

YOUTUBE/VIDEO

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WHY IS YOUTUBE DIFFERENT

YouTube = Searchable evergreen content

YouTube is a research platform

Unlike Instagram or TikTok, your videos keep working while you sleep

It attracts warm leads who are already sold on the area, you just need to show them you

ARE PEOPLE NURTURING THEMSELVES
BY SEEING YOUR CONTENT?

CHANNEL STRATEGY

Don't overthink it - talk about content you would want to know if you were moving to <<AREA>>

Focused on Relocation Content

Gabi - Matt's EA - admin@lunden.group

Living in <<CITY>>

Cost of Living

CONSISTENCY IS KEY: 1 VIDEO PER WEEK

WHAT DO YOU NEED TO GET STARTED

Phone with decent camera, tripod or handheld mount, free editing app, a list of topics you care about.

Find the editor to edit the work for you - will help with vastly different content.

TOPICS

Pros and Cons of Living in <<PLACE>>

Top Communities/Area -

make sure you always say "according to ____"

fair housing

New Construction: Buyers experiences with different builders

Cost of living

Retiring in your city

Neighborhood tours

New construction updates

Pros & cons of living in your market

Before you move to [City]...

The Trust Loop

People watch multiple videos before they ever reach out.

By the time they do, they already trust you.

Leads are pre-sold, not cold.

Viewership statistics: look at where people are watching the content.

People are being with you for a time period - they will trust you.

COMMON LIMITING BELIEFS

I'm not good on camera, there are people already doing it, it's too late to start

IT IS WHAT IT IS - IT'S THE WAY THE WORLD SEES YOU.

JUST BECAUSE SOMEONE ELSE IS DOING IT DOESN'T MEAN YOU CAN'T DO IT TOO. THINK OF STARBUCKS, DUNKIN DOESN'T NOT OPEN BECAUSE THERE IS A STARBUCKS

Would strategy change if you were to go into a new market where someone is already "dominating" the market? Especially with the algorithm.

Post 1 video a week on YouTube that is content that people is searching for.

Goal is to get in front of the right people, not necessarily the most people.

YOU DON'T NEED TO BE FIRST.
YOU JUST NEED TO BE VISIBLE.

There isn't only one agent doing FSBO, only one agent doing Open Houses - so why do you think that there can only be one on YouTube

YouTube has passed Netflix as the number one streaming platform.

Actionable advice:

Pick your
city/niche

Make a list of 12
video ideas

Film & Edit 4
videos

Schedule 1
video/week

THIS IS THE LONG GAME

Don't expect leads overnight.

Focus on being helpful, not viral.

Every video is a brick in your business
foundation.

Unwavering consistency beats
occasional greatness

Do you share your videos on your personal channels to? Matt doesn't - don't try to force it.

Do you also share listing videos on the same channel? There is a framework that is well for YouTube - not just about the property. It needs to be lifestyle experience - not just "we're at 123 Main Street"

Action Item: Use why retire to Venice, FL to create content around it.

Use AI to help with the list of 12 video ideas - double check against facts.

One channel specific for listing videos and one channel specific for lifestyle/information based.

Upload Defaults in YouTube Studio - you can set a description as the upload default.