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From the Kansas City Business Journal:

<https://www.bizjournals.com/kansascity/news/2018/05/21/videofizz-real-estate-agent-home-listings.html>

VideoFizz triples revenue with new business approach

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May 21, 2018, 3:08pm CDT

VideoFizz has an opportunity to fundamentally change the real estate market, and it could be the "next potential unicorn," said [Dan Duffy](#), CEO of Kansas City-based United Real Estate Group, which operates the United Country Real Estate and United Real Estate brands.

[Laura Steward](#), CEO and founder of Kansas City tech startup VideoFizz, approached Duffy last year about using the technology when she noticed that a growing number of real estate agents were using the video greeting card app to create home listings.

"I was excited to see people using it in that way," Steward told the *Kansas City Business Journal*. "It was interesting, but what I thought was now I'm going to be something totally different and people aren't going to use it for video greetings anymore."

But what she discovered is agents also were using it to create "thank you" messages for clients and to send unrelated greetings to family members. It's a dual-purpose app now, she said. The video greeting card app allows users to invite others to record a special message for someone and then VideoFizz stitches the clips



CEO and founder Laura Steward explains how VideoFizz, which developed an app for video card greetings, introduced a new business approach that's leading to big revenue.

together. Users also can rearrange the video clips, select music and choose from a variety of animated themes, including ones for birthdays and anniversaries.

But for real estate businesses, VideoFizz launched a new offering — a monthly subscription that allows agencies to create branded content with their logo and other pertinent information. Once users upload their business information, it's automatically included in every video if they so choose. Other features include automating share links and embed codes for websites. The new offering has helped VideoFizz triple its revenue from January and double its month-over-month revenue since launching it at the end of February. Real estate agents from 35 different companies, such as RE/MAX and Century 21, are now using the offering, she said.

"We've gone national very quickly," Steward said.

VideoFizz relied on agents from ReeceNichols, the [Kansas City area's top residential real estate firm](#), to garner feedback for building out the right features. Both ReeceNichols and United Real Estate Group, which ranks No. 16 on the same *Business Journal* List, are now official customers.

Duffy said he receives at least five pitches a week from tech startups and others wanting to tap the real estate market, but what stood out about VideoFizz is its intuitive app that's easy to use. It also offers a sophisticated video platform for search engine optimization and search engine marketing, he said. Its agents and brokers are using the platform to gain broader exposure and to advertise properties in an authentic way.

"There's not a lot of effort required by the agent or the broker to be able to put together a very professional, high-quality product," he said. "You can actually have the video done, compiled and posted to your social media and working for you and your client before you even leave the property."

Instead of coming back to the office and spending 30 minutes to several hours creating a video with software, such as iMovie, a VideoFizz post can be created in minutes with a branded watermark and animated bumper, he said. United Real Estate Group's agents also have used the app to send messages for anniversaries and client celebration events. A number of its offices have reported getting direct inquiries thanks to VideoFizz compilations, which then resulted in a sale. The

adoption rate of the technology with its agents and brokers is the fastest he's seen in the last 12 years of leading the business, Duffy said.

"This is the most promising technology company that I have personally seen," he said.

As for Leawood-based ReeceNichols, Steward initially approached them to test out the product and garner feedback to build the right features. ReeceNichols became an official customer this week.

"Everyone just fell in love, and we found so many more ways to use it than just marketing a home," said Dawn Dunavant, vice president and managing broker of ReeceNichols' Liberty office. "We started using it to touch base with our clients, because we all know that sales is a relationship business. This gave us a ton of new ways to reach out with birthday greetings and anniversary greetings."

It's led to deeper client relationships, she said. Dunavant also is using the tool to send video updates every Monday to her agents and to create recruitment videos.

"(Video) is the medium of choice these days. ... If that's the way our clients want to receive their information, then that's where we need to meet them."

Leslie Collins

Reporter

Kansas City Business Journal

