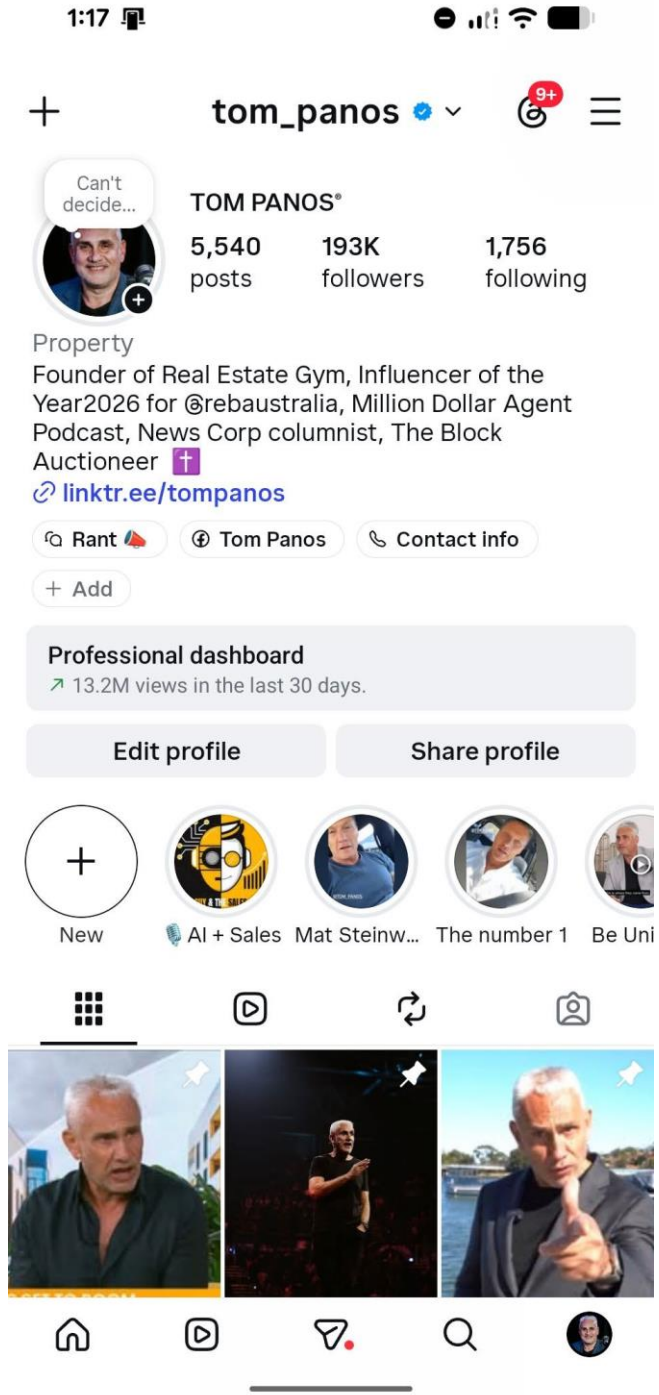
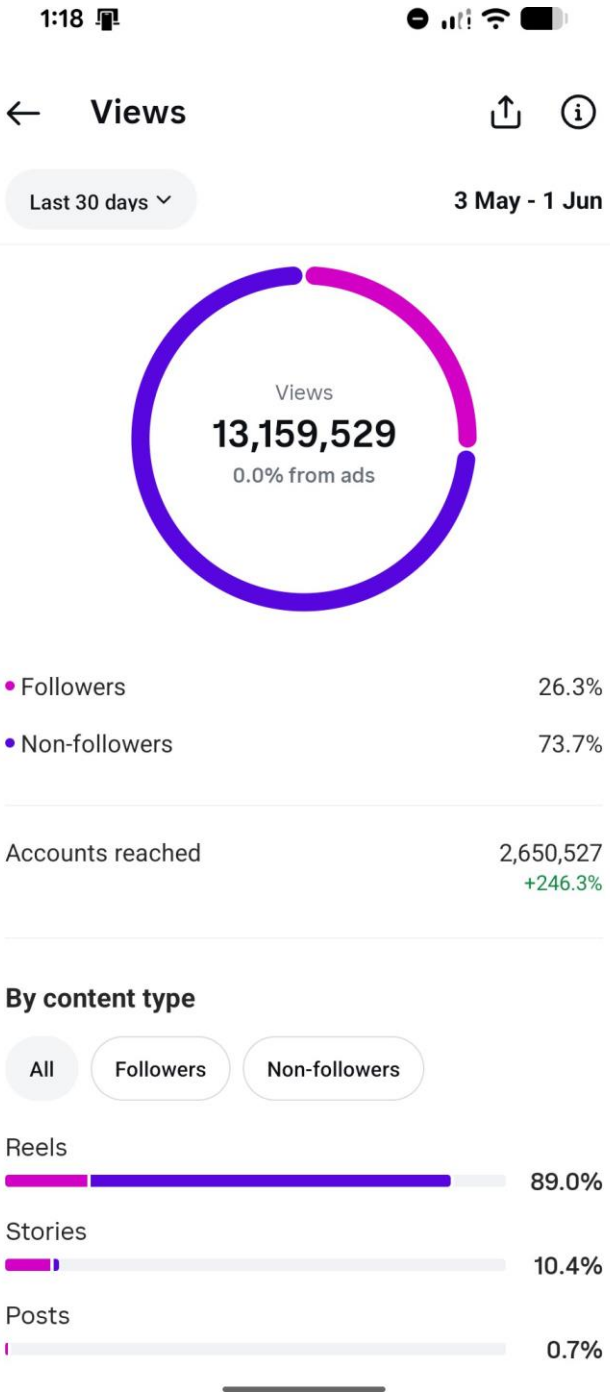
THE VIDEO AGENT ACADEMY

REAL ESTATE GYM
TOM PANOS

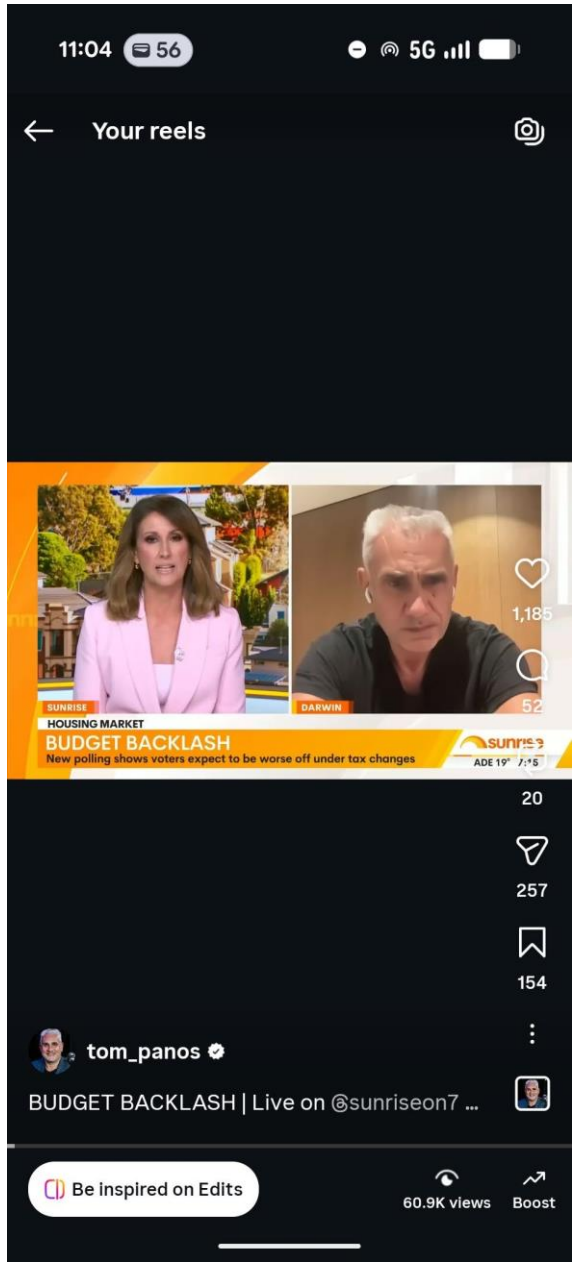
realestate
.com.au

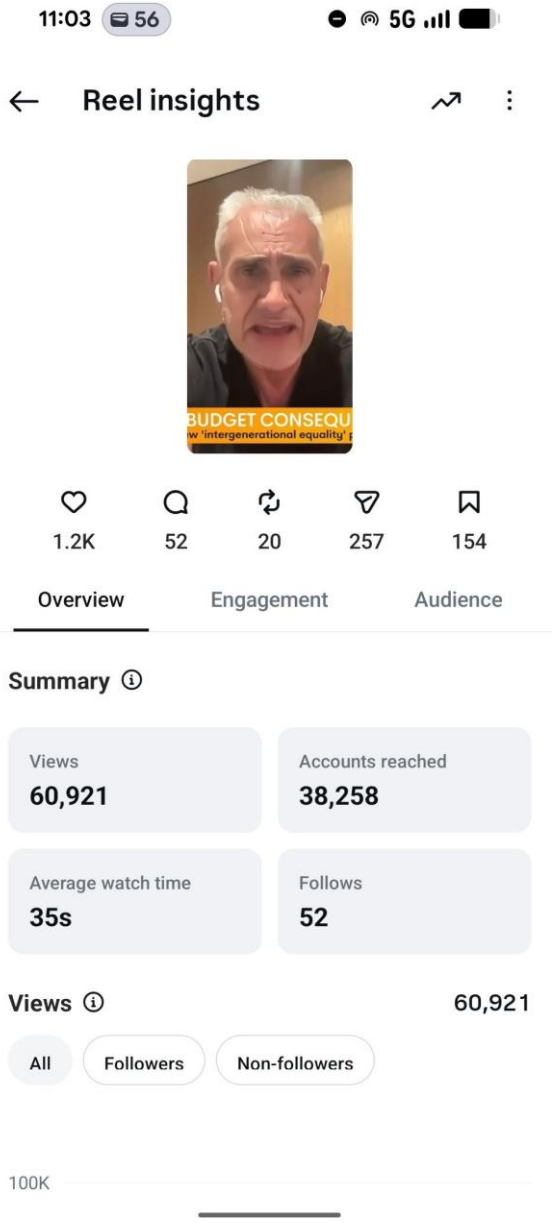
tom_panos


1:17
tom_panos
9+
Can't decide...
TOM PANOS
5,540 posts
193K followers
1,756 following
Property
Founder of Real Estate Gym, Influencer of the Year2026 for @rebaustralia, Million Dollar Agent Podcast, News Corp columnist, The Block Auctioneer ✝️
linktr.ee/tompanos
Rant
Tom Panos
Contact info
Add
Professional dashboard
↗ 13.2M views in the last 30 days.
Edit profile
Share profile
New
AI + Sales
Mat Steinw...
The number 1
Be Uni

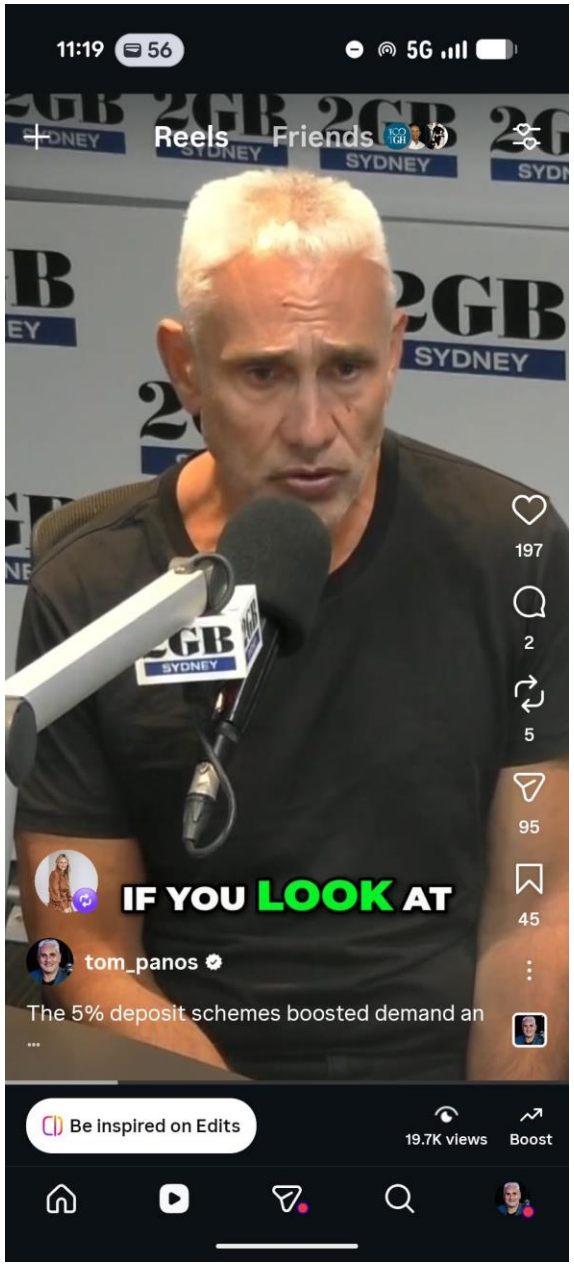

1:18
Views
Last 30 days
3 May - 1 Jun
Views
13,159,529
0.0% from ads
Followers 26.3%
Non-followers 73.7%
Accounts reached 2,650,527
+246.3%
By content type
All
Followers
Non-followers
Reels 89.0%
Stories 10.4%
Posts 0.7%

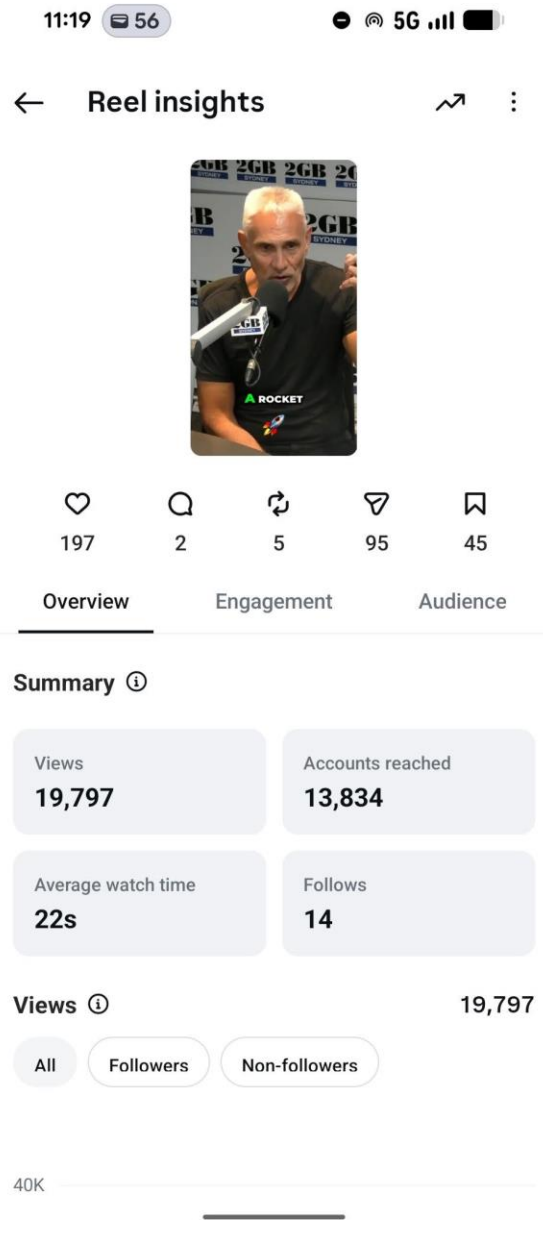
tom_panos


11:04
56
5G
Your reels
SUNRISE
DARWIN
HOUSING MARKET
BUDGET BACKLASH
New polling shows voters expect to be worse off under tax changes
1,185
52
20
257
154
tom_panos
BUDGET BACKLASH | Live on @sunriseon7 ...
Be inspired on Edits
60.9K views
Boost


11:03
56
5G
Reel insights
BUDGET CONSEQU
1.2K
52
20
257
154
Overview
Engagement
Audience
Summary
Views
60,921
Accounts reached
38,258
Average watch time
35s
Follows
52
Views
60,921
All
Followers
Non-followers
100K

tom_panos


11:19
56
5G
Reels
Friends
197
2
5
95
45
IF YOU LOOK AT
tom_panos
The 5% deposit schemes boosted demand an
...
Be inspired on Edits
19.7K views
Boost


11:19
56
5G
Reel insights
197
2
5
95
45
Overview
Engagement
Audience
Summary
Views
19,797
Accounts reached
13,834
Average watch time
22s
Follows
14
Views
19,797
All
Followers
Non-followers
40K

tom_panos

Your camera is no longer optional.

It's your new shopfront.

tom_panos

There are no more blind dates.

The biggest risk today isn't looking bad on camera.

It's being invisible.

Don't wait until you're confident to press record.

Press record until you're confident.

Vertical video isn't a trend.

It's the new television.

The camera on your phone is the most underutilised listing and sales tool in real estate.

tom_panos

Your listing is no longer just a photo gallery.

It's now a video experience.

tom_panos

Every listing can now become a piece of content that **builds your brand** and **sells the property**.

Course Overview

Live every Tuesday · 3:00 – 3:45 pm (AEST)

1 **WEEK 1**
Tuesday 21 July 2026

2 **WEEK 2**
Tuesday 28 July 2026

3 **WEEK 3**
Tuesday 4 August 2026

4 **WEEK 4**
Tuesday 11 August 2026

5 **WEEK 5**
Tuesday 18 August 2026

6 **WEEK 6**
Tuesday 25 August 2026

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Prizes

Weekly Prize*

Eligible for 1 agent in Australia who attends the LIVE session



Ultimate Prize

Eligible for 1 agent in Australia who attends all 6 x LIVE sessions:

- **Video Training:** 1-day intensive training session with a video expert – showing you how to shoot a property like a pro. (Depending on your listings we will be able to shoot at least 2)

- **Exposure to our 1.33M social audience:** 2 x video features on realestate.com.au to go across our TikTok, Instagram & within Discovery Hub on our App – featuring either listings or yourself as a property/location expert.

Share your learnings on Insta stories and tag both: **@tom_panos @reaagents**

**image does not accurately represent the final product*

tom_panos

Guest Speakers



Gavin Rubenstein



Vivien Yap



John McGrath



Sam Rigopoulus



Luke Dore



Sam Noakes

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What You'll Learn

- Build the confidence to create videos consistently, even if you've never enjoyed being on camera.
- Shoot professional-looking videos using only your smartphone and a handful of affordable accessories.
- Master the equipment that actually matters and avoid wasting money on gear that doesn't.
- Learn how to speak naturally on camera without sounding scripted or rehearsed.
- Overcome fear, perfectionism and self-consciousness once and for all.
- Discover the common mistakes that make most real estate videos easy to scroll past.
- Create attention-grabbing hooks that stop the scroll in the first three seconds.
- Learn the storytelling frameworks used by the world's best digital marketers and content creators.

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What You'll Learn

continued

- Use AI to generate ideas, scripts, headlines, captions and content faster than ever before.
- Master the apps, hacks and workflows that dramatically speed up content creation.
- Turn every listing into multiple pieces of high-performing content.
- Maximise your exposure using vertical video features at www.realestate.com.au
- Leverage iGuide and digital property marketing tools to generate more enquiries and win more listings.
- Develop a repeatable content system that builds trust, authority and market share.
- Leave with the confidence to become the local agent people recognise before they ever meet you.

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Module 1

Build your personal brand

on your phone camera.



11:27 56 5G

Reel insights



BREAKING NEWS 😡...

10 May · Duration 2:12

38K	4.3K	19K	956	3.5K

Overview

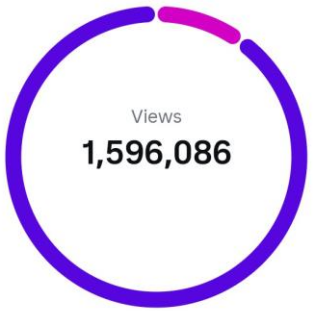
Views	**1,596,086**
Instagram	839,946
Facebook	756,140
Watch time	330d 22h 1m 46s
Interactions	53,012
Profile activity	3,669

Views

11:28 56 5G

Reel insights

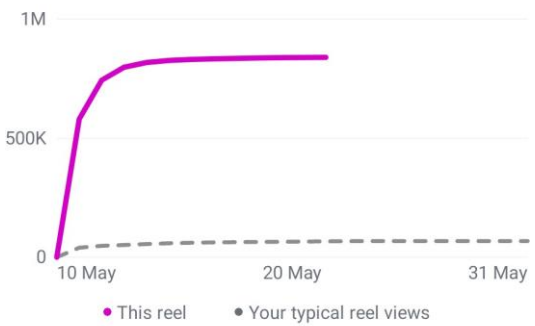
Views



Followers	10.4%
Non-followers	89.6%

Views over time

All | Followers | Non-followers



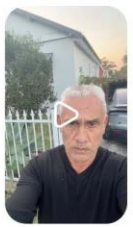
11:49 58 5G

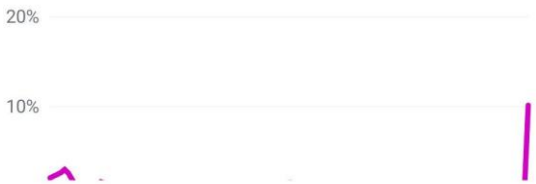
Reel insights



Followers	25.9%
Non-followers	74.1%

When people liked your reel





tom_panos

What you will learn

1. Understand Why Video Has Become Essential for Modern Agents
2. Develop Confidence Speaking Naturally on Camera
3. Overcome Fear, Perfectionism and Self-Consciousness
4. Build an Authentic Brand That Consumers Trust

tom_panos

1 Understand why video has become essential for modern agents

- Consumers now choose people before they choose brands, and video builds trust at scale.
- Video lets you demonstrate expertise, personality and local knowledge before you ever meet a prospect.
- Every video becomes a digital asset that keeps working for you long after you've posted it.

2 Develop confidence speaking naturally on camera

- Stop trying to perform and start having a conversation with one person.
- Learn a simple framework that makes speaking on camera feel natural instead of scripted.
- Build confidence through repetition, not perfection. Every video makes the next one easier.

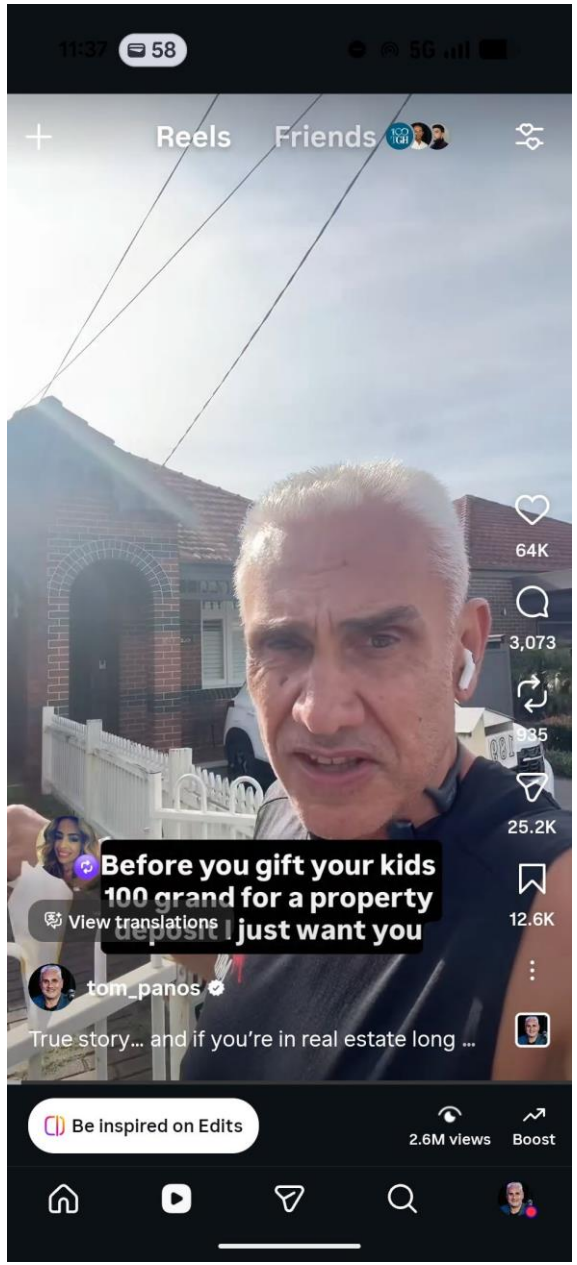
3 Overcome fear, perfectionism and self-consciousness

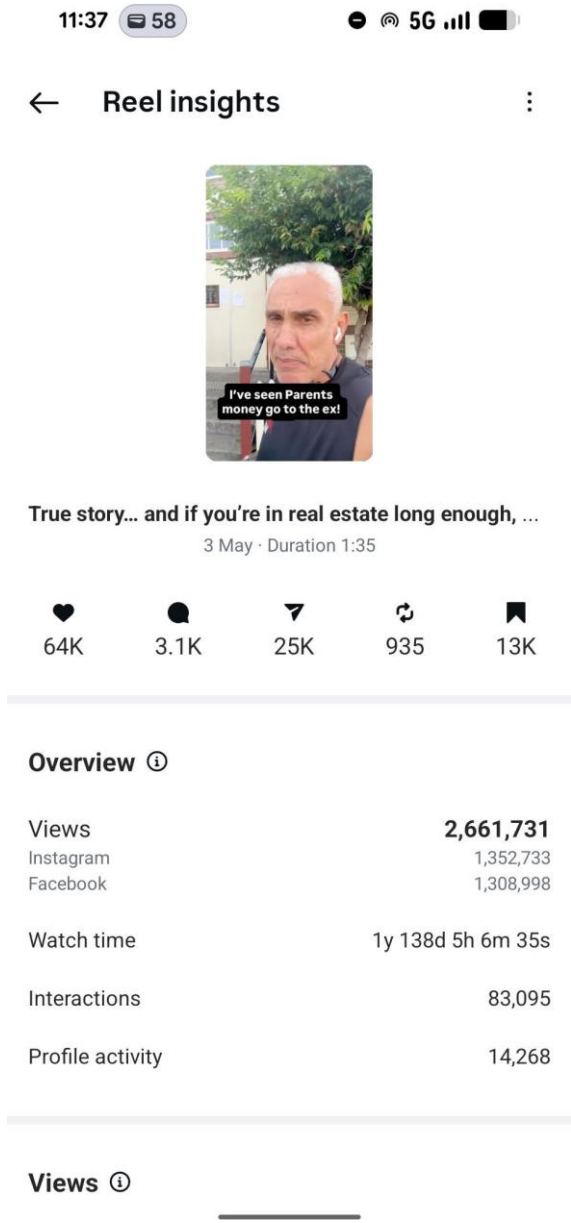
- Progress beats perfection. An imperfect video posted today beats the perfect video never published.
- Most people are too busy thinking about themselves to spend time judging you.
- Confidence isn’t something you wait for. It’s something you earn by pressing “record” again and again.

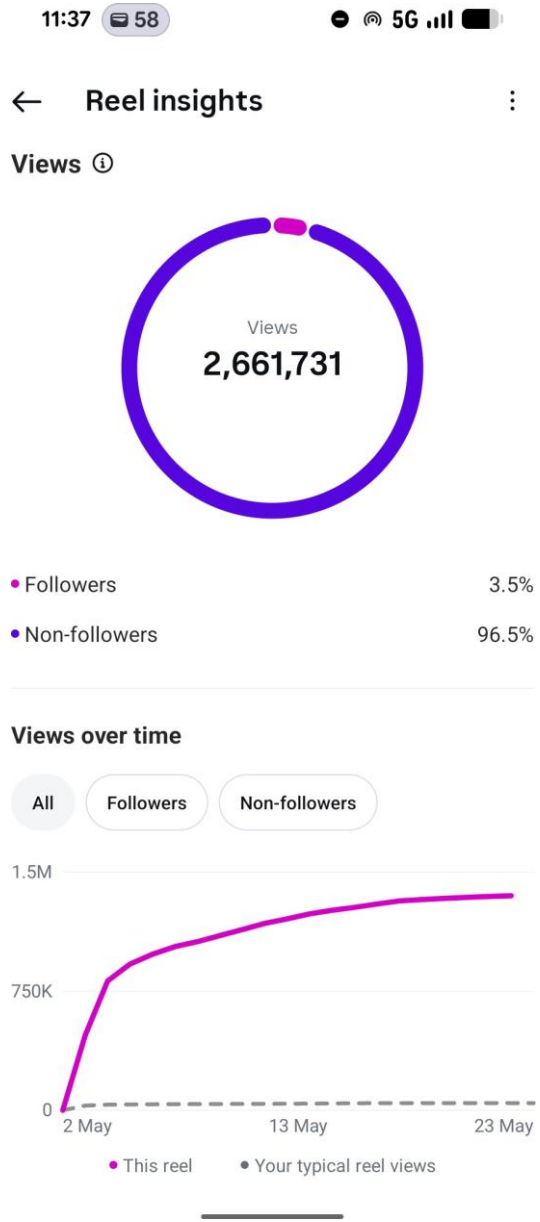
4 Building an Authentic Brand That Consumers Trust

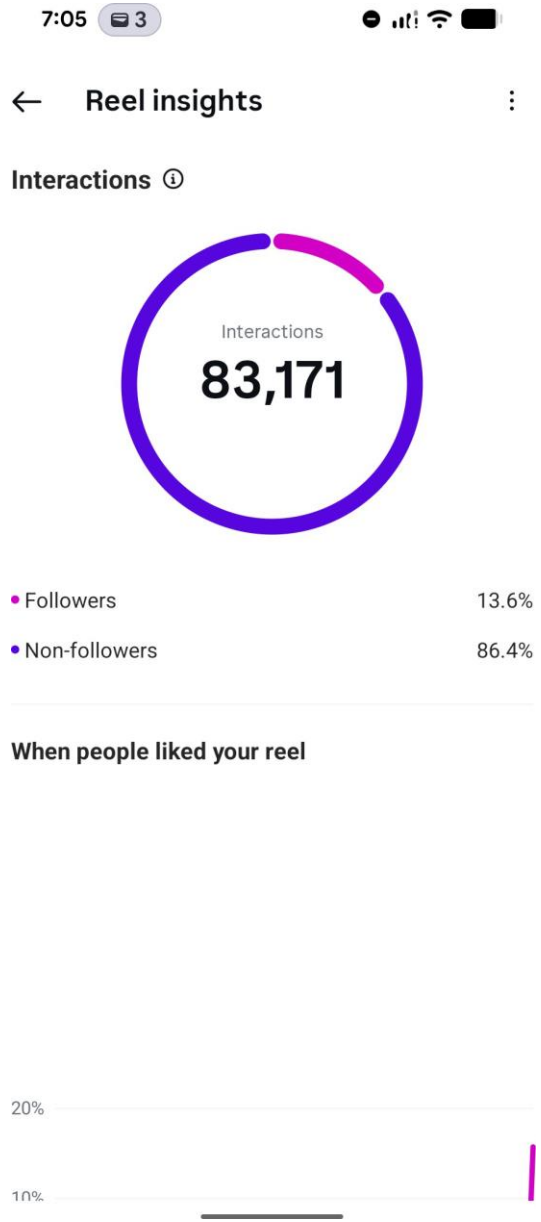
- People buy people before they buy property.
- Authenticity beats polish. Be real, not perfect.
- Consistency builds familiarity. Familiarity builds trust.
- Share your values, personality and expertise, not just your listings.

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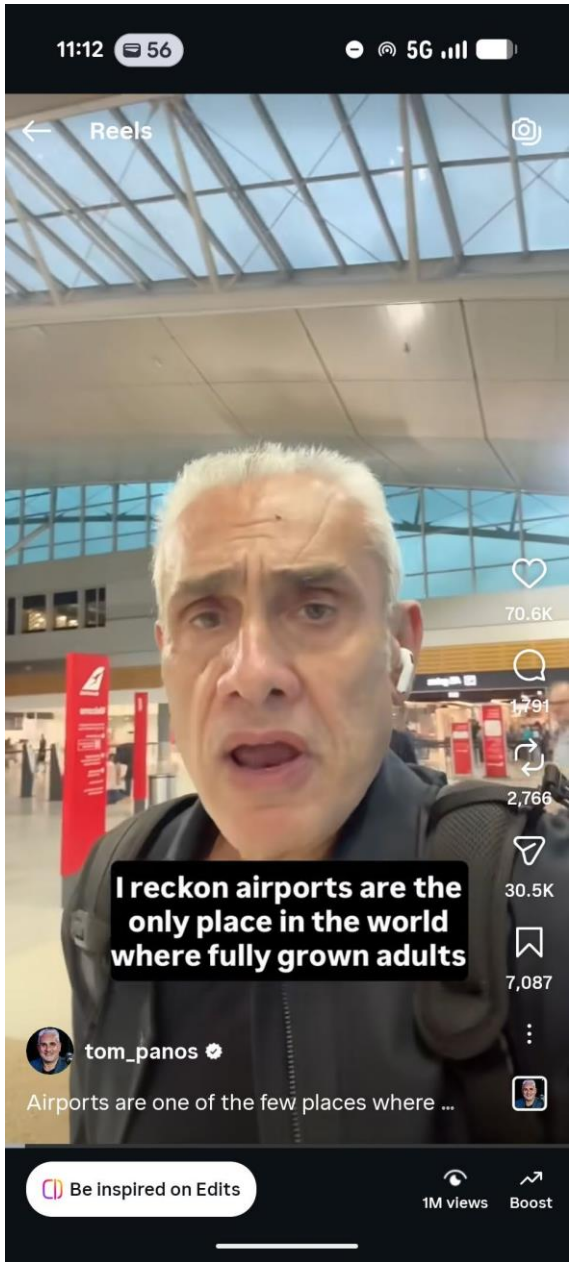

Reels
Friends
64K
3,073
335
25.2K
12.6K
Before you gift your kids 100 grand for a property deposit I just want you
View translations
tom_panos
True story... and if you're in real estate long ...
Be inspired on Edits
2.6M views
Boost

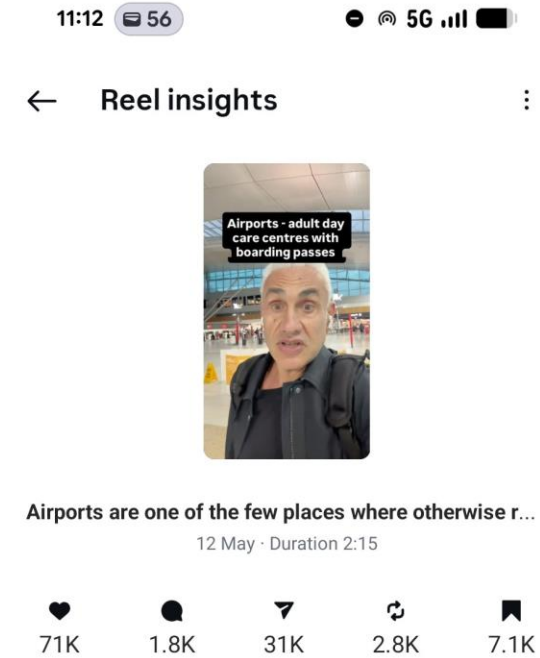

11:37
58
Reel insights
I've seen Parents money go to the ex!
True story... and if you're in real estate long enough, ...
3 May · Duration 1:35
64K
3.1K
25K
935
13K
Overview
Views 2,661,731
Instagram 1,352,733
Facebook 1,308,998
Watch time 1y 138d 5h 6m 35s
Interactions 83,095
Profile activity 14,268
Views


11:37
58
Reel insights
Views
Views
2,661,731
Followers 3.5%
Non-followers 96.5%
Views over time
All
Followers
Non-followers
1.5M
750K
0
2 May
13 May
23 May
This reel
Your typical reel views


7:05
3
Reel insights
Interactions
Interactions
83,171
Followers 13.6%
Non-followers 86.4%
When people liked your reel
20%
10%

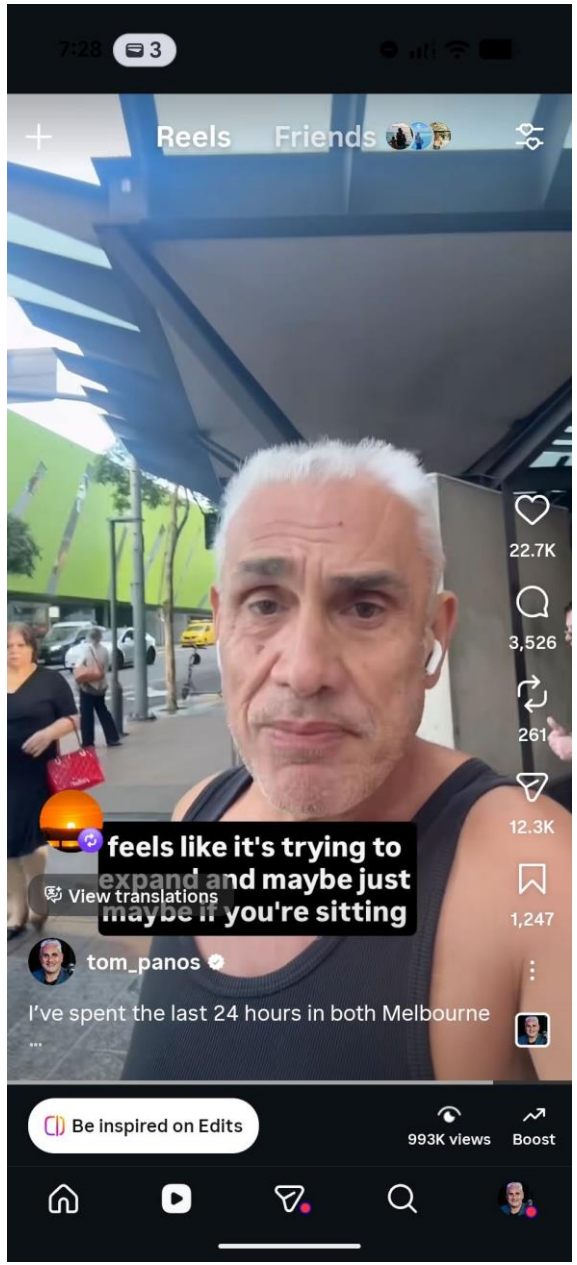
tom_panos

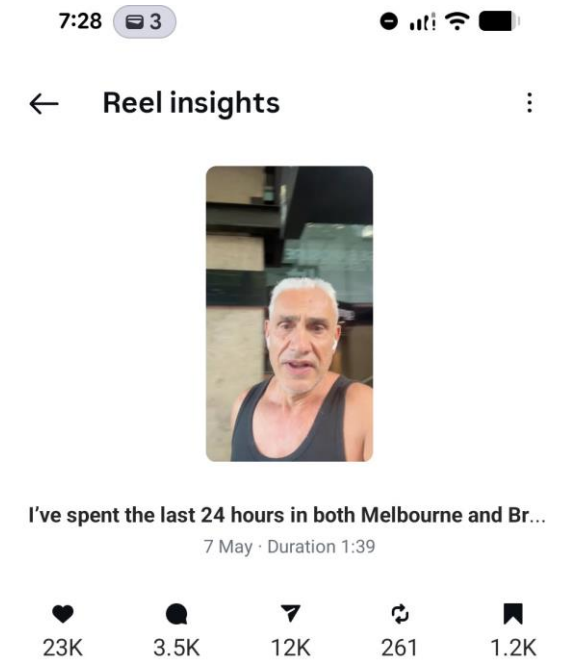

11:12
56
5G
Reels
70.6K
1,791
2,766
30.5K
7,087
I reckon airports are the only place in the world where fully grown adults
tom_panos
Airports are one of the few places where ...
Be inspired on Edits
1M views
Boost


11:12
56
5G
Reel insights
Airports - adult day care centres with boarding passes
Airports are one of the few places where otherwise r...
12 May · Duration 2:15
71K
1.8K
31K
2.8K
7.1K
Overview
Views 1,047,998
Instagram 919,868
Facebook 128,130
Watch time 354d 0h 5m 27s
Interactions 110,380
Profile activity 2,342
Views


11:12
56
5G
Reel insights
Views
Views
1,047,998
Followers 6.4%
Non-followers 93.6%
Views over time
All
Followers
Non-followers
1M
500K
0
11 May
18 May
25 May
This reel
Your typical reel views

tom_panos

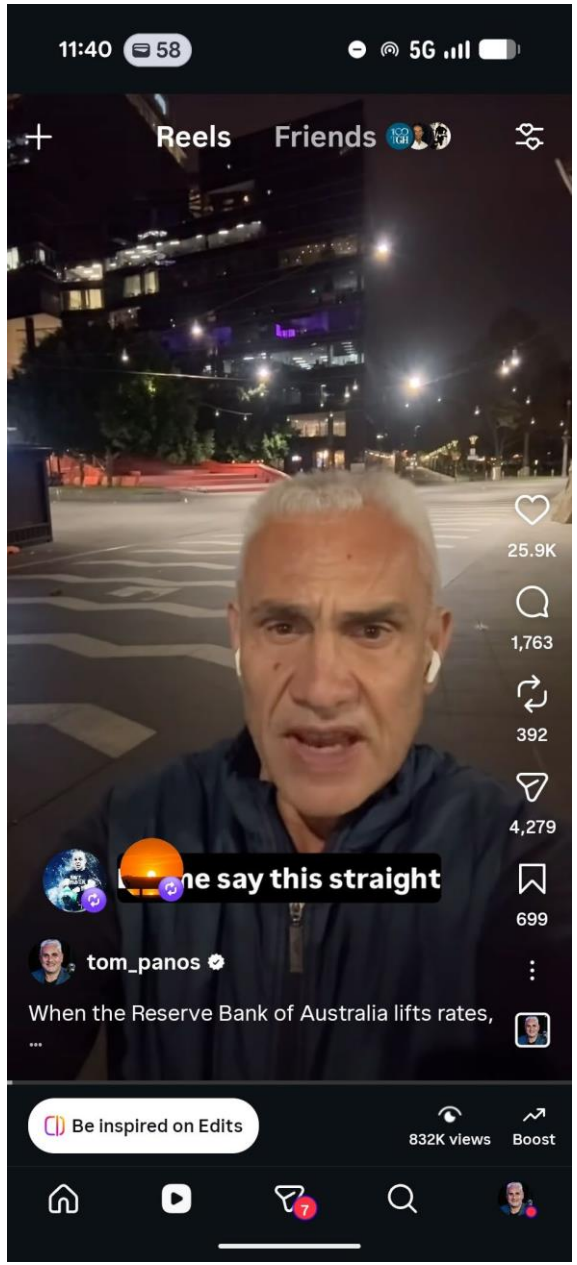

Reels
Friends
22.7K
3,526
261
12.3K
1,247
feels like it's trying to expand and maybe just maybe if you're sitting
View translations
tom_panos
I've spent the last 24 hours in both Melbourne
Be inspired on Edits
993K views
Boost

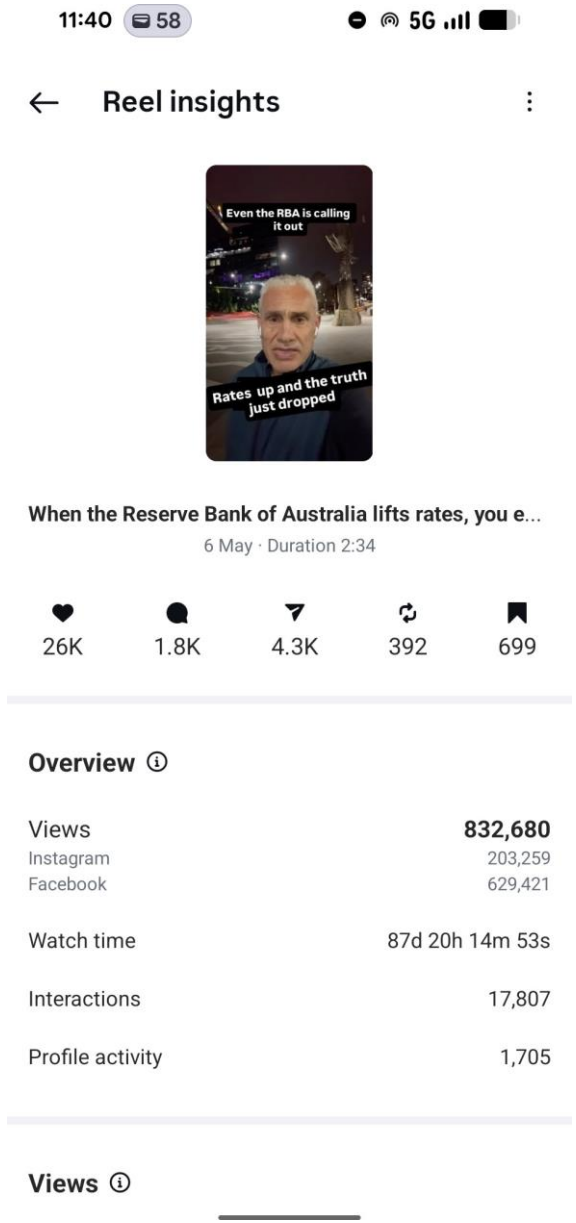

Reel insights
I've spent the last 24 hours in both Melbourne and Br...
7 May · Duration 1:39
23K
3.5K
12K
261
1.2K
Overview
Views 993,127
Instagram 377,312
Facebook 615,815
Watch time 145d 6h 13m 21s
Interactions 29,564
Profile activity 997
Views

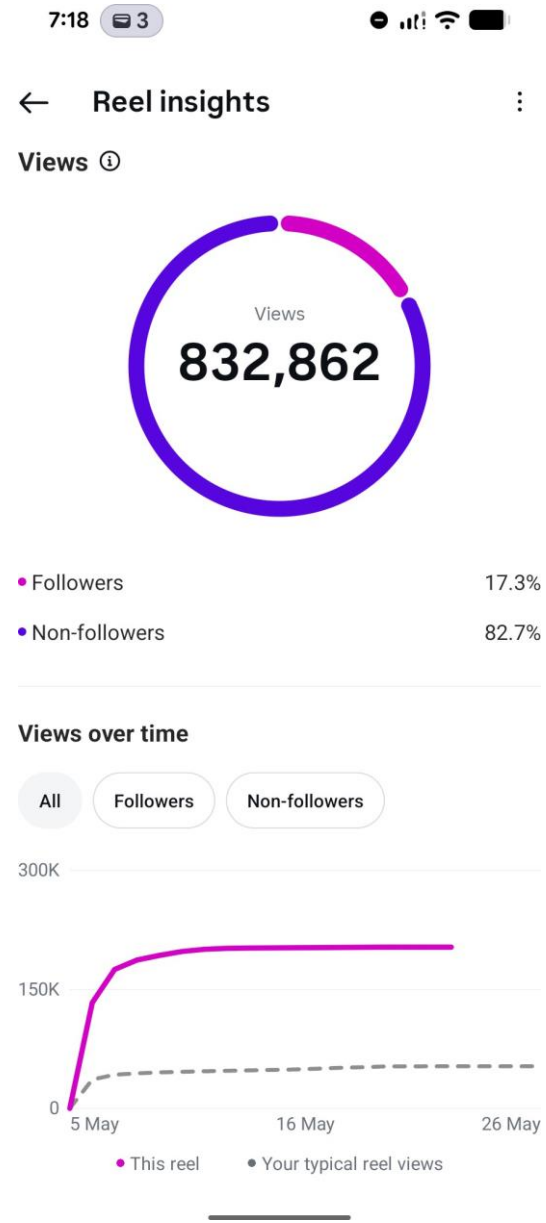

Reel insights
Views
Views
993,127
Followers 8.0%
Non-followers 92.0%
Views over time
All
Followers
Non-followers
27 May

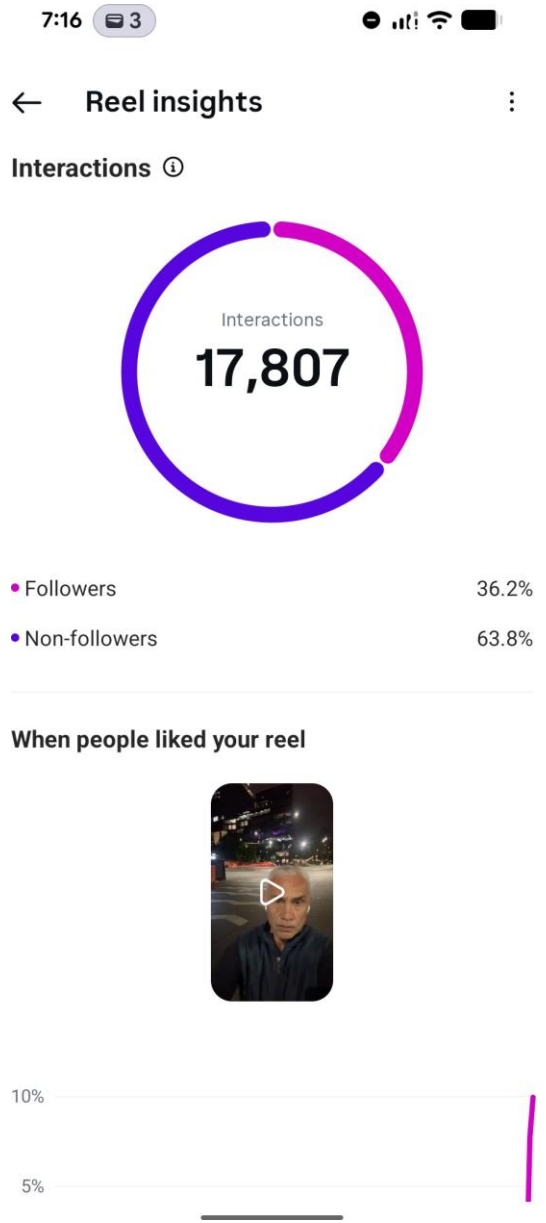

Reel insights
Interactions
Interactions
29,564
Followers 18.9%
Non-followers 81.1%
When people liked your reel

tom_panos

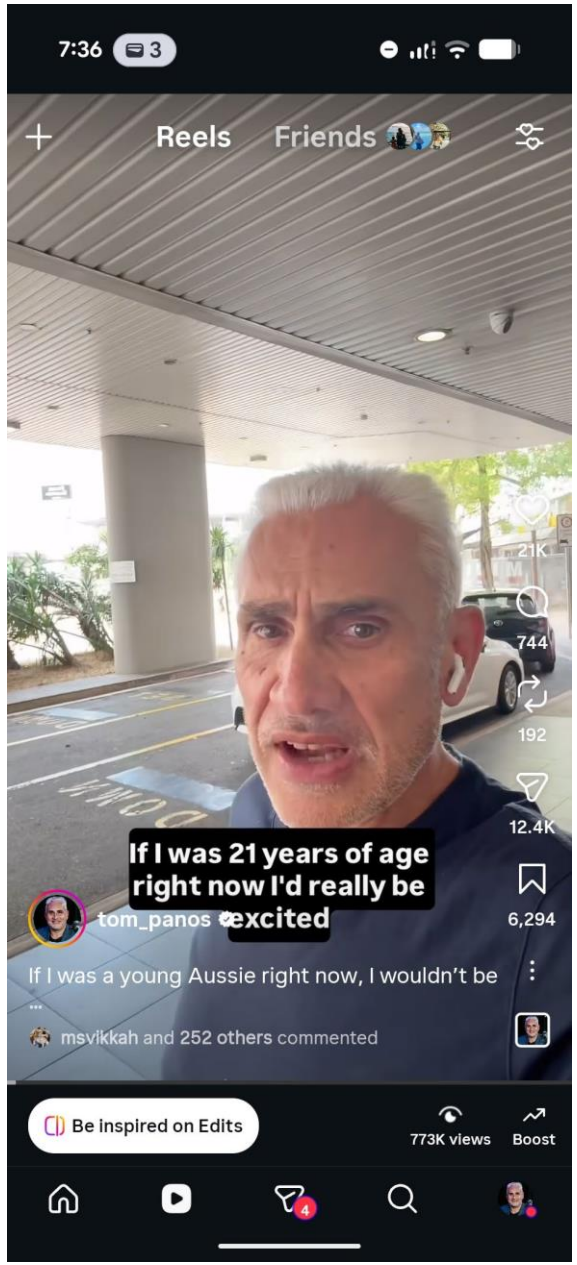

11:40
58
5G
Reels
Friends
25.9K
1,763
392
4,279
699
tom_panos
When the Reserve Bank of Australia lifts rates,
...
Be inspired on Edits
832K views
Boost

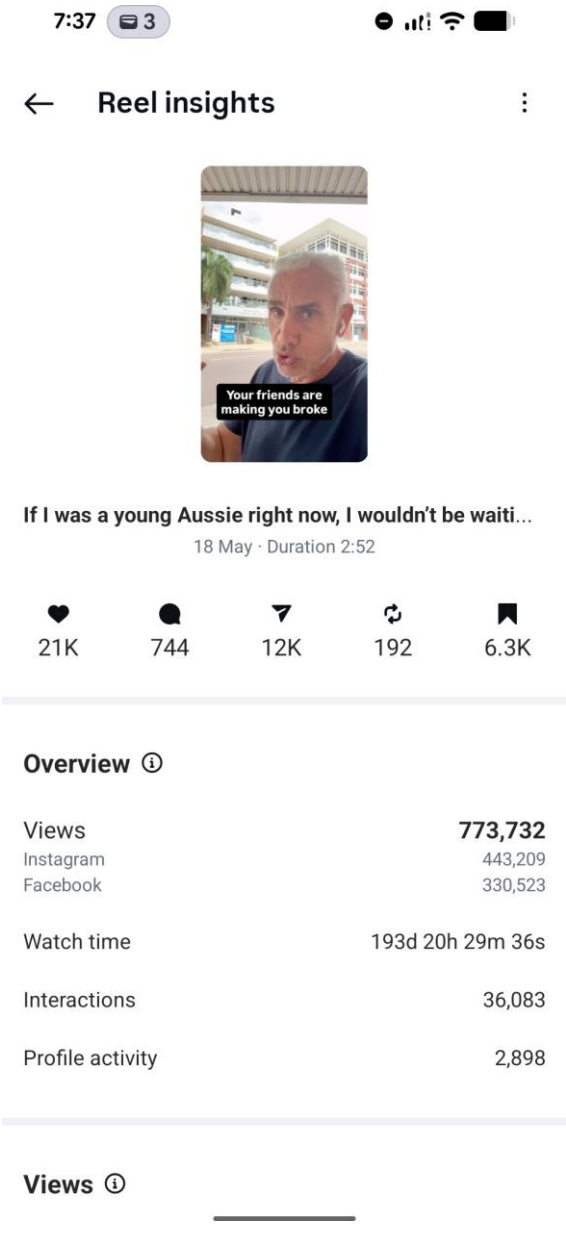

11:40
58
5G
Reel insights
Even the RBA is calling it out
Rates up and the truth just dropped
When the Reserve Bank of Australia lifts rates, you e...
6 May · Duration 2:34
26K
1.8K
4.3K
392
699
Overview
Views 832,680
Instagram 203,259
Facebook 629,421
Watch time 87d 20h 14m 53s
Interactions 17,807
Profile activity 1,705
Views

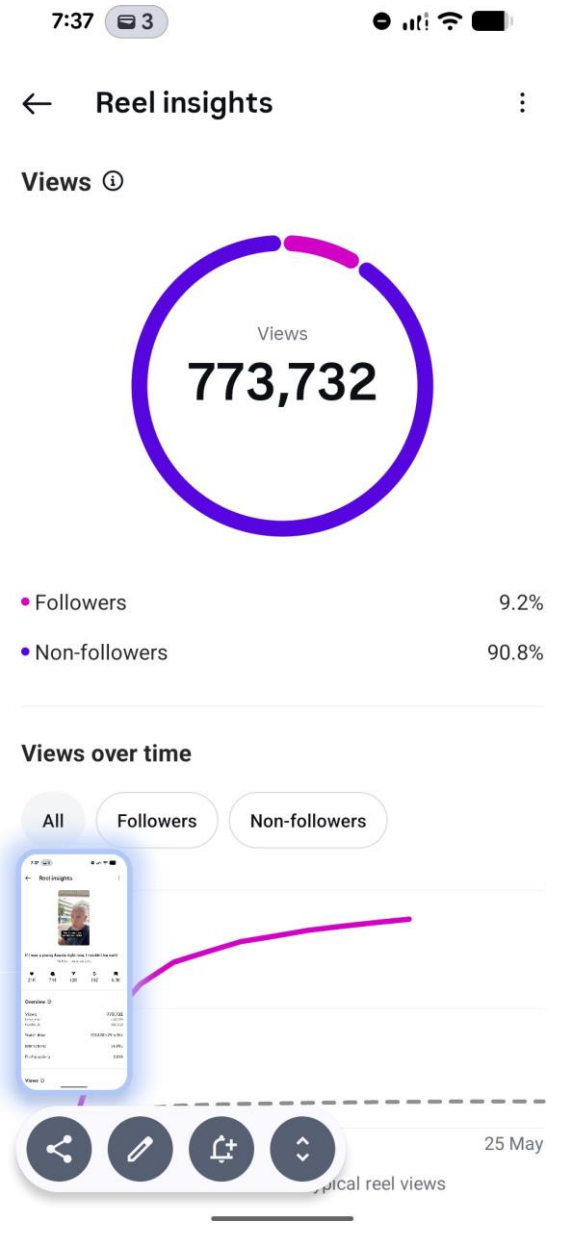

7:18
3
Reel insights
Views
Views
832,862
Followers 17.3%
Non-followers 82.7%
Views over time
All
Followers
Non-followers
300K
150K
0
5 May
16 May
26 May
This reel
Your typical reel views

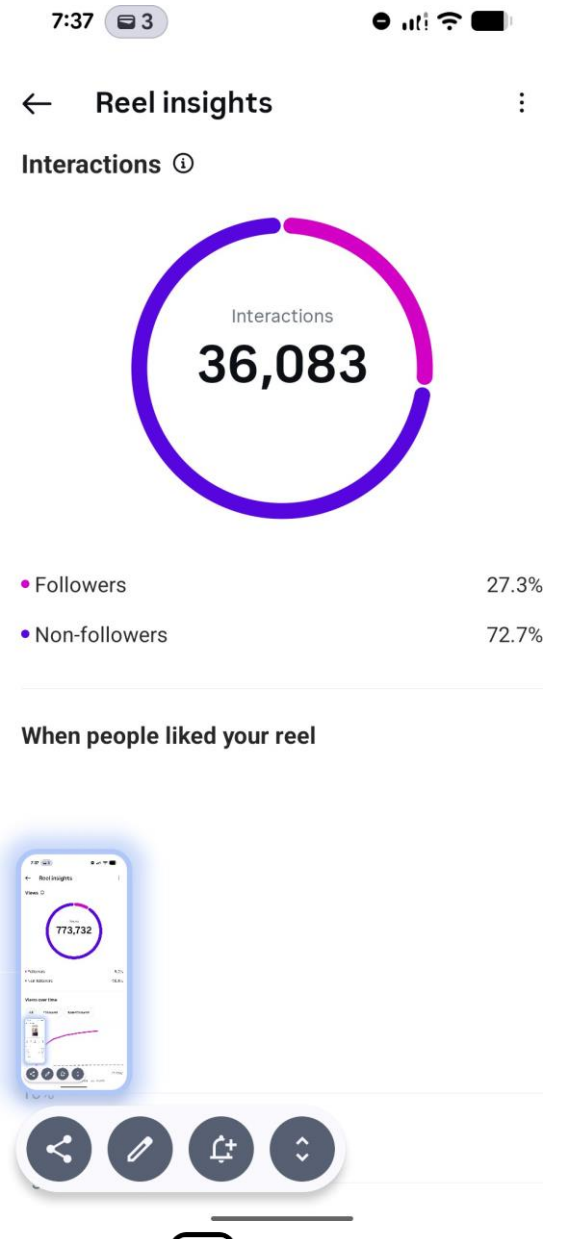

7:16
3
Reel insights
Interactions
Interactions
17,807
Followers 36.2%
Non-followers 63.8%
When people liked your reel
10%
5%

tom_panos


7:36
Reels
Friends
If I was 21 years of age right now I'd really be excited
tom_panos
If I was a young Aussie right now, I wouldn't be ...
msvikkah and 252 others commented
Be inspired on Edits
773K views
Boost

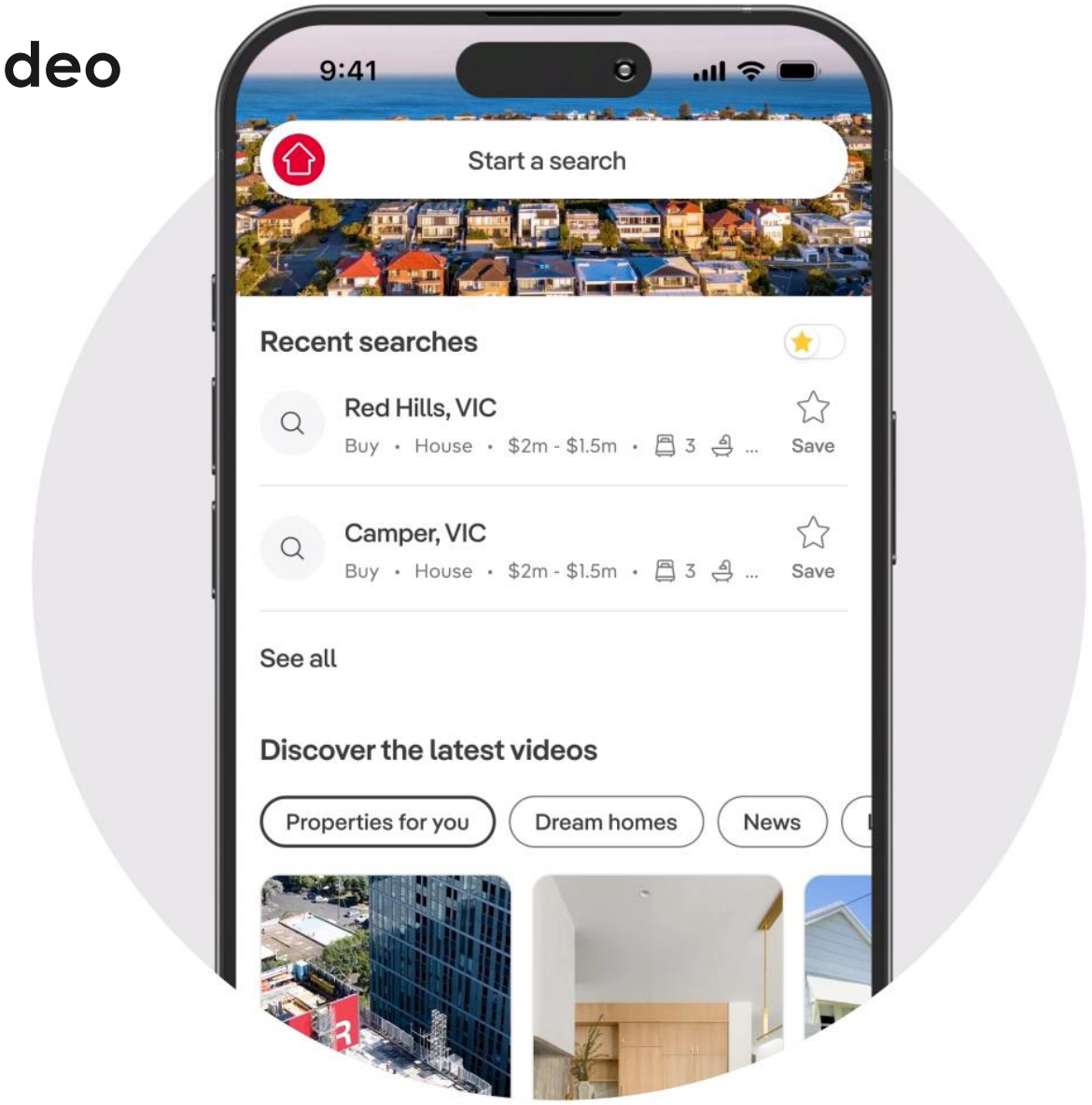

7:37
Reel insights
Your friends are making you broke
If I was a young Aussie right now, I wouldn't be waiti...
18 May · Duration 2:52
21K
744
12K
192
6.3K
Overview
Views 773,732
Instagram 443,209
Facebook 330,523
Watch time 193d 20h 29m 36s
Interactions 36,083
Profile activity 2,898
Views


7:37
Reel insights
Views
Views
773,732
Followers 9.2%
Non-followers 90.8%
Views over time
All
Followers
Non-followers
25 May


7:37
Reel insights
Interactions
Interactions
36,083
Followers 27.3%
Non-followers 72.7%
When people liked your reel

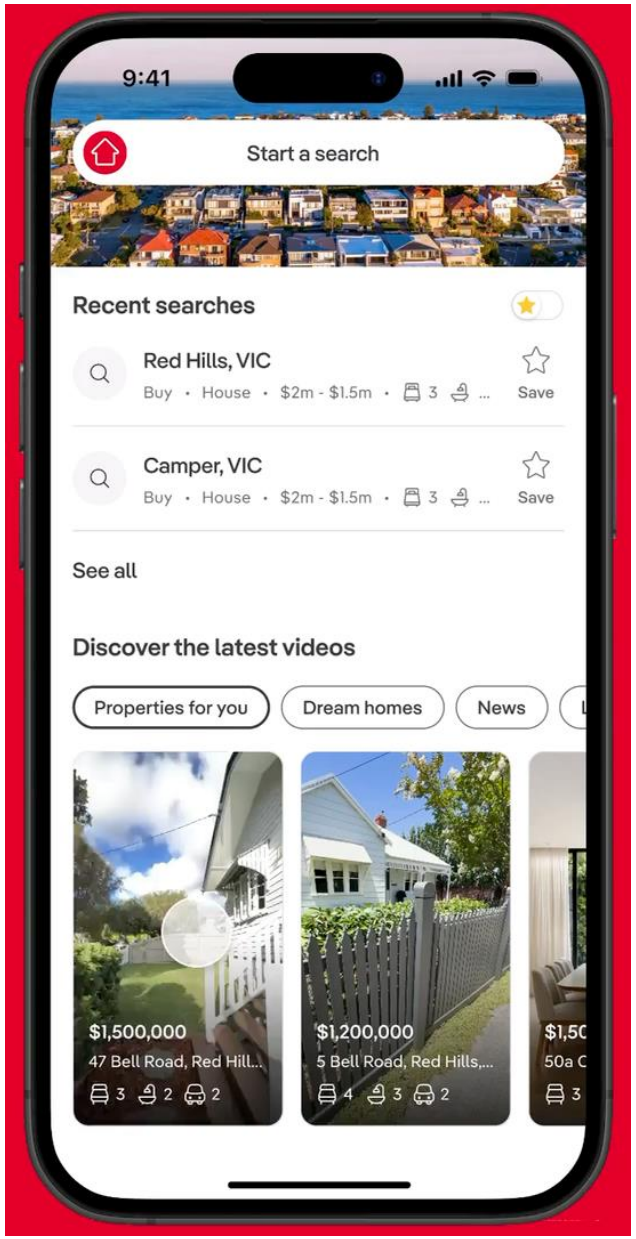
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REA Walkthrough Video



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Walkthrough Video in the REA Platform



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Agent Reel Sample



tom_panos

Walkthrough Sample Video

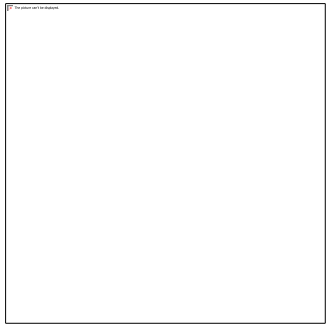


tom_panos

Your Assignment

Record and publish your first

30 – 45 second video now!



tom_panos