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Do Videos & Doll Houses Win Listings?

Before you can sell a house, you have to list a house. So, what helps you list a house? More specifically, when you present your sales plan as part of your listing presentation, will sellers jump at the use of video and 3D? I don't know because there are no solid data. Here is what we do know:

- Most listings do not use video or 3D and yet median DOM is less than four weeks and sold price is 98% of original listing price. Realtors won each of those listings and they sold quickly and well.
- Realtors who specialize in expensive properties – in the \$5 million plus range – do not seem to use them. They do use great photography and multipage brochures.
- Videos and 3D are more difficult to produce and therefore more expensive. Usually, you pay for it rather than the seller.
- Bad or mediocre videos and 3D are ... Well, just don't go there.

One might conclude that videos and 3D cannot be *proven* to sell a house faster or for more money. So, should a Realtor pay for them? Consider this: if you lose a listing, you can still sell the house without spending a dime. If Jane Doe lists the house and you sell it, you each get the same commission before your broker's share. Jane pays for the video and you benefit. It is *always* better to be the seller's agent due to leverage but is it better to incur more expense in order to be the seller's agent?

We also know that professional photography pays off, both in terms of winning listings and selling the property. It is, so to speak, the entry price. Videos and 3D must therefore be, in economist-speak, marginal cost. Marginal cost is only justified by marginal revenue. In other words, the additional cost is only worth spending if the listing sells for more or sells faster. More than 98% of original list? Faster than four weeks? Please!

Finally, preparing for video or 3D is more difficult. You can always temporarily move things during a conventional photo shoot – I know because I always do. But, good video requires thorough staging. You cannot stop and move something in the middle of a segment. The motion must flow smoothly. *You* are responsible for ensuring that the listing is ready for the videographer and that takes time.

I am not saying video and 3D are never a good thing. And if promising them – and doing them – help you win listings, fine. Just ask yourself whether they belong in your sales pitch. Ask yourself whether they pay off in terms of more money in your pocket.