

the cost of video.

At TW, we absolutely love professional video. Whether it's cinematically capturing the living experience of your neighbourhood or telling the story of your own home - there is no better medium than video. But, does video and drone footage work to sell your house?

Well, there are plenty of studies done and we selected a few of our favourite facts that you need to consider:

- Real estate listings that include a video receive 403% more inquiries than those without
- 46% of users take some sort of action after viewing a video ad
- 92 percent of mobile video viewers share videos with others
- Video attracts up to 300% more many monthly visitors and users double their time spent on the site

So, you ask yourself, 'Why doesn't every Realtor use video to promote their listings?' The unfortunate, yet simple answer, is cost. Video is an investment into your property, and they simply are not willing to take that risk. At TW, we look at the cost of video in another way - the evidence is there, the people have spoken and the cost to NOT shoot custom video is the true risk.

One little snag, even the greatest video is irrelevant without a prominent place to showcase it. Our website is designed around video content and your home gets the audience it deserves. In addition, TW/TV, our YouTube channel, is an important part of our social media strategy. TW/TV receives thousands of views every month and we continue to invest in it and expand on the content daily.

