

AGENT TIPS

FILMING A VIDEO INTRO

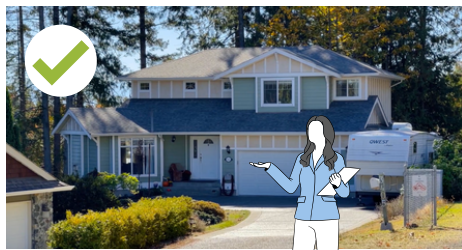
Property videos are as much about selling yourself as the property.



Cheryl Fraser
Operations Manager

SELECT AN APPROPRIATE LOCATION

- Determine if the subject is you, the home, or the view
- Ideally the sun should be behind the camera, providing lighting for you & the background subject
- An exterior location works best for the flow of the video (outside -> inside)



PROFILE +
HOME FEATURE

3/4 BODY +
WHOLE HOUSE

WHOLE BODY +
PART OF HOUSE

AGENT TIPS

FILMING A VIDEO INTRO

DECIDE WHAT TO SAY

- Keep it short. 2-3 sentences is plenty!
- Convey authenticity. Do not read directly from a script
- Pick a few points to hit & speak conversationally to the audience.

SHORT INTRO SAMPLE

"I'm Susan McAgent with Real Estate Brokerage Co. Welcome to 1234 Address Street in Beautiful Local Neighbourhood, BC"

"Looking for a [descriptive feature] home in a [descriptive] location? Welcome to 1234 Address Street in Local Neighbourhood, BC. Let's take a look."

LONGER INTRO SAMPLE

"I'm Daniel McAgent with Real Estate Brokerage Co. Prepare to be captivated by [every breathtaking view] that awaits you in this remarkable property. The attention to detail is evident in every corner, from the [feature] to the [feature(s)] that adorn each room. Take a tour of 1234 Address Street in Sunny Local Neighbourhood, BC"

"This property offers more than just exquisite beauty; it boasts [feature(s)]. But, the true allure of this property lies in its location. Situated in the prestigious [neighborhood/district], you'll find yourself just moments away from [landmarks/attractions]. I'm Daniel McAgent with Real Estate Brokerage Co. proudly presenting 1234 Address Street. Please, enjoy the tour."

CONTACT

TEXT US AT 778-410-2176

www.standardres.ca

 standard