



V I D E O

S T Y L E

G U I D E

TWO STYLES

Rather than one uniform mid-tempo video, Real Estate video is trending toward two extremes:



EDITORIAL/ARCHITECTURAL

Slower, more detail shots, "old style"



HYPE/VIRAL/SOCIAL

Big speed ramps, quick cuts, editing tricks

Both of these styles can be achieved from the same footage, following this style guide.

WIDE SHOTS



Keep it simple. Long linear push-ins, sophisticated orbits.

Push-Ins - Start the shot as far back as possible (in the next room!) keep pushing as far as you can go.

Orbits - Choose a focal point, orbit around it trying to get as many axes of motion as you can at the same time. Left-right, forward-back, up-down.

DETAIL SHOTS



Architectural shots of the space not just close ups of things. Create Windows. Capture the space. Find a good still detail frame, then add motion to it. (Orbits & side-to-side are best)

Tips/Tricks - Capture the way the sun hits the room. Get every architectural detail. Shoot close ups of textures (tiles, woodwork)! Try backing up, shoot through doorways. If you're having trouble finding detail shots, start where you got your wide shot from and just put a telephoto lens on. You'd be surprised how much compression changes things.

DO NOT - Just shoot lighting fixtures. Or start every detail shot by wiping from behind a wall.

MINIMUM SHOT COUNT:
KITCHEN, LIVING, PRIMARY, EXTERIOR
3 WIDES | 3 DETAILS

Fantastic Breakdown of Different Shots www.youtube.com/watch?v=IUh1xcsBZvk

(Obviously capture the whole space and the whole property, these are just minimum shot count requirements for the most essential rooms in the home.)

GENERAL STYLE

WIDE SHOTS

Longer, linear, give more tail at the beginning and end for speed ramps

Think of them in terms of linear pushes and orbits

Using the same motions throughout a house creates a seamless edit

DETAIL SHOTS

Create windows, shoot through things.

Shoot the feeling of the space, not close ups of the things in it.

Shoot detail shots of the **exterior** too!

AGENT SEGMENTS

Always be moving the camera. Always suggest to the agent that they should be moving too

Motion creates visual interest and grabs the viewer, still agent or camera almost always looks awkward.

If the agent seems energetic/is more focused on social media, move FAST, walk with them, use your wide lens.

If an agent is more relaxed, or seems less focused on a poppy social media reel feel free to move slower, gentler.



We are the experts, agents want our advice, if we give it to them and set proper expectations they will trust us.

Script - Encourage them to be concise.

The Shot - Move the camera, tell them to move, light them well.

Time - When you get there set expectations. You're there to shoot & help with the script, not write it from scratch. If they have no idea what to say, give them some tips, and tell them you'll go shoot the house while they write, and you'll shoot them at the end.



DIRECT THE AGENT

SCRIPT TIPS

DO

Pick **one** feature of the house (the property itself or the lifestyle) and make it the hook.

"With a backyard like this, who needs a vacation?"

"Want to see the best kitchen in Wellesley? Come with me."

"If you're looking for a rare find in the #1 School district in MA, you're gonna wanna check this out"

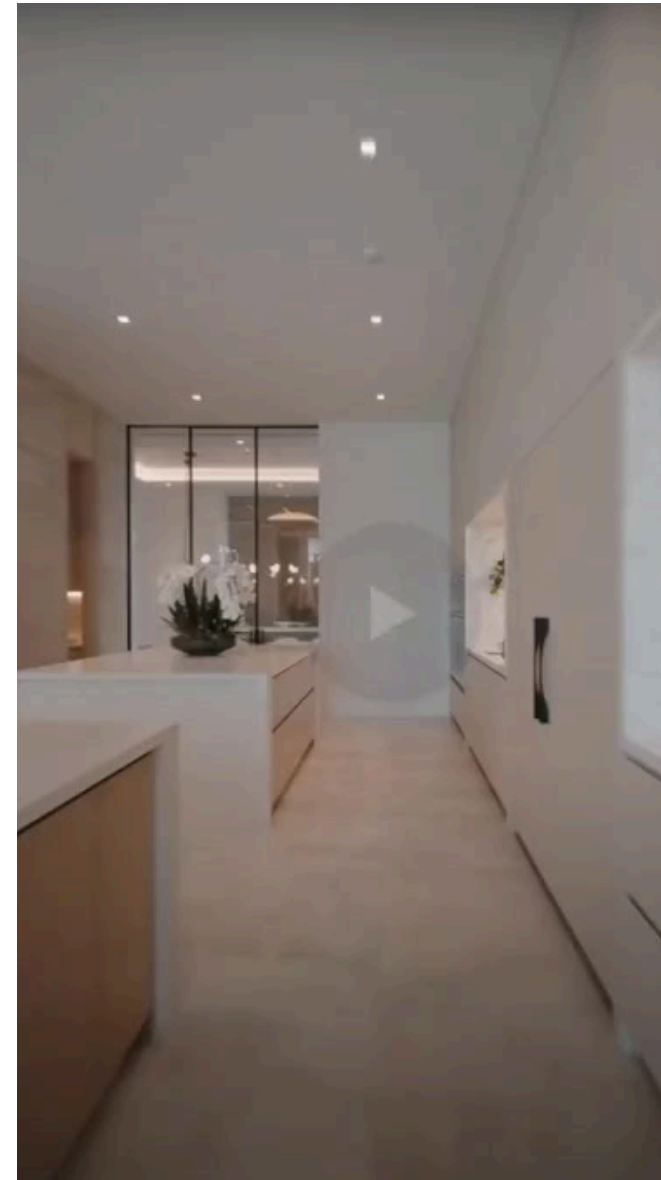
"This is what it's like to live in the most exclusive golf club in MA.

DON'T

Say your name

Say "Welcome to..."

POP OUT AGENTS | POP OPEN DOORS | POV SHOTS | HOUSE DROP



HYPE VIDEO TRICKS