

Video Dos & Don'ts

Real estate is all about the location. And taking your location virtual has never been easier, with today's available technology.

Covid-19 has changed the way we do life and business. As lockdown levels require social distancing and various degrees of hygiene protocol and restrictions on group gatherings, the way we sell and shortlist property is evolving.

And for the better. Video is a positive, relatively easy way to amplify your listing, with little to no cost to produce. And if the lockdown has taught us anything, it's that a physical viewing only needs to take place as a final precursor to complete the sale.

A good-quality video - filmed on a standard mobile phone – uploaded to YouTube and linked to your Property24 listing is as good as gold.

Follow this simple beginner's guide of Dos and Don'ts to create polished videos for your property listings.

Dos:

- Plan what you want to capture before you start. Consider how a potential buyer would walk through the property and aim to replicate that journey.
- Declutter living areas and bedrooms. Aim to showcase the lifestyle appeal of the property. Hide all distractions.



- Use a hand-held stabiliser or selfie stick to help you capture shudder-free video. It improves the quality and pace of your video.
- Lighting is important. So, ensure you film at the right time of day. Bring an extra handheld light if necessary – but keep soft vs hard lighting (casts dark shadows) in mind as you film.



- Remember to wipe your phone's camera lens, to avoid blurry footage. Do this when you start each clip, as fingerprints can creep in between shots.
- Record in landscape mode (holding your phone horizontally instead of vertically). This ensures footage that looks good on larger devices, not just phone screens.



- If you take more than one clip, do use a basic editing app like iMovie or Adobe Rush. These are either free to download or offer simple monthly payment plans, and are mobile compatible.

Don'ts:

- Slowly, does it nicely. Don't speed through the rooms. This only creates dizzying and annoying-to-watch footage.
- Don't underestimate the power of repetition. Once you've capture the basic walk through – re-feature the unique and appealing spaces within the home.



- But this is not a feature film. Don't make your video longer than 3 minutes, tops.
- Silence can be golden. If not, don't use cheesy or monotonous background music. Ever.
- Don't allow any supporting acts. Ensure kids and pets are out of sight as you film.
- Don't overlook the simple things. Zooming into fixtures and fittings to give a good overview of standards and quality. Film from a few angles to give a solid overview and perspective. Also, consider the power of 360-degree image (a feature available on most mobile phones today).



- This is about the property, not the real estate brand. Don't detract from the property by including distracting text on your video. Save your copywriting skills for the listing your video will be embedded into, as well as the description and tags you will add to your YouTube upload.