



How to use Video Tours to get More Listings

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Agenda

- Hire a Professional Videographer experienced in shooting Real Estate Video
- Shooting Tips
- Know the MLS Guidelines, Real Estate Advertising Rules, and Fair Housing Laws
- Create a Mini-Movie that tells a Story
- Use Video Tours to get a New Listing



Hire a Professional Videographer

- Videographer should have several years experience shooting and editing videos using the latest technology
- Videographer should be trained to shoot Real Estate Videos. It is very different than anything they have shot before.
- Ask for samples of Real Estate videos they have shot for other Realtors
- Videographers should use a professional or “prosumer” digital video camera and Tripod.
- Videographer will upload the video tour link to Stratus, MLSLI and other Real Estate websites for you



Shooting Tips

- Video should be less than 4 minutes in length
- Fireplace – turn it on
- Ceiling Fans – use the low speed
- Lights – turn on all of them
- Shoot the ceilings and floors
- Retractable Awning – Have a scene where it is being opened
- Swimming Pool – show people swimming in it
- Community – shoot scenes with people at the beach or at the park



What to Shoot and not Shoot

- You must shoot bathrooms and kitchens
- You don't need to shoot every room in the house.
- Don't shoot Closets
- Minimize the amount of people who appear in video. Remember, it's the home you are selling.
- Don't shoot unfinished basements or anything that takes away the appeal of the home.
- A home that is not attractive in person will never look better on video.



Know the MLS Rules

- Videos appearing on MLS websites must be unbranded
- If Listing Agent appears in the video, he or she should not identify themselves or their broker.
- The narration should describe the property only. Avoid using personal opinions.



Tell a Story

- Write a Narration that is fun and interesting. You may get input from the sellers too.
- Tell the Videographer what order you want the scenes to be in.
- Only show the positive aspects of the home and community



Use Video Tours as a Listing Tool

- DiamondHomeVideos.com has a montage Demo DVD of Real Estate Video Tours
- Play the Real Estate Video Tours at your next listing presentation
- Agents who differentiate themselves from other Agents usually get the listings
- Potential Buyers are also sellers and will see your Video Tours on the Internet

