THE VIDEO AGENT ACADEMY

REAL ESTATE GYM
TOM PANOS

realestate
.com.au

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MODULE 5

Turning Every Listing Into A Content Machine

Learning Outcomes

1

Maximise every listing

2

Create multiple assets

3

Demonstrate vendor value

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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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Guest Speakers



Sam Rigopoulos



Vivien Yap

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1. Walkthroughs

- Don't show rooms, explain features that matter to buyer
- Open with “hero” feature
- Keep vertical videos fast (1 min)

2. Lifestyle

- Sell the life around the property, not the floor plan
- Show morning coffee, local parks

3. Local Businesses

- Feature cafes, restaurants, gyms
- Interview business owners and ask what makes it special (tag / collaborate)
- Bring the community together

4. Testimonials

- Capture testimonial when emotion is highest (sale becomes unconditional)
- Ask “what were you worried about and what did the agent do differently?”

5. AI Editing Tools

- Use AI to remove pauses, add captions, reframe footage and create short clips
- Generate hooks, titles, descriptions
- Let AI save time but keep your personality

Homework

Produce one reel a day for the next 30 days, including:

- Market wrap
- Testimonials
- Walk throughs
- Profile

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