

FAQs about Real Estate Video Listings (and no, a slideshow is not a video)

Video killed the radio star, and it's about to send show houses packing too.



Covid-19 has changed the way we do life and business. As Lockdown levels require social distancing and various degrees of hygiene protocol with restrictions on group gatherings - [the industry is fast adapting to ensure compliance](#). The current innovation curve we're in means video is a relatively easy and cost-effective way to amplify your listing.

Now more than ever, showcasing good quality video is a vital part of online property buying and selling. Here we answer a few Frequently Asked Questions about getting your videos featured across SA's most popular property site.

Why should I upload a video to my property listing, and is there an added cost?

Videos improve your listings' quality score and ranking on Property24. In short, they attract more attention from buyers. There is no additional cost for adding a video to your listing on Property24. Videos also provide additional exposure through YouTube.

Should I use a professional to film my video listings?

That depends on your budget. Videos are a positive and easy way to amplify your commercial or residential property listing. Today's mobile tech makes it relatively easy to produce for little to no cost if necessary. [Try these tips to get started.](#)

How long should my video be?

There is no time limit for residential property listing videos – but we strongly suggest keeping it between 2.5 and 3.5 minutes. Commercial property listing videos are allowed to be shorter than two-minutes but no less than 30 seconds.

Consider the length of videos your audience is prepared to watch while searching through property listings.

Should I include graphics, branding and contact details in my video?

Agency branding is allowed, as is text on video - however, this excludes Google ads.

Do not include contact details anywhere in your residential or commercial listing's video footage on Property24. If you do, you'll get an email notification that your video has been blocked.

Keep in mind that adding too much text on your video is distracting. All the necessary information and contact info will be included in the property listing carrying the embedded video, as will your YouTube description.

So use the footage to put your best, visual foot forward.

Are agent images allowed?

Yes. Your video needs to contain an element of real video footage. Just adding a group of images is essentially a slideshow. This is not the same as a video. It could also seem misleading to your prospective buyer. So build trust and showcase the best your property has to offer.

Can I add music and voice overs?

Yes. Adding voice over and music is allowed. Do note, not everybody likes the same kind of music. Our advice would be keep it simple, classy and get it sold.

What's the best resolution for my video upload?

The ideal dimensions for a standard YouTube video are 1080p, or 1920 x 1080. This is the highest High Definition resolution you can use. All of these can be filmed and exported when using a smartphone.

Which format is better, landscape or portrait?

Filming a landscape video from your mobile phone is best (footage filmed holding your phone horizontally instead of vertically). This ensures footage that looks good on larger devices, not just phone screens.

Having a narrow, unclear video between two black bars play on our listings does not look professional or do the property justice. It's a simple technique that can greatly improve the quality of your video.

What about featuring vacant land for sale?

This type of video listing must have an element of the vacant land being sold and is allowed to be shorter than residential or commercial property videos. It can be taken from ground level or high vantage point/aerial. The same moving footage principle applies here - it must contain an element of real video footage - otherwise, it's just a slideshow.

How do I upload my footage to Property24?

Ensure your video is uploaded to YouTube. You will need this code/link to add your video to your listing through:

- PropCtrl
- Preferred vendors
- Feed-in service provider