

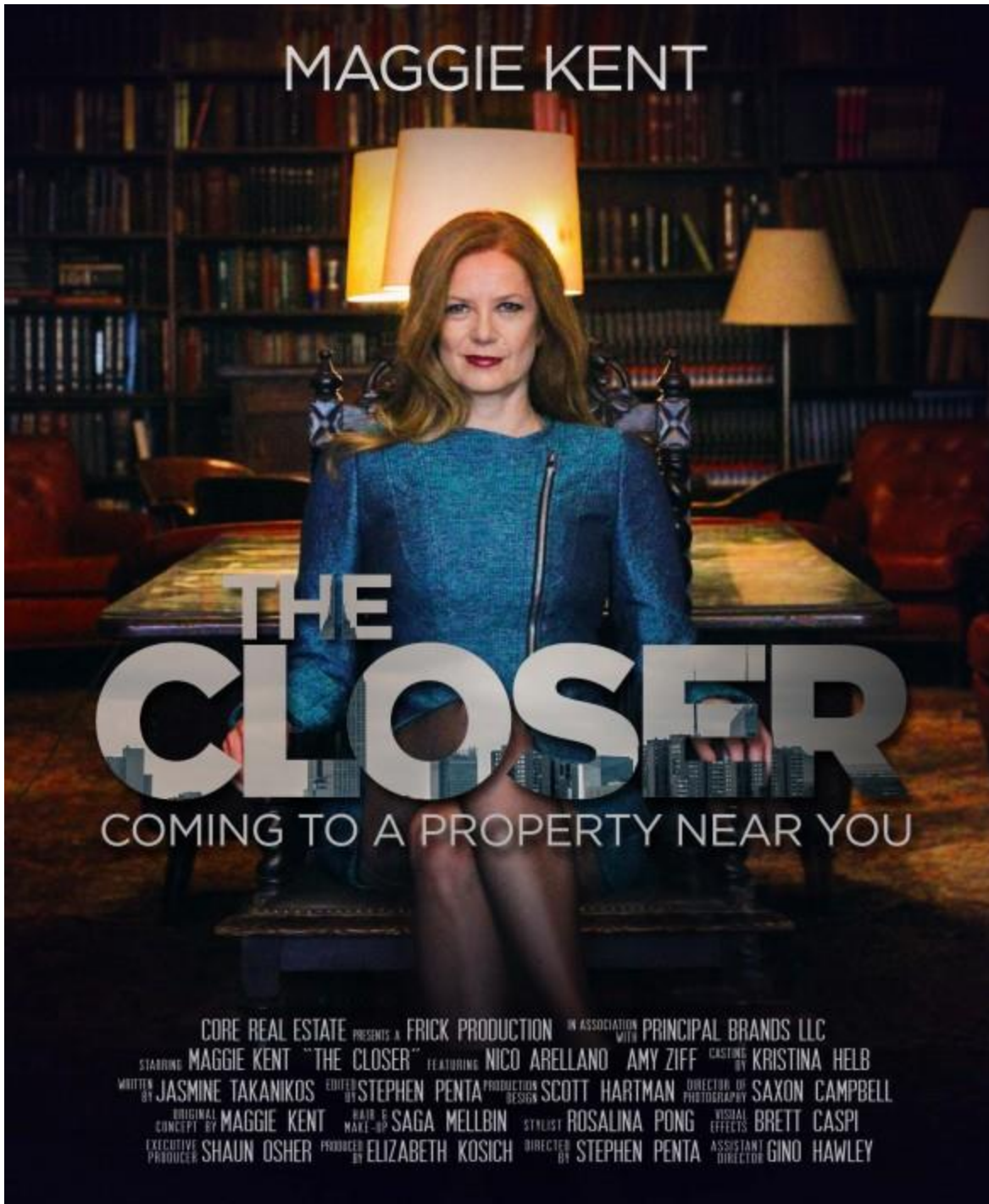


March 26, 2014

## **Video Marketing: CORE's Maggie Kent Shows How It's Done**



In the world of high-end residential real estate, action is the name of the game. Maggie Kent, broker at CORE in New York City and star of Selling New York, is an agent who truly gets it.



In the fast paced, exciting and ever changing market of New York City, a quality broker has to be ready for anything and willing to go that extra mile (or 468.9 square miles, to be exact) for their client. In her new video, CORE's Maggie Kent shows that she is an agent with the knowledge, determination and personality to get the job done.

The video offers a highly imaginative, energetic and thoughtful look into **what it takes to be successful in NYC real estate**. Anyone in the business knows that in real estate you're not just selling a property, you're selling a lifestyle and that's especially true in New York City. Maggie's creativity and in-depth understanding of the business shines through in this unique take on real estate marketing.



The video is an exciting example of the marketing opportunities available for brokers if they're willing to think outside the box. Speaking of the experience, Kent says, "creating this reel gave me more freedom to show another side of my personality and express my take on the business." NYC real estate is competitive, not just for buyers and sellers, but for agents, too. **Finding a way to differentiate yourself as a broker** that speaks to your individual strengths is essential. "Everyone has their unique brand and it is important to figure out the best way to express yours. Being authentic is the best way to start," says Kent.



A savvy agent such as Maggie Kent knows that **having a social media presence is of paramount importance** to being successful in the real estate industry today. “It’s all about establishing a connection with potential customers and reconnecting with your loyal ones,” Kent explains. “It is important for us as professionals to share knowledge with our audience in ways that are concise and effective.”

This video is not only fun and informative, but it’s a brilliant example of **marketing done right**. Maggie Kent shows potential clients her determination, marketing ability and keen understanding of NYC real estate and shares with fellow brokers a unique and energetic way to interact with clients, highlighting the agent’s personality.