

THE ULTIMATE REAL ESTATE PLAYBOOK: DIGITAL DOMINANCE

Scale Your Videos to Scale Your Transactions

Recruiting and Training for Video Success

Ben Lalez

 Compass

 @thebenlalezteam



At a GLANCE

Ben Lalez worked in various areas of real estate such as contracting, renovations, and flipping, before he got into sales full time. It was this broad knowledge he was able to share that made him a video powerhouse. Now, Ben recruits all his agents based on their passion for video and gives them the training they need to be successful at it.



**Chicago,
Illinois**

PRIMARY MARKET



\$525k

AVERAGE PRICE POINT



12

YEARS IN REAL ESTATE

2022 PRODUCTION STATS

400

TRANSACTIONS

\$155,000,000

SALES VOLUME

\$3,540,000

GCI

CORE CLIENTELE

- ✓ First-time buyers
- ✓ Young professionals

PRODUCTION

73% | 27%

Buyers | Sellers

TEAM STRUCTURE

- ✓ 22 agents
- ✓ 5 staff members

Ben ON COACHING



Coaching for me is as much about avoiding pitfalls as it was about finding and enhancing strengths. Having someone who has already been through the new challenges I was facing helped me save time, energy, and money by not having to second guess myself. Whenever someone comes to ask me for advice, I now ask them if they have a coach they are paying – because until you do that, no one is going to care quite as much about the value they provide you.



BY THE NUMBERS

130

Unique videos posts produced a week by team on average

\$9,000

Current monthly video budget

\$2,000

Initial monthly video budget

Correlation between videos produced and sales volume last 5 years -

PRODUCTION YEAR	VIDEOS PRODUCED	SALES VOLUME
2018	0	\$14M
2019	50	\$23M
2020	123	\$65M
2021	279	\$102M
2022	407	\$155M



THE STORY

Early on, Ben Lalez discovered that his production was in direct correlation to his video production. To increase one was to increase the other. And over just a few years, Ben has been able to systematize his video production to not only make a lot more money but also fire up his recruiting – because video strengthens credibility, whether the audience is consumers or agents.

Since 2011, Ben has worked in various areas of real estate: flipping, renovations, general contracting, and sales. But it wasn't until 2019 that he fully committed to sales. All it took was a final straw – another argument with a problem contractor. Transitioning into sales, Ben had one major advantage over other agents: his knowledge of other real estate areas such as construction and flipping. So he began sharing that knowledge on video.

Fast forward to today, Ben's team is now producing a combined 130+ unique posts per week. The team's 2022 sales volume of \$155 million can, to a large extent, be attributed to video. And part of the reason the team was able to create that much video is because it was specifically what they were recruited and trained to do.



THE STRATEGY

IDENTIFY YOUR BRAND AND AUDIENCE

- What image do you want to project? The approachable expert? The luxury specialist? The lifestyle guru? Without a clear sense of brand identity, you won't have focus when it comes to content creation.
- Stay on brand and stay authentic. As you brainstorm video ideas, always ask: Am I building my brand identity? Am I speaking to my audience? Am I aligned with my expertise? If you can't tick the box for all three, then an idea needs to be set aside.

SHOOT WHAT YOU KNOW WITH WHO YOU KNOW

- It's important to capitalize on the resources available to you, and that includes what you know and are an expert in as well as industry connections.

UNDERSTAND NUANCE

- Understand the nuances of different channels and platforms. They work differently and are viewed differently from each other. For example, LinkedIn tends to favor content that highlights achievements and wins, while YouTube is better for delivering informative videos.
- Grow in what you know by studying other successful content creators.



THE STRATEGY

COMMIT TO SYSTEMS, TESTING, AND SUPPORT

- Develop and faithfully follow well-defined systems. This includes knowing how to shoot long-form content and then cutting it into smaller, more digestible pieces.
- Ben uses project management tools like Asana to efficiently manage tasks, deadlines, and team collaboration.
- By tracking metrics and analyzing performance over time, the team can identify areas to improve. The metric Ben's team focuses on is profile views.
- To optimize their video content, the team experiments with different strategies, content formats, and approaches.

USE VIDEO TO RECRUIT

- Ben is careful to recruit agents who want to make video a centerpiece of their business. He's looking for agents who see the value in video and want training and the opportunity to collaborate with others.

Ben's 3 Action Items **FOR SUCCESS**

1

Understand that video is key to growing your brand, trust, relationships, and business. Regardless of whether you like it, you need to do it.

2

Find people to support you. You don't have to spend a fortune to offload certain tasks. There's plenty of Ai tools and outsource solutions to use.

3

Post it! Even minimal views are better than no views at all!

6 Things Ben Will Do **MOVING FORWARD**



1

Improve thumbnails, intros, and hooks to videos.

2

Leverage Ai to improve efficiency across the entire team's videos.

3

Take well-performing initiatives to the next level.

4

Find new ways to help the team put out more content.

5

Fully leverage team listings by posting them on at least 6 channels.

6

Work with his Tom Ferry coach to help keep him accountable and implement these ideas!

Ben's TOOLKIT



SEE SUMMIT RESOURCES FOR BEN'S TOOLKIT

Top Performing Posts

Collection of Ben's top performing videos on TikTok and Instagram.

VA and Video Editor Checklists

Checklist of the video editor's responsibilities loaded into Asana.

Recruiting Presentation

Agent recruiting presentation for the Ben Lalez Team.