



# Insignia Studios





# MEET THE TEAM

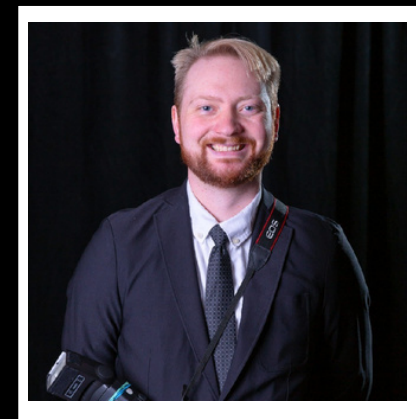


**Jacob Bettis**  
*Executive Producer*

We are here to help you bring your marketing vision to life through video and make sure that it benefits your larger business growth objectives. We are hyper focused on the real estate industry and have a proven record of driving client success both as a creative agency and also as passionate long time real estate professionals.



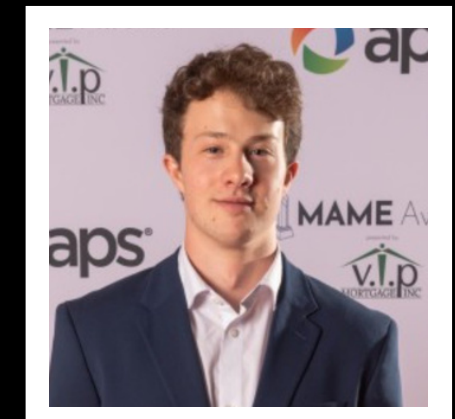
**Adam Stevermer**  
*Creative Director*



Cobi



Joseph



Joshua



# VIDEO PRODUCTS



## Community Features



## Model Home Walkthroughs



## Amenity Center Features



## Event Packages



## Drone Videography



## Testimonials & Client Stories



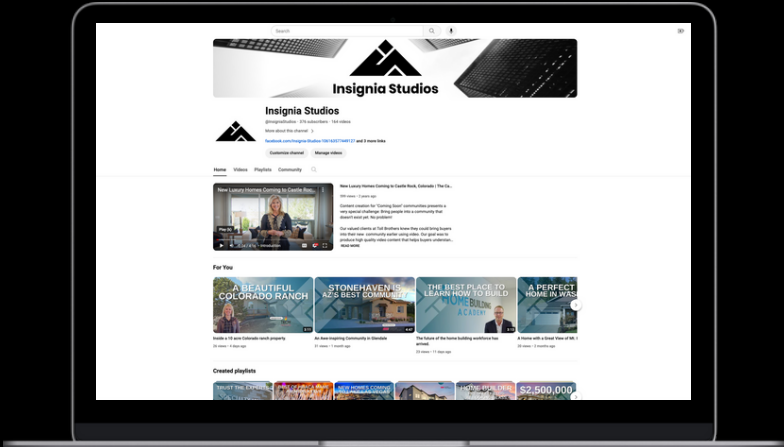
## Lifestyle Content



## Educational Content



## Visit us online for more!







# Design

# Set Vision

# Plan Content

# Coordinate Production



Get clear on the video assets that align with your marketing strategy

Phase I

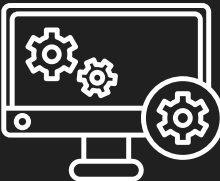


# Develop

# On-Site Filming

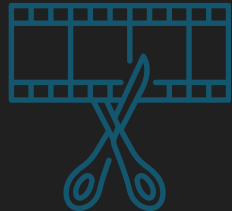
# Edit Footage

# Produce Video



We do all the heavy lifting to ensure your brand looks & sounds great on camera

Phase II

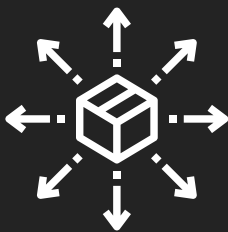


# Distribute

# Plan Launch

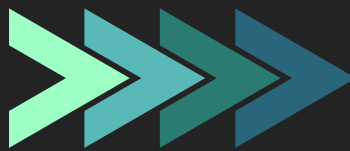
# Establish Process

# Publish Content



We focus on ensuring that not only your content gets seen but most importantly becomes ROI positive

Phase III





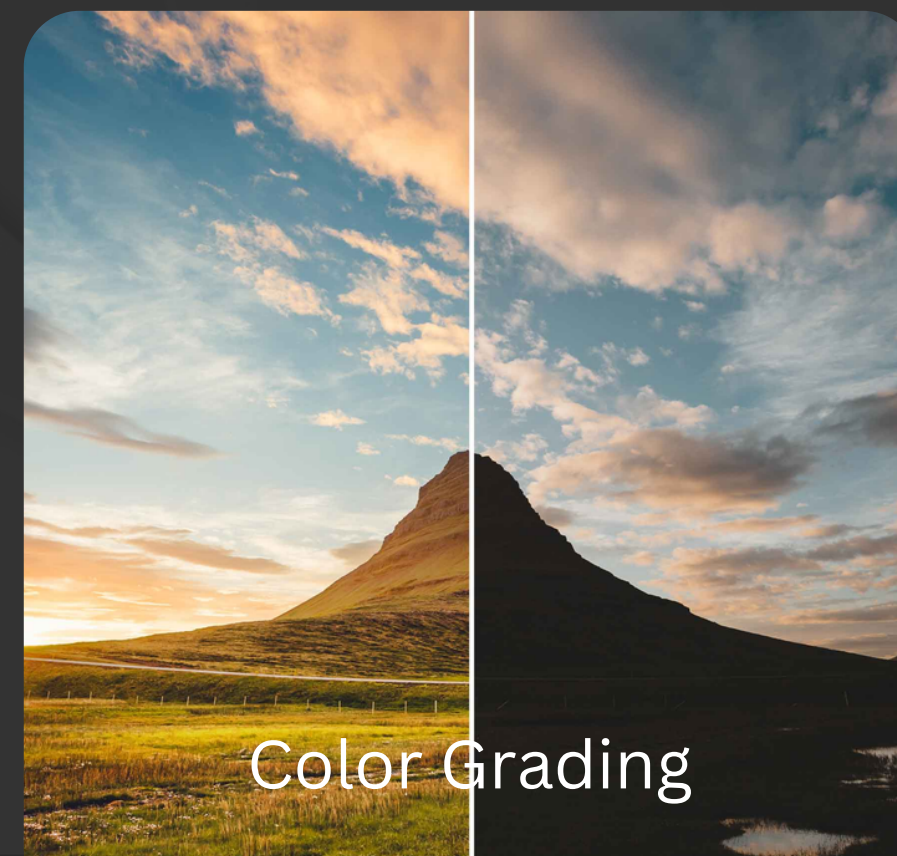
# FULL-SERVICE CREATIVE

We know what it takes to create high quality media and make sure it is all included!

- Blue Sky Guarantee
- Site Map Overlays
- Custom B-Roll Capture
- Color Grading
- Edit Revisions
- Script Writing
- Title Work
- Motion Graphics
- Time-Lapse
- Sound Effects
- Licensed Music



Blue Sky Guarantee



Color Grading







# PROVEN SUCCESS

Nationwide provider that drives results



Stephanie McCarty  
CMO, Taylor Morrison

*"We saved the company millions of dollars and continue to benefit from those efficiencies each year."*



**Stephanie McCarty** (She/Her) • 1st  
Chief Marketing Officer @ Taylor Morrison | Brand and Transfor...  
1yr •

In 2019 we centralized brand marketing and creative services at [Taylor Morrison](#). Here's what happened next:

- ☑ We started speaking with one voice, not 19 different iterations of one.
- ☑ Our \$9B Fortune 500 brand presented itself in a cohesive way—across all channels, to all stakeholders.
- ☑ Our field marketing teams focused their unique talents on executing at the local level.
- ☑ We saved the company millions of dollars and continue to benefit from those efficiencies each year. 🙌
- ☑ We are doing WAY more branding and get to flex our muscles in new, exciting ways!

All by simply keeping the expertise in one spot to serve the organization's branding needs the best possible way.

Key takeaway: An organization can only do the work as well as it's organized to do.

Heads down work is important, as long as you look up enough to see a better way when it's right in front of you.

[#BrandMarketing](#) [#OrgStructureMatters](#) [#CreativeServices](#)

120

13 comments



Love



Comment



Repost



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Tell them what you loved...



**Jacob Bettis** 🎬 • You  
Co-Founder & Executive Producer

1y ...

So great to be a part of this from a creative services standpoint! Kudos to you and your team. Taylor Morrison knows how to do it right! 🙌

Like · 1 | Reply





# PROVEN SUCCESS

*More Effective & Faster Results*



**Heidi Opitz**  
Marketing Manager, Lennar | NV

*"We have been told, we are the top division with plan walkthroughs complete and we absolutely couldn't have done it without the Insignia Studios team!"*

66 Model Homes

24 Total Communities

14 Days of On-site Filming

Largest Region Completed in < 60 Days!

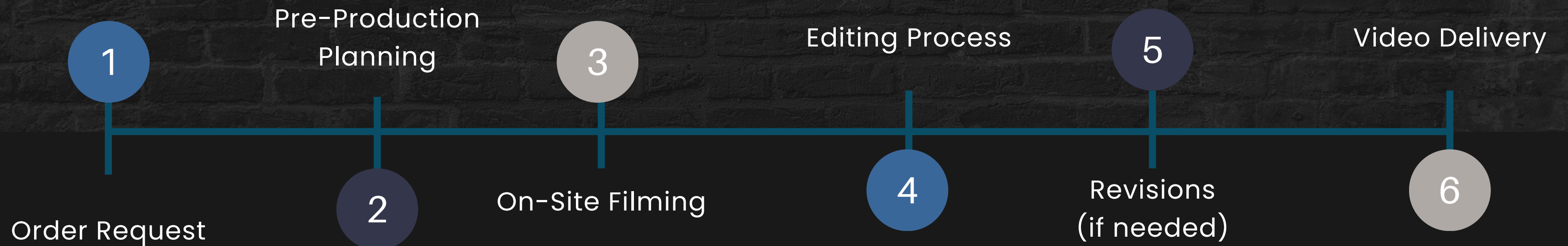


# PROJECT DETAILS



## VIDEO PROJECT TIMELINE

Delivery Completed Within 10 Business Days





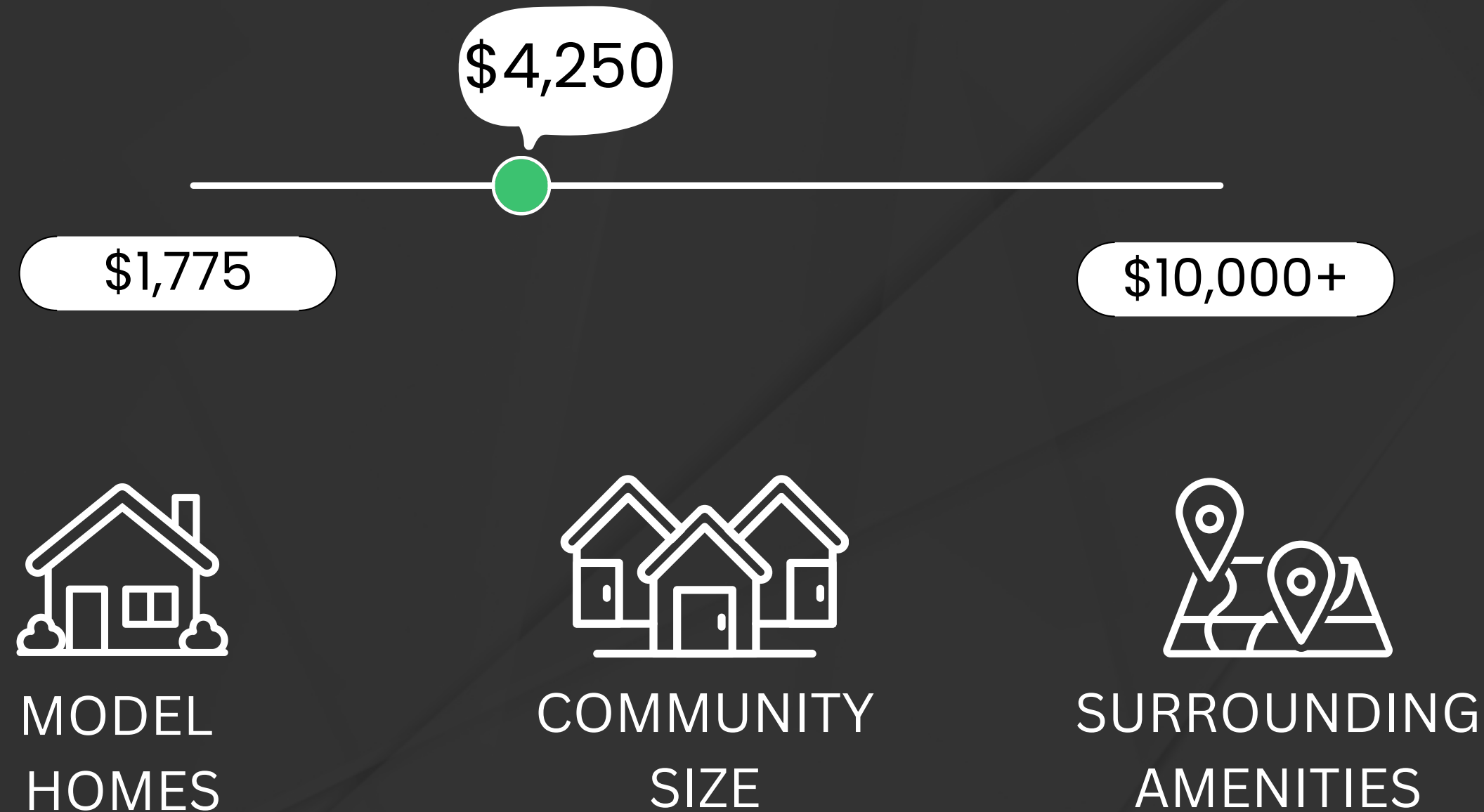
# BRANDS THAT TRUST US





# CUSTOMIZABLE PRICING

Pricing varies by community based on scope of work and final deliverables requested.





# WHAT OUR CLIENTS SAY



**Maricela Maciel**

Marketing Director  
Toll Brothers / NV

"Their videos are so pretty and I always appreciate the quick turnaround!"



**Amy Goffinet**

Marketing Manager  
*Taylor Morrison / CO*

"My videos looks amazing. You guys made me look more comfortable than I was!!! My friends are telling me that I should be doing all the home videos for the area.

Also, I have already begun receiving leads and contracts signed from the Facebook advertising we launched just over a week ago!



**Heidi Opitz**

Marketing Manager  
*Lennar / NV*

"I have to say, they make our product look amazing! It's a been a pleasure working with them. It's so easy. We have been told, we are the top division with plan walkthroughs complete and we absolutely couldn't have done it without the Insignia Studios team! This project has been an extra large lift and I'm so appreciate for their help and support!!"





# Next Steps

Connect us to the team that needs video content and we will get it scheduled!

Phone Number

(303) 888-0654

Email Address

[jacob@insigniastudios.net](mailto:jacob@insigniastudios.net)

Website

[www.insigniastudios.net](http://www.insigniastudios.net)

