



CHAMPIA
REAL ESTATE INSPECTIONS



December 2023

CHAMPIA NEWSLETTER

It's not how much we give but how much love we put into giving. - Mother Theresa

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Build More Trustworthy Social Proof With Video Testimonials.

A few years ago, the only social proof Realtors needed was a few [5-star reviews on Zillow](#). This has changed. Zillow reviews are still a crucial part of your online presence, but they are not enough. With so many fake reviews on sites like Amazon, people are starting to get a little bit skeptical of written reviews. They are too easy to fake. Video testimonials are nearly impossible to fake and as an added bonus, can be used across Instagram, Facebook, your landing pages, website, and even YouTube.

December Agent Special

Free Thermography with every December home inspection.

Mention code: DEC2023 to your client call coordinator when ordering your inspection.

Here are a few quick best practices to help your video testimonials shine this year



Keep them short

Shorter videos are more likely to be watched through to the end, an important engagement signal for YouTube and other social media platforms.

Consider shooting vertical video

This will make them easier to share on Instagram Stories, Reels, TikTok, and YouTube Shorts.

Send questions in advance

This will make it easier for clients to think of responses, and they will be less nervous the day of the shoot.

Done is better than perfect

You don't need to make a big production out of your testimonial videos. Sometimes candid videos shot on your phone work better.