

# YOUR COMPLETE GUIDE TO **REAL ESTATE** VIDEOS.



**Styldod**



"I'd spend ten minutes [on the phone] talking about this area, ten minutes talking about that area. So I thought wait a minute...Why not spend a day go out there shoot the area? Using your resources to tell the story and I don't have to sit there on the phone all the time and explain it. I'm willing to, but watching the video seems a lot easier for people."

- **CHARLIE DRESEN**, STEAMBOAT SOTHEBY'S INTERNATIONAL REALTY, CIRCA 2012.

Almost a decade later, the relevance of videos has only shot up in real estate marketing. Videos are handy at every step of the home sale funnel, from generating page views to helping the buyer make the final property buying decision. Listing videos are created by merging property footage or images and include a detailed description of the listing, from the address, area, listing price, number of rooms to the agent's contact information. A solid real estate video can be an irreplaceable asset for the seller, as it showcases the listing in the best possible way.

However, the process of creating real estate videos can be overwhelming,



especially if you are busy selling homes. In this e-book, we explain it step-by-step, covering video marketing, shooting, post-processing, and more.

## SECTION 1: VIDEO MARKETING

39% of homebuyers used sites with video during their searches, according to NAR. Here are a few reasons why you need videos to market your listings:

### Why Do You Need Videos to Market Listings?



**Videos provide viewers with an immersive experience:** Videos convey the look, feel, noise, surroundings, and landscape of the home, making viewers emotionally invested.



**Videos are time-saving:** Videos have the potential to answer all possible questions from clients that could otherwise be answered only in in-person home showings, thereby helping real estate agents and clients save oodles of time.



**Videos Fetch More Inquiries from Clients:** According to Small Biz Trends, listings with videos get four times more inquiries than those without. As an agent, videos will help you stay ahead of the competition since 85% of sellers would choose a real estate agent who could market their property with video, says NAR.

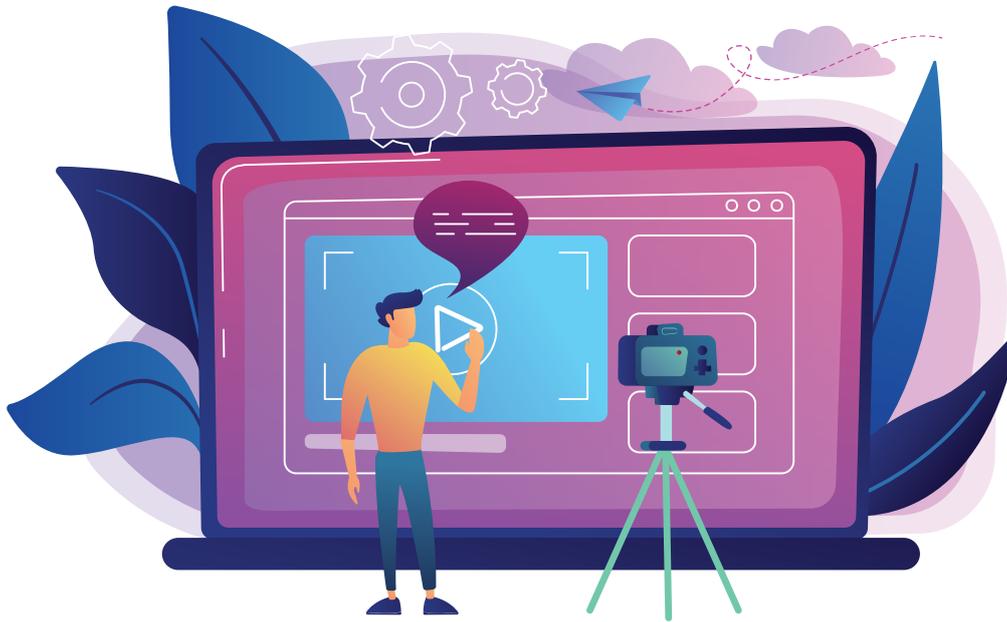


**Videos Give a Rounded View of the Listing:** Listing videos are descriptive and convey information quickly. They give prospective buyers a rounded view of the home, showcasing its best features that could be missed in static images.



**Videos are Great for SEO:** According to Unbounce, including a real estate video on your landing page can increase conversion rates by 80%. In addition, website visitors will stay on your page longer by watching the video, which translates to better conversion rates and lowered bounce rates, leading to improved SEO.

# What Are the Different Types of Real Estate Videos?



## Listing Videos:

Why tell buyers about a home when you can show them?

- Show your property's curb appeal.
- Walk viewers through its unique features.
- And shows off the neighborhood's charm.

Here's an example.



Such as this one:



## Testimonial Videos:

Video testimonials that feature past clients help to build credibility and trust among potential buyers. Also, don't forget to add your notable achievements and contact information.

## Agent Video

What better way to form a warm bond with potential clients than over video? Agent introduction videos help make a great first impression and show off your style and personality.

A great agent video example:



# SECTION 2 : SHOOTING VIDEOS

## Equipment Required for Shooting Real Estate Videos



### Camera

Choose a full-frame camera that captures maximum light, has low light shooting capabilities, 4K video, and high frame rate options.



### Lens

A wide-angle 16-35mm f/2.8L lens helps you move around and capture all the features of the listing. Silent lenses within the range of like f 1.4 - 2.8L will give detailed, cinematic shots.



### Gimbal

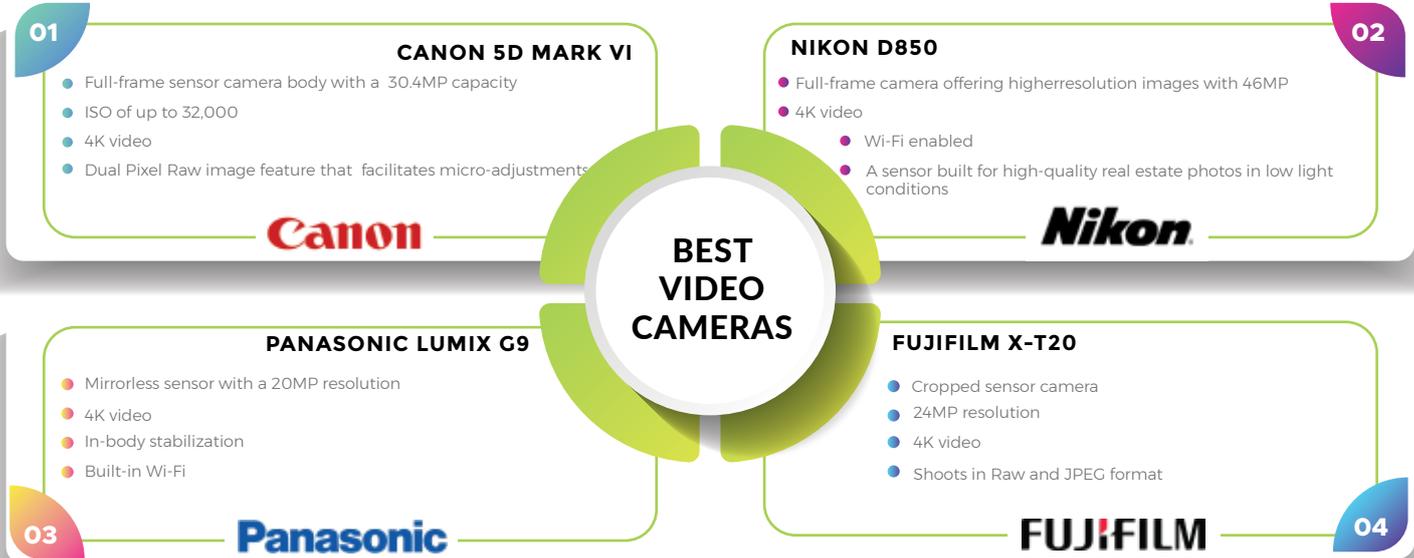
Mount your camera on a gimbal and stabilize it as you move around, working your magic.



### Lighting

Compliment natural light with CFL bulbs and umbrella brackets for best results.

## What Are the Best Video Cameras in the Market?



# Best Shots for Real Estate Videos

## The Wide Sweeping Shot

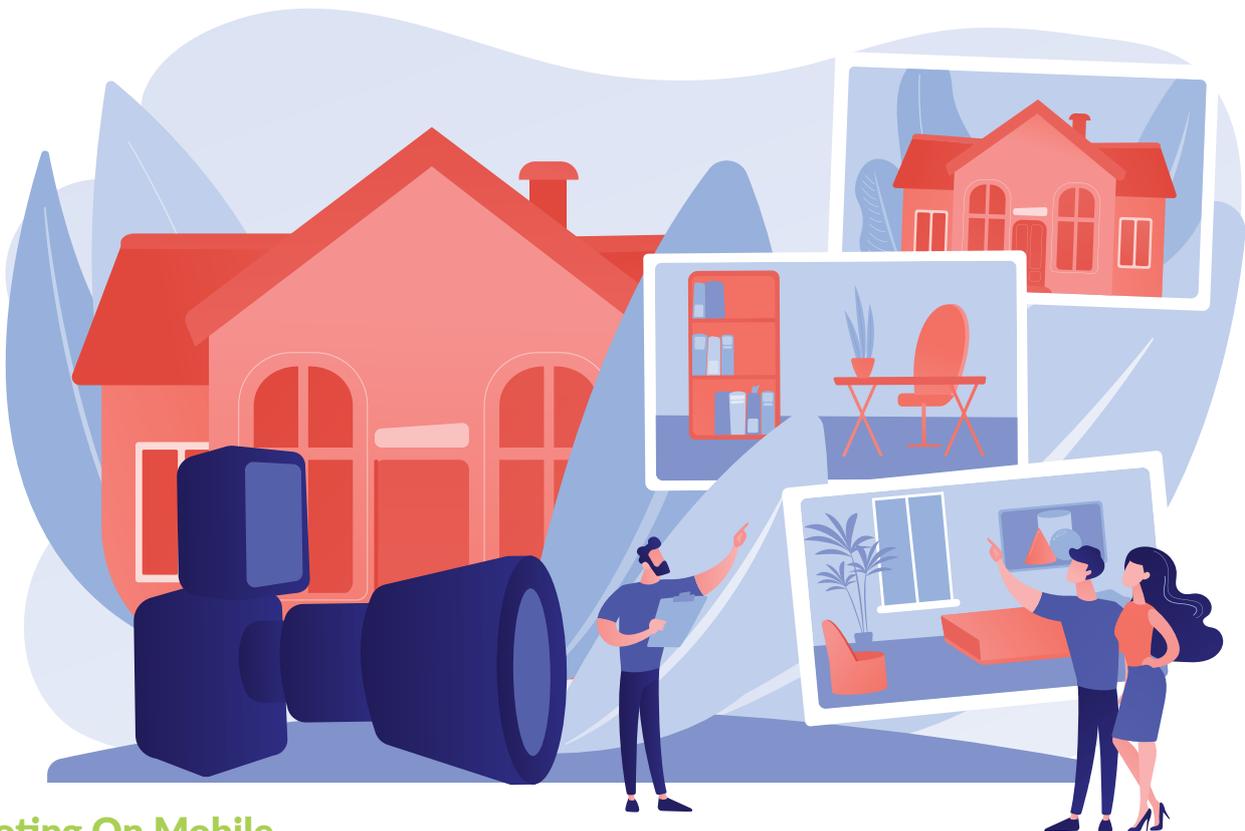
This shot gives a sweeping view of the room and provides the viewer with an immersive experience of entering the room.

## The Panning Shot

Best to showcase before and after visuals, the panning shot is captured by placing your gimbal on a table and panning the room slowly from right to left and top to bottom.

## The Detail Shot

Get buyers emotionally invested in the property by showcasing its enticing details, such as indoor plants, textured walls, and steel kitchen cabinets through the detail shot.



## Shooting On Mobile

If you are new to real estate videography and do not wish to splurge money on expensive equipment, shooting a real estate video on your phone is entirely doable. Although the quality of the video won't match one shot on a proper camera, it is not bad for the minimum equipment and time consumed. Using a good phone with a wide-angle camera adjusted to 4K for 24 fps, capture sweeping and panning shots just as you would on your regular camera to get good visuals of the home exterior and interiors.

## SECTION 3 : POST-PROCESSING

### Importance of Post-Processing

Videos give potential buyers the first glimpse of the home, so they must be created empathetically, keeping buyer and seller sentiments in mind. You want to exhibit the house in its best light while disclosing all its essential features. While the footage that

was shot plays a significant role in creating a compelling video, the power to make it an instant hit with the buyers lies in real estate video editing. So, to edit real estate videos, you need to understand how people think, feel, and watch them.

### What Are the Best Video-Editing Tools?

Tools	Pros	Cons
 <b>Animoto</b>	<ul style="list-style-type: none"><li>• User-friendly.</li><li>• Drag and drop user interface.</li><li>• Licensed music library with 3000+ songs, images, videos, &amp; graphics</li><li>• Easy adjustments to suit different platforms</li></ul>	<ul style="list-style-type: none"><li>• The free version comes with a watermark and limited templates</li></ul>
 <b>Adobe Premiere Rush</b>	<ul style="list-style-type: none"><li>• The cloud sync option allows using multiple devices.</li><li>• Suitable to video editors of all levels</li><li>• The motion graphics feature allows titles and transitions easily.</li><li>• Well-designed and organized layout.</li><li>• Shifts between Adobe Premiere Rush and Premiere Pro effortlessly.</li></ul>	<ul style="list-style-type: none"><li>• The free version allows only 3 project exports</li><li>• Has fewer video effects when compared to Adobe Premiere Pro</li></ul>
 <b>InShot</b>	<ul style="list-style-type: none"><li>• Simple to use because of its polished interface</li><li>• It has several stickers, filters, &amp; transitions, including frame freezing.</li><li>• The premium plan is affordable at \$2.99.</li></ul>	<ul style="list-style-type: none"><li>• Imported videos on InShot come with watermarks for the free plan.</li><li>• The app doesn't allow to zoom and pan across images.</li><li>• Dated and complicated export process.</li></ul>

# Editing Tips for Stunning Real Estate Videos

**Select the best shots and angles:** Start your video with a cool drone shot or a gorgeous view of the home exterior and shoot the video in such a way that transports the viewer inside. Show each room from various angles and shots - wide, medium, and close-ups to give the buyer a comprehensive understanding.



**Make use of transitions:** Use video transitions such as simple cuts, fades, dissolves, slides, and 3D animation to add to the flow of the video.

**Cut out mistakes and flaws:** While editing real estate videos, cut out any mistakes that could have happened during video filming, like shakiness. However, refrain from covering up real flaws in the listing, as it is considered malpractice.

**Don't overdo the effects:** Add color, alter saturation and adjust exposure, but don't overdo video effects.

This is an example of

### Overdone Editing



### An Aptly Edited video



For more [real estate video editing tips](#), click here.

## Sharing Your Real Estate Videos

If you have managed to create a real estate video from scratch, congratulations because it's not everyone's cup of tea. However, then comes the next task - putting it out for the world to see. Distributing them to as many relevant people - people in your neighborhood looking to buy, sell, or rent is key to reaping success out of real estate videos. Following are the various channels of distribution to consider:



Website



MLSs



YouTube



Social Media

As you create real estate videos, remember that brevity is key. You lose viewers every second as the average video only retains 37% of viewers till the end, according to Wordstream. So, keep your story crisp by including only the engaging material, and do not drag it.

# Styldod's Video Editing Service

We create stunning videos that sell listings for top dollar.

Once real estate videos are shot, putting them through post-processing can be a hassle. If you lack the time or expertise to edit your videos, Styldod can help you turn them around in 48 hours at unmatched prices. Use our **single property video service** for stunning, and professional real estate videos. We also create immersive **360-degree virtual tours**.

Know more

Styldod is a design-tech company that aims to simplify real estate marketing and help agents present homes in their most favorable light online by reimagining and automating the listing photography process. Having begun as a virtual staging company, today, Styldod has affordable and best-in-class products and services for every facet of real estate marketing and photography. Styldod's suite of services include virtual staging, image enhancements, floor plans, virtual renovation, 3D renders, 360 degree virtual tours, and Matterport virtual staging, to name a few. We're trusted by over 10,000 realtors from all over the US and from companies like ReMax, Coldwell Banker, Keller Williams.

Our Services:

Virtual Staging

Property Websites

Virtual Renovation



# Styldod

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