



Kuschel Realty Group Introduces Professional Video Marketing for All New Listings to Enhance Property Visibility

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Kuschel Realty Group announced the integration of professionally produced video tours as a standard option for all new property listings starting in 2025. This initiative aims to provide sellers with enhanced marketing tools that showcase homes and properties more dynamically in the competitive Northern Minnesota and Northwestern Wisconsin markets.

The brokerage, launched in 2024 as an independent entity co-owned by Brittany Kuschel and Krysti Gillman, continues to invest in technology and innovative practices to deliver expert-level service. Professional cinematic videos allow potential buyers to experience properties remotely through detailed walkthroughs, highlighting architectural features, natural light, layouts, and surrounding amenities. This approach is particularly beneficial for lake homes, vacation properties, investment opportunities, and luxury listings across the Northland region.

Brittany Kuschel, Broker/Owner with over a decade of experience and certifications as a Seniors Real Estate Specialist and Probate Specialist, emphasized the value of modern marketing strategies. Krysti Gillman,

Broker/Owner licensed in both Minnesota and Wisconsin with a background in property management, brings additional insights into what resonates with buyers seeking investment or lifestyle properties.

The decision to offer professional videos stems from the team's commitment to continuous learning and adaptation to evolving buyer preferences. In a market influenced by digital engagement, video content helps listings stand out on multiple platforms, reaching a broader audience of local, regional, and out-of-area buyers. Videos capture elements that static photos often miss, such as flow between rooms, outdoor spaces, and unique property characteristics.

Kuschel Realty Group serves clients at every price point, from starter homes to high-end estates, with a focus on personalized guidance. The addition of video marketing complements existing services, including thorough market analysis, negotiation support, and full transaction coordination handled by the team that includes Transaction Coordinator Adrienne Cramer and Realtor Lisa Lillie.

This enhancement aligns with the brokerage's data-driven and tech-forward philosophy. By providing sellers with high-quality video assets, the group aims to reduce time on market and increase buyer interest, leading to stronger outcomes. Buyers also benefit by gaining a clearer understanding of properties before scheduling in-person viewings, streamlining the decision-making process.

Brittany Kuschel stated, "Incorporating professional videos for our listings reflects our dedication to using the best tools available to showcase properties effectively. In today's market, this level of presentation helps our clients' homes capture attention and convey their true appeal."

Krysti Gillman added, "Video tours give buyers confidence and excitement about potential homes, especially for unique properties like lakefront or investment real estate. We're thrilled to offer this as part of our commitment to exceptional representation across Minnesota and Wisconsin."

The brokerage's client-centered approach has earned positive feedback for responsiveness, knowledge, and results. Many clients highlight the team's thoroughness in guiding them through purchases and sales, now further supported by advanced marketing capabilities.

Kuschel Realty Group maintains a strong presence in communities such as Duluth, Cloquet, Hermantown, Superior, and surrounding areas. The team's local knowledge combined with innovative tools positions them to assist effectively whether clients are buying their first home, selling to upsize or downsize, or exploring investment opportunities.

As the real estate industry embraces digital transformation, Kuschel Realty Group's proactive adoption of professional video production demonstrates its forward-thinking mindset. This service addition supports the

brokerage's goal of refining its expert-level service model while helping clients achieve their property goals more efficiently.

The initiative also ties into broader marketing efforts, encouraging followers to engage with listings across social platforms for the latest video content and market updates. This transparency and accessibility reinforce the group's reputation for clear communication and client support.

Kuschel Realty Group operates as a real estate brokerage serving Northern Minnesota and Northwestern Wisconsin. The group specializes in residential real estate, luxury and vacation homes, and investment properties with a focus on personalized, technology-enhanced service.

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For more information about Kuschel Realty Group, contact the company here: Kuschel Realty Group Brittany Kuschel or Krysti Gillman 218-260-7744 brittanykuschel@gmail.com

Kuschel Realty Group

Welcome to Kuschel Realty Group, where luxury real estate and investment properties meet exceptional service and results. Led by Brittany Kuschel, a seasoned professional with over a decade of experience in real estate.

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