

# Orange County Videographer Ricky Zollinger Helps Real Estate Agents Thrive Online

*Ricky Zollinger Media, a Fullerton video production company helps businesses find a niche. With an accomplished team, RZM helps real estate agents connect*

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/EINPresswire.com/ -- With his signature style and attitude, Ricky Zollinger and his team of accomplished videographers have one aim: helping businesses rise above the competition. How do they do it? Through well-planned, well-thought-out video content.



RZM creates stylish videos for real estate agents all over Orange County and Southern California

As of late, Ricky Zollinger Media (RZM) has found immense success in the real estate sector. Real estate agents have a bevy of content just waiting to be shot. Whether it's property walkthroughs, client testimonials, or real estate industry secrets, RZM will find a way to make it shine.

“

In a world where everyone and their mothers are realtors, show the world what makes you special”

*Ricky Zollinger*

But how do real estate agents find that perfect idea for a video?

In an article, “[Real Estate Video Ideas: Seal The Deal In Style.](#)” the RZM team explains several crucial strategies real

estate agents need to take advantage of when marketing themselves.

“Real estate is ripe for great video content, and marketing yourself to potential clients is a great way to grow your bottom line,” says Zollinger. “Not to mention allowing clients to match up with their dream homes. What's not to love?”

In the article, Zollinger and his videographers offer some quality real estate video ideas to entice viewers and help real estate professionals close deals.

For example, Zollinger offers ideas like property walkthroughs, before and after renovations, time-lapse construction videos, virtual stagings, and aerial footage.

Aerial footage, in particular, is a conducive medium for clients to connect with real estate agents and potential properties.

"Have you got access to a drone? Capture aerial footage of the property and the surrounding area to give viewers a sense of the property's location and surroundings. You could make the video exciting and enticing with some well-shot footage."

### Nailing Down Real Estate Video Ideas

Once a real estate agent has the bare bones of an idea for a new video, what next?

RZM explains that there are a few different ways real estate agents can go once they have a whiff of an idea. Firstly, the budget is everything. It affects the quality of production. However, a larger budget and price tag don't necessarily mean success.

"As an Orange County video production service, we've encountered many clients who have run afoul of predatory video companies. They charged them thousands, sometimes hundreds of thousands of dollars," says Zollinger.

Indeed, Zollinger has seen his fair share of clients reeling from a negative experience with the film industry, which he swears never to emulate for his clients.

"Get in contact with us for more realistic quotes, and ensure that the film industry isn't charging you \$100,000 for a few craft service tables alone."

Another factor to consider when shooting a video is timing. Of course, the financial markets play a massive role.

"Timing your video release to coincide with a strong market can increase the chances of getting a quick sale. For example, if you release a video of a property during a strong seller's market, it could generate more interest from potential buyers."

And even the time of year can tinge a video with negativity or positivity.

"Every industry has seasonality," says Zollinger. "A gym thrives in early January, for example. Along with seasonal popularity, the actual season plays a part, too. The time of year can affect the look and feel of a property in the video. Shooting a video of a property with lush green lawns and blooming flowers in the spring will have a different impact. The same property in the winter with no leaves on the trees and snow on the ground will be different."

Luckily for Orange County real estate agents, snow fields and skeletal trees aren't an issue. But it's still a piece of advice to heed. The takeaway is to be observant when putting a company's name on the line.

## Real Estate Social Media Posts With Ricky Zollinger Media

Along with excellent video content brainstorming and creation, Ricky Zollinger and his Fullerton video production company help companies post content to social media channels.

In "[Real Estate Social Media Posts: Find Your Home On Social Media](#)," Zollinger explains why social media is one of the best tools to connect with an audience. Social media can be the silver bullet to any business's woes through brand awareness, reaching a wider audience, being present, and generating leads.

And luckily, even for those not savvy in social media, the ideas and tenants Zollinger discusses are general enough to follow. For example, simply engaging with commenters and a target audience makes a difference.

"Social media is a great way to connect with potential clients and build relationships," states Zollinger. "Make sure to respond to comments and messages and engage with other users by liking and commenting on their posts. While responding to everyone may seem like it'll take a while, we promise it's worth it. Everyone will remember a positive interaction."

Zollinger and his team create articles dealing in everything from real estate prospecting videos to how-to guides for marketing new food products. But with real estate videos, Zollinger and his Fullerton video production company, have found a particular niche to succeed.

He's helped his longtime client, [L.A. real estate agent Taya DiCarlo go viral online](#) with TikToks and Instagram Reels. DiCarlo found nearly overnight success with her outgoing and inviting manner, along with the signature visual flair from Zollinger.

Ultimately, Zollinger invites other real estate agents and business owners to embrace what makes them unique, inviting them to make an impact online.

"In a world where everyone and their mothers are realtors, show the world what makes you special."

And in Zollinger's world, every business and entrepreneur has something unique to offer clients.

## More About Ricky Zollinger Media

Ricky Zollinger has been helping businesses, both large and small, succeed with creative and

stylish content. For more information about Ricky Zollinger Media, the process, and how to scale content, visit RZM's site or get in direct contact with Ricky Zollinger.

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