



Creating Video CMAs – A Step-by-Step Checklist

Suggested Software:

- [Cloud CMA](#) or other cloud-based CMA tool
- [BombBomb](#) or Loom/ other simple video recording
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Creating a Video CMA:

- Drop all the comparable info into the CMA tool template. Keep it super simple.
- Generate a PDF of the CMA.
- Use BombBomb to record a video of both you and the PDF on screen as you talk about and share the details of the various elements of the PDF.
- Try to keep the video around 2 minutes in length. You want to initiate more conversation, not answer every question in this video.
- Set up three triggers in BombBomb to notify you when...
 - An email is opened
 - A video is viewed
 - A link is clicked (opening your CMA PDF)
- Set up your workflows in Realvolve to automate your follow up.
- Include property address in the email subject line (so you know where they live) as well

Narration script ideas:

- “Here is just a quick evaluation on your property. I'm also going to include the PDF. So, you guys can look at it in the future, But, here we go, let's take a look at your CMA.”
- “...here are the most recent sales... you can see that they're all three bedrooms and they roughly have the same square footage of you. They're all sort of in that, you know, 525 to 550 price range. The properties on the market are sold for 99% of the list price with an average of 21 days on the market...”
- “Then I'll say something like, down below are all the details of all the comparables, including the photos that you can go and take a look at any time.”
- And then I'll switch back to the main camera, and I'll say, so that PDF is attached down below. Take a long look at it. If you have any questions about the market, anything I can do or anyone you know that we can help, let us know. Hopefully you guys are doing well [insert any personal names, etc.]”
- SIX MONTH FOLLOW UP: Hey Peter and Karen, I sent you an email and an evaluation back in April on your property. The market continues to change right now. Would you like me to update it and send you a new one?”



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