1
Be Uni

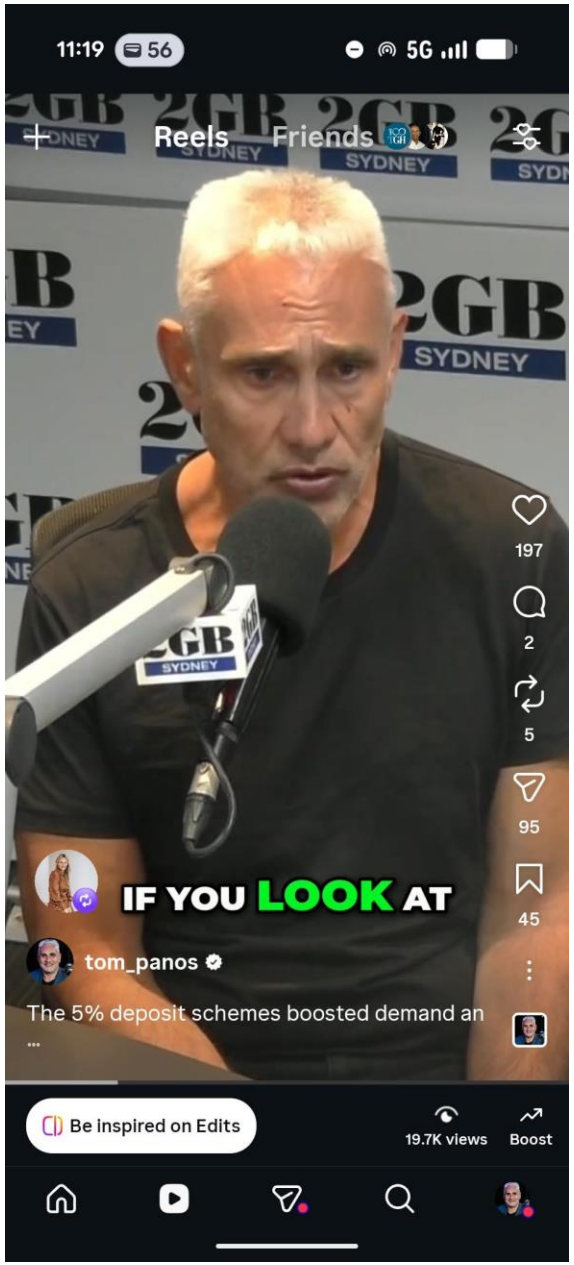

1:18
Views
Last 30 days
3 May - 1 Jun
Views
13,159,529
0.0% from ads
Followers 26.3%
Non-followers 73.7%
Accounts reached 2,650,527
+246.3%
By content type
All
Followers
Non-followers
Reels 89.0%
Stories 10.4%
Posts 0.7%

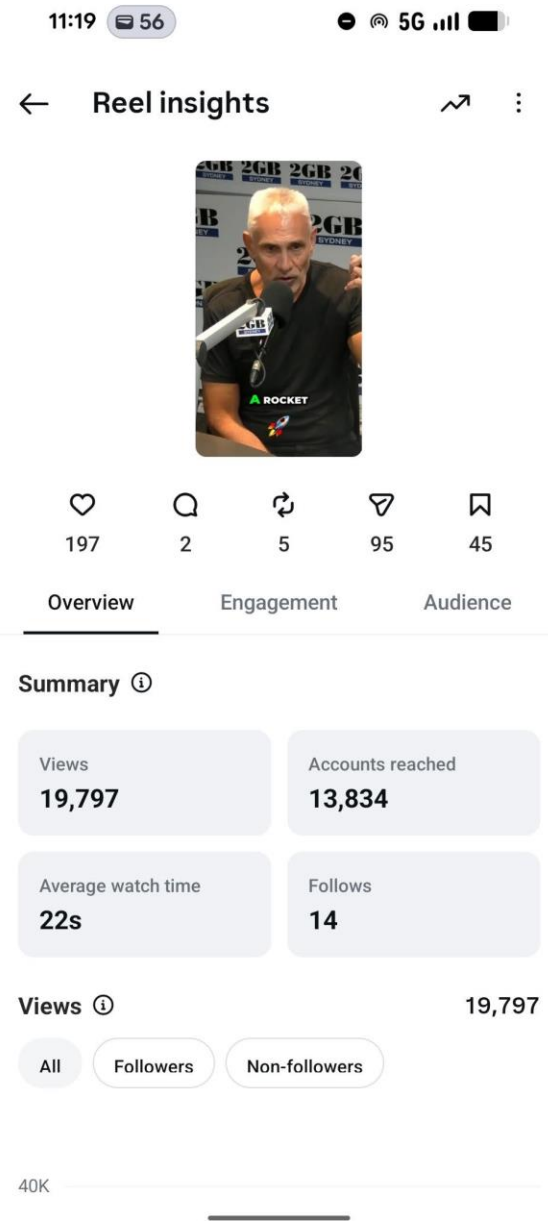
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11:04
56
5G
Your reels
SUNRISE
DARWIN
HOUSING MARKET
BUDGET BACKLASH
New polling shows voters expect to be worse off under tax changes
1,185
52
20
257
154
tom_panos
BUDGET BACKLASH | Live on @sunriseon7 ...
Be inspired on Edits
60.9K views
Boost

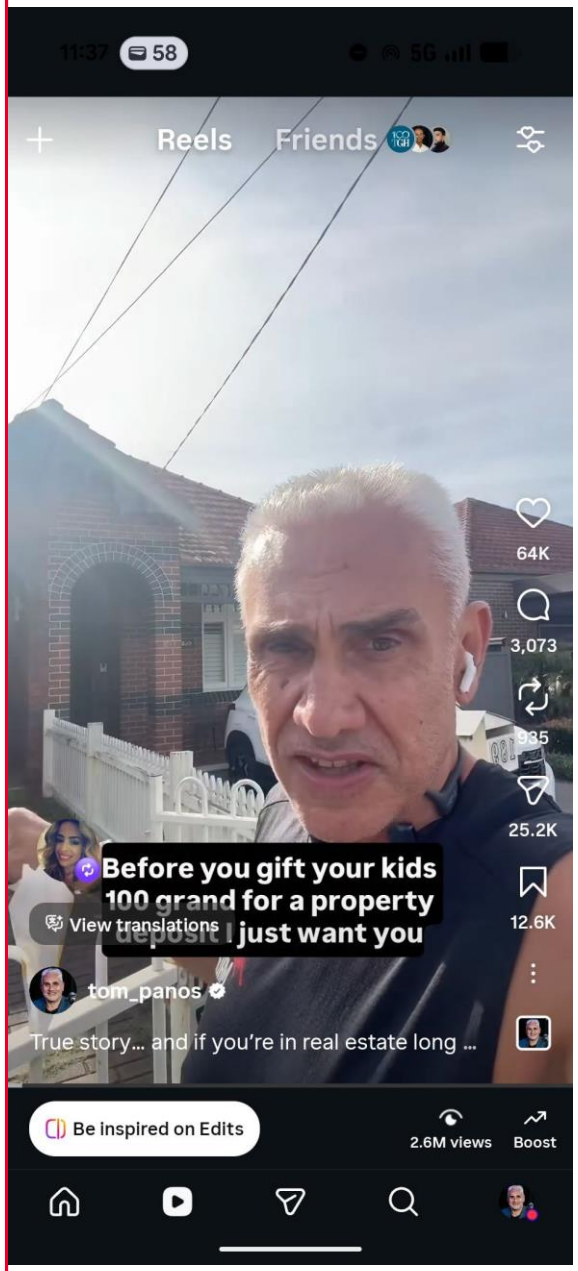

11:03
56
5G
Reel insights
BUDGET CONSEQU
1.2K
52
20
257
154
Overview
Engagement
Audience
Summary
Views
60,921
Accounts reached
38,258
Average watch time
35s
Follows
52
Views
60,921
All
Followers
Non-followers
100K

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11:19
56
5G
Reels
Friends
197
2
5
95
45
IF YOU LOOK AT
tom_panos
The 5% deposit schemes boosted demand an
...
Be inspired on Edits
19.7K views
Boost


11:19
56
5G
Reel insights
197
2
5
95
45
Overview
Engagement
Audience
Summary
Views
19,797
Accounts reached
13,834
Average watch time
22s
Follows
14
Views
19,797
All
Followers
Non-followers
40K

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11:37 58 5G

Reel insights



True story... and if you're in real estate long enough, ...

3 May · Duration 1:35

64K	3.1K	25K	935	13K

Overview

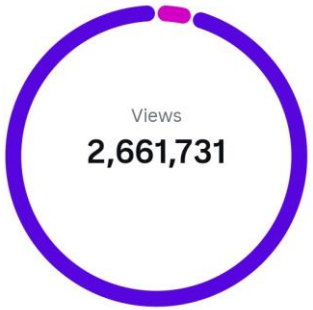
Views	2,661,731
Instagram	1,352,733
Facebook	1,308,998
Watch time	1y 138d 5h 6m 35s
Interactions	83,095
Profile activity	14,268

Views

11:37 58 5G

Reel insights

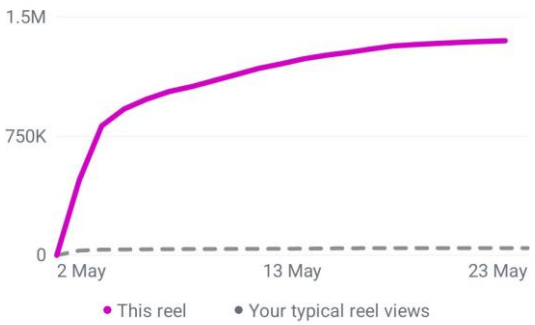
Views



Followers	3.5%
Non-followers	96.5%

Views over time

All | Followers | Non-followers



7:05 3

Reel insights

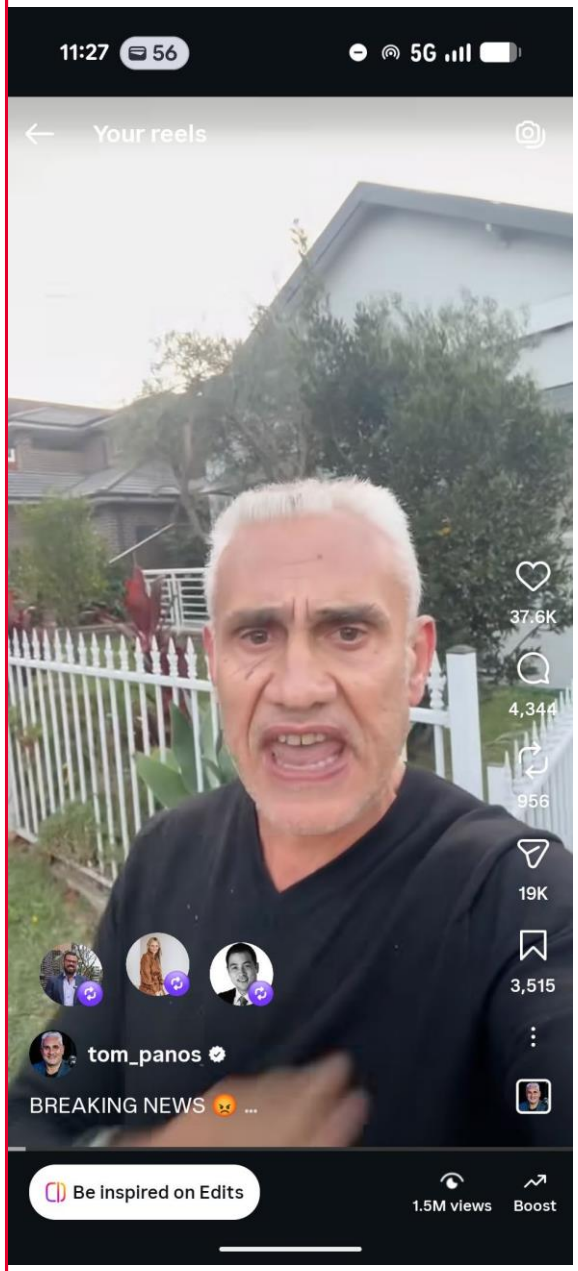
Interactions



Followers	13.6%
Non-followers	86.4%

When people liked your reel

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11:27 56 5G

Reel insights



BREAKING NEWS 😡...

10 May · Duration 2:12

38K	4.3K	19K	956	3.5K

Overview

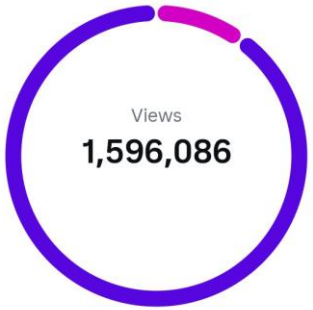
Views	**1,596,086**
Instagram	839,946
Facebook	756,140
Watch time	330d 22h 1m 46s
Interactions	53,012
Profile activity	3,669

Views

11:28 56 5G

Reel insights

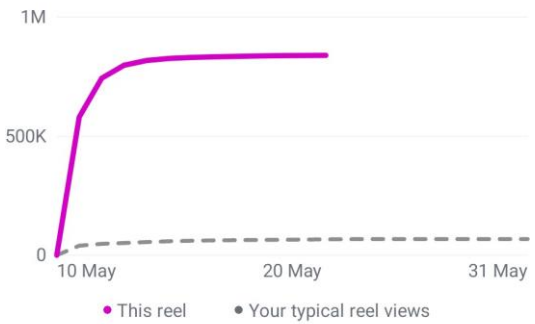
Views



Followers	10.4%
Non-followers	89.6%

Views over time

All | Followers | Non-followers



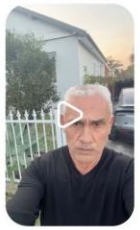
11:49 58 5G

Reel insights



Followers	25.9%
Non-followers	74.1%

When people liked your reel



20%

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01

Start with tension, not introductions.

Nobody cares about:

“Hey guys, just listed…”

Start with:

“This seller made a $200,000 mistake before calling me.”

“Melbourne buyers have gone quiet… but not for the reason you think.” “This home has one feature buyers are fighting over.”

“If your agent says the market’s booming everywhere, they’re lying.”

The first sentence is the hook. No hook = scroll cemetery

02

Speak like a human, not a brochure.

Most agents sound like:

“Stunning lifestyle opportunity offering seamless indoor-outdoor integration…”

That’s not communication. That’s verbal laminate flooring.

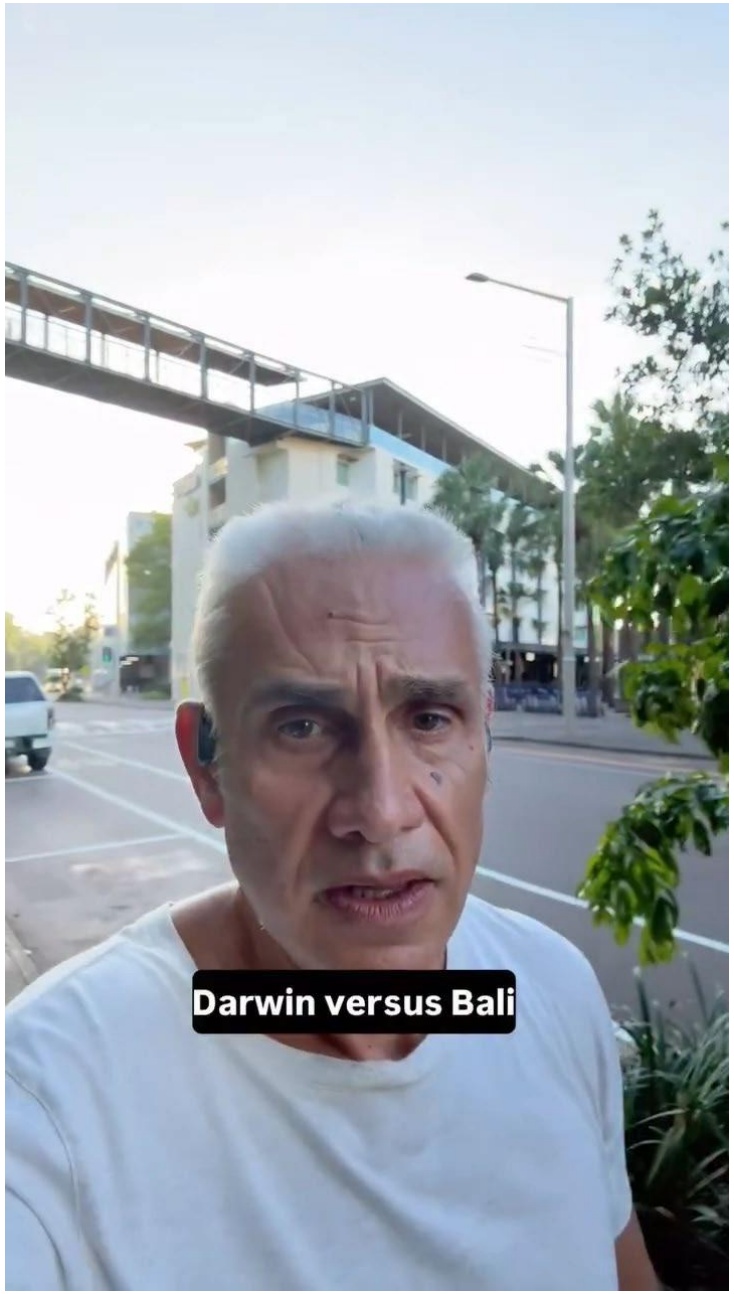
Say:

“This kitchen is where everyone ends up at Christmas.”

“You could hear a pin drop in this street.”

“This is the type of home buyers walk into and emotionally overspend on.”

People remember feelings, not adjectives.



03. Shoot moving, not standing still.

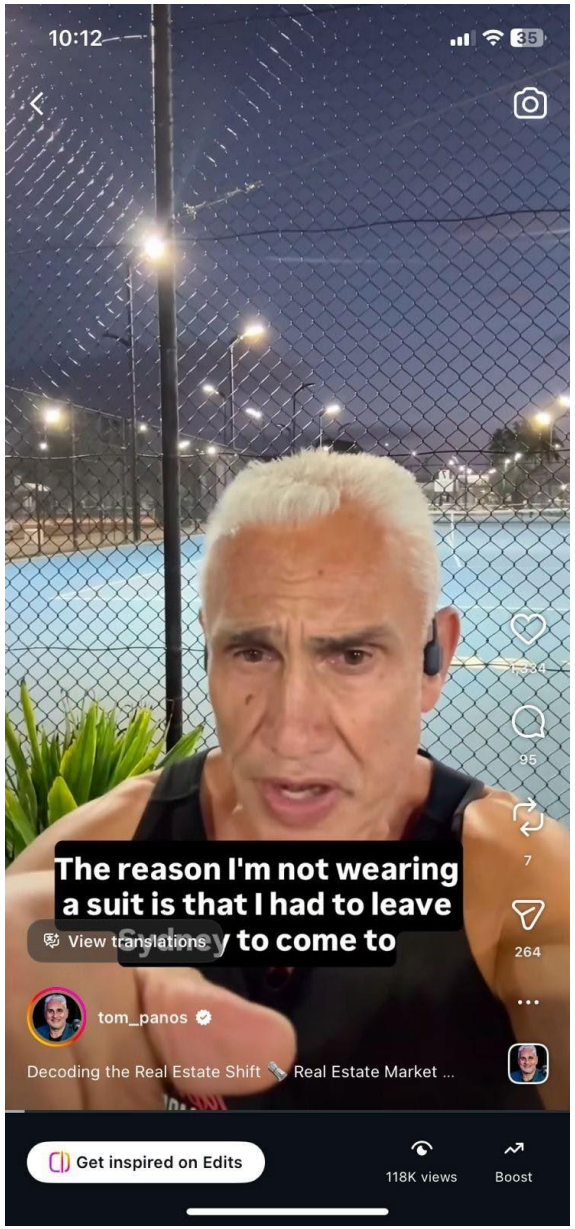
Walking videos outperform statue videos. Movement creates energy. Energy creates retention.

Best setups:

- Walk-and-talk through property
- POV opening front door
- Walking in street explaining market
- Car selfie-style commentary after auction
- Standing at signboard post-sale

Your phone becomes a tiny TV station.

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04. Use subtitles. Always.

Most people watch muted. No captions = invisible movie.

Keep captions:

- Large
- Fast
- Clean
- One thought at a time

05

Stop trying to look rich.

Consumers can smell “commission breath” from orbit.

The market wants:

- Calm
- Competent
- Clear
- Relatable

Less: Lamborghini energy

More: Trusted advisor energy

Ironically, authenticity now scales harder than polish.

06

One video = one point.

Don’t cram 11 ideas into 47 seconds.

One video should answer ONE thing:

- Why homes go stale?
- Why auctions work?
- Why overpricing kills momentum?
- Why buyers hesitate?
- Why first week matters?

Clarity beats complexity every time.

07

Talk TO the camera, not AT it.

Big difference.

Bad:

“Today we are discussing market dynamics…”

Better:

“If you’re selling in Melbourne right now, here’s the mistake I’d avoid.”

Feels personal. Personal wins.

08

Your face matters more than drone shots.

Drone footage is seasoning, not the steak.

People hire PEOPLE.

The highest-performing real estate content today usually contains:

- Face
- Voice
- Opinion
- Emotion
- Certainty

09

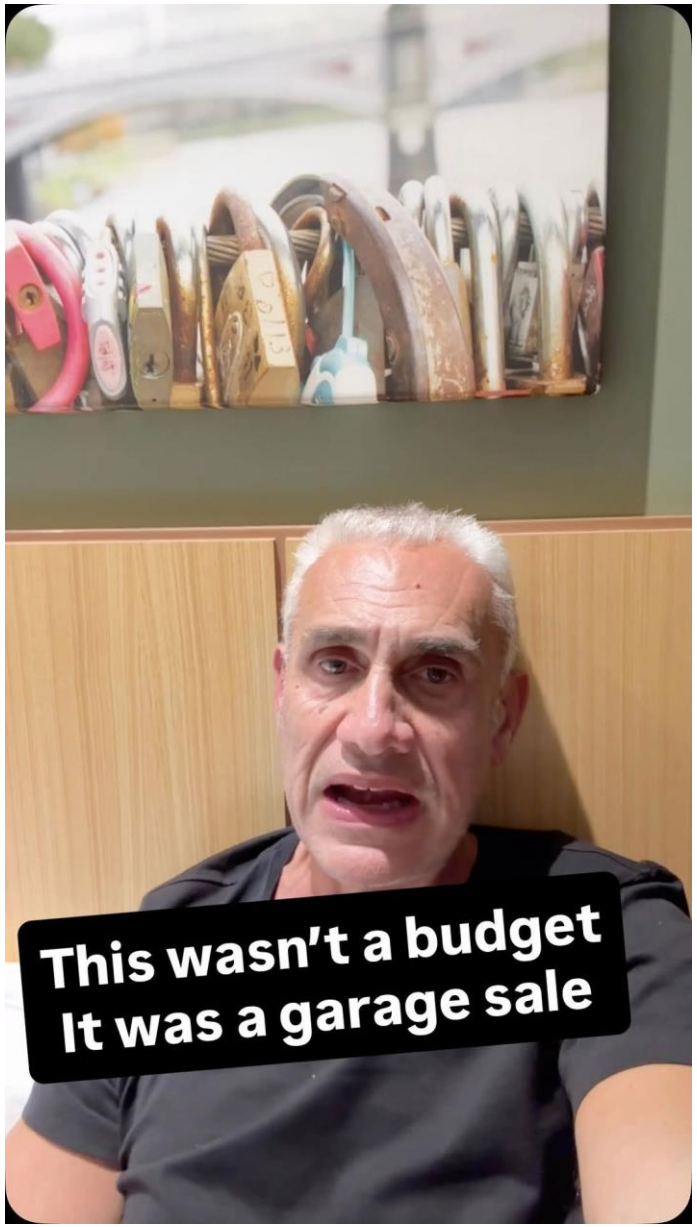
Make the thumbnail emotionally loaded.

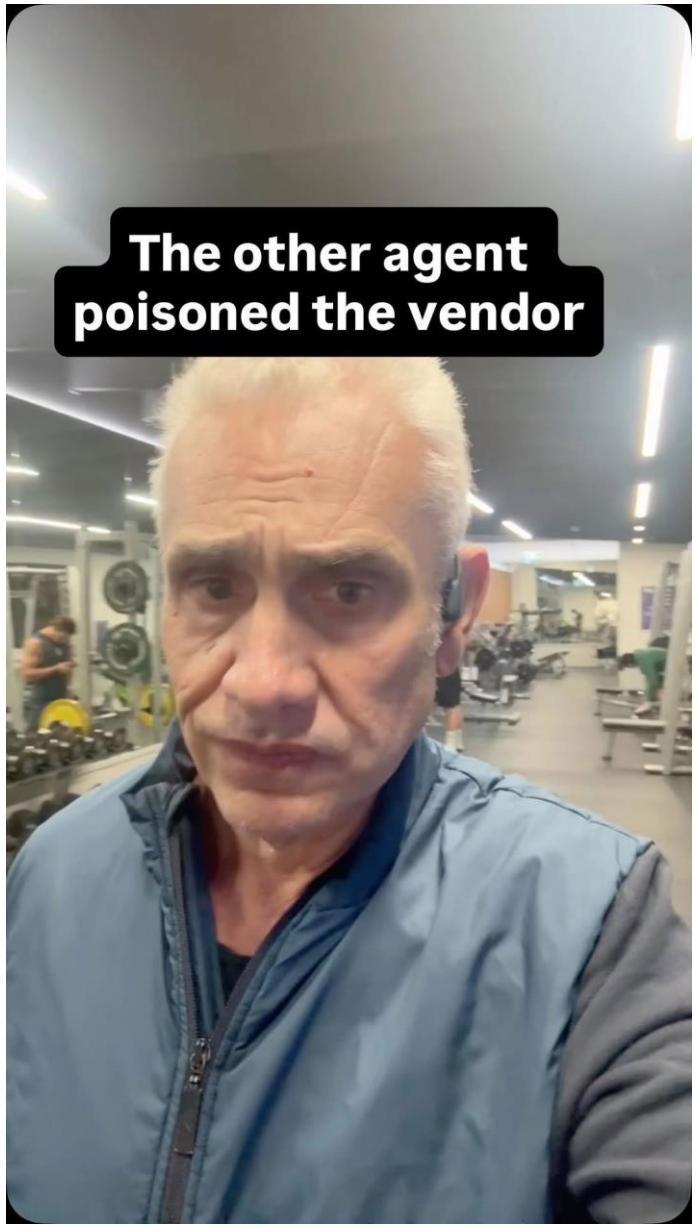
Good thumbnails create curiosity gaps.

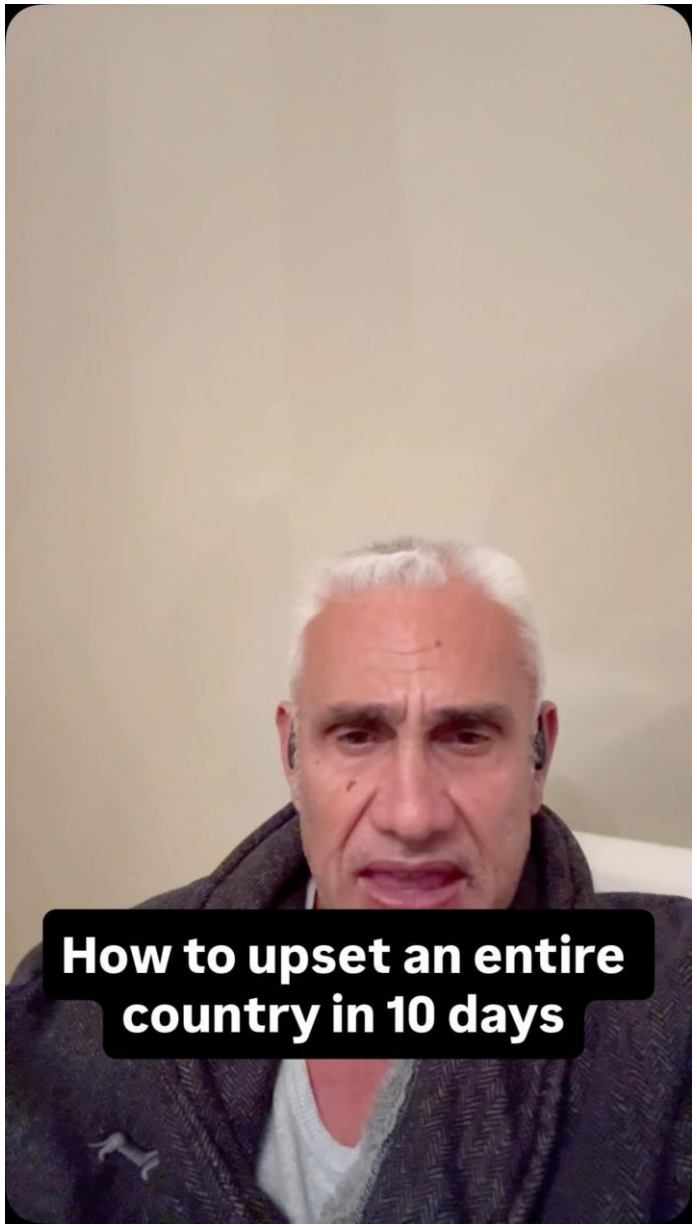
Examples:

- *“Agents Won’t Say This”*
- *“The Market Just Shifted”*
- *“Vendors Are Still Denying Reality”*
- *“Why This Home Failed”*
- *“The Auction Trick Buyers Hate”*

Thumbnail = movie poster.


This wasn't a budget
It was a garage sale


The other agent
poisoned the vendor


How to upset an entire
country in 10 days

10

Consistency beats perfection.

One brilliant video a month gets forgotten. Three solid videos a day builds omnipresence. The algorithm rewards repetition.

The marketplace rewards familiarity.

Most agents quit before momentum arrives.

Prizes

Weekly Prize*

Eligible for 1 agent in Australia who attends the LIVE session



Ultimate Prize

Eligible for 1 agent in Australia who attends all 6 x LIVE sessions:

- **Video Training:** 1-day intensive training session with a video expert – showing you how to shoot a property like a pro. (Depending on your listings we will be able to shoot at least 2)

- **Exposure to our 1.33M social audience:** 2 x video features on realestate.com.au to go across our TikTok, Instagram & within Discovery Hub on our App – featuring either listings or yourself as a property/location expert.

Share your learnings on Insta stories and tag both: **@tom_panos @reaagents**

**image does not accurately represent the final product*

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THIS WEEK

Practical Assignment

Film 3 videos this week.

Either property, suburb, education or profile.

Property	Suburb	Education	Profile

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