


THE ULTIMATE REAL ESTATE PLAYBOOK: DIGITAL DOMINANCE

# Creating a Video-First Organizational Culture

Improve Your Sales by Recruiting & Training for Video

**Chris Ristau**

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# At a GLANCE

In an industry where video is everything, brokerage owner Chris Ristau has doubled down on not only his own video branding but that of every agent on his team. Chris has created a comprehensive video training program that he uses to recruit, onboard, and continue to support his agents with.



**Bay Area,  
California**

PRIMARY MARKET



**\$850k**

AVERAGE PRICE POINT



**14**

YEARS IN REAL ESTATE

## 2022 PRODUCTION STATS

**72**

TRANSACTIONS

**\$52,000,000**

SALES VOLUME

**\$1,200,000**

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\*CHRIS'S TEAM PRODUCTION

### CORE CLIENTELE

- ✓ First-time buyers
- ✓ Young professionals

### PRODUCTION

**36% | 64%**

Buyers | Sellers

### TEAM STRUCTURE

- ✓ 6 agents
- ✓ 14 staff members

# Chris ON COACHING



The Tom Ferry ecosystem has been instrumental in transforming my career, propelling me from a solo agent to a team lead, and now to the role of CEO and Co-Owner at E3 Realty. Tom's visionary approach consistently keeps us at the forefront of industry trends, equipping our brokerage and agents with the tools to thrive and adapt. Our coach has guided us every step of the way.



## BY THE NUMBERS

**275**

Videos produced by brokerage  
per month

**\$12,000**

Monthly budget for video  
production entire brokerage  
(2023)

**10X**

ROI on video

**\$50,000**

Investment for studio build

**\$305,000**

Total expense outlay (2019-2022)

**\$3,372,000**

Company retained dollar  
(2019-2022)

The brokerage has grown significantly in just a few years -

PRODUCTION YEAR	AGENT COUNT
2019	15
2020	22
2021	31
2022	44



## THE STORY

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If you're working in real estate today, producing regular, high-quality quality video is essential. The only problem is that no one teaches you how to do it...

That's why when Chris Ristau began shooting video in 2015, he gave up after only a year. It wasn't until 2018 that he fully came to terms with how crucial it was for his brokerage and began shooting videos in his garage.

In 2019, they made a significant step forward by hiring their first brand manager/videographer. In 2020, he invested substantially to build a video studio in the office. He was going all in with video – and not only for his brokerage and team brand but for every agent in the brokerage to strengthen their own name recognition.

Chris decided to address the problem (that no one teaches you how to create video) head-on by developing a comprehensive training program to help his agents excel in video production. This training is so robust that it's actually a fundamental part of his recruiting strategy. Video really is the DNA of Chris's team.





## THE STRATEGY

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### TRAINING AND RECRUITING

- It took around two years for Chris and his team to develop their current training playbook.
- As part of their interview process, they record candidates to see whether they're comfortable in front of a camera.
- Many agents are initially hesitant to start creating videos of themselves. It can take up to six months for agents to become consistent and confident in their video production skills.
- They won't hire some agents because they have an aversion to video. They wouldn't be a good cultural fit.
- To determine what should be included in their training program, they researched what agents are looking for and identified their major concerns.

### PROVIDING AGENT SUPPORT

- Nine virtual assistants (VAs) cover a range of fields
  - Manage social media posts, graphic design, and editing
  - Help with their CRM (kvCORE) management with such tasks as tagging and setting up follow-up campaigns
  - Facilitate the creation and sending of monthly email newsletters
  - Design graphics, including social media posts for the brokerage, team, and individual agents
  - Write content
  - Develop landing pages and funnels
- Two in-house video editors edit brokerage, team, and agent videos. To manage the workload, they use Monday.com for project management.



## THE STRATEGY

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### TRAINING ON DIGITAL BRAND AND VIDEO

- While onboarding averages around 3-4 days and training takes about 90, it typically takes agents about 4-6 months to embrace and attain a high level of competence in video. Initial training consists of modules on
  - Building profiles and establishing a strong online presence.
  - Implementing funnels for prospecting, database, sphere of influence, and Open House funnels.
  - Drip campaigns using different social media platforms.
  - All these training components are housed within the kvCORE CRM platform.
- Ongoing training is organized around quarterly topics. These are held on Monday, Wednesday, and Friday mornings. Additional training is offered Monday through Friday night.

### PROVIDING CONTENT MATTER

- Agents learn to create different types of videos and are provided with information from a variety of sources to enhance their video production.
- One resource is Altos Research, which offers national, state, county, and city data so agents can stay on top of market trends.
- Another resource is KCM (Keeping Current Matters), which provides insights and analysis on real estate industry news.
- Agents understand that consumers value videos that help them make informed decisions.

# Chris's 3 Action Items **FOR SUCCESS**

**1**

Use your phone! Stop worrying about fancy equipment and use your phone's video camera. Real estate is mobile!

**2**

Using Keeping Current Matters content to produce a video for every slide they share for six straight months.

**3**

Go to Altos Research, learn about your local neighborhoods, and create videos sharing what you've learned that consumers will find value in.



# 6 Things Chris Will Do **MOVING FORWARD**



**1**

Increase agent video count and participation, help agents increase their skills, and continue to leverage training on video to recruit.

**2**

Continue to lead by example by shooting Altos, KCM, and news article videos.

**3**

Assist agents in continuing to grow their brand.

**4**

Invest in decor and available set options to increase video options.

**5**

Review and update the current brand playbook to incorporate new best practices and launch by the end of year.

**6**

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

# Chris's TOOLKIT



[SEE SUMMIT RESOURCES FOR CHRIS'S TOOLKIT](#)

## Video Studio Tour

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Tour of the studio Chris installed at his office.

## Agent Video Program

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Video introduction of the E3 Realty Video Program for agents.

## 90-Day Jump Start Program

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Overview flyer of E3 Realty 90-Day Jumpstart Program for agents.

## Video Equipment List for Agents

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Chris's list of equipment for beginner to advanced users.