

### **The Video:**

The most successful listing videos are entertaining and emotive.

Don't focus on all the details of the listing that are already covered in the other parts of the marketing package,

(eg: 3 bed 2 bath, double garage. these are already detailed in photos and listing text)

Use the most interesting aspects of the listing, the immediate environs and any compelling stories associated with the listing.

Eg: great community atmosphere, local markets, beaches and parks, spectacular views...

Focus on the emotional story to let the audience visualise themselves living in that home and what it would mean to them.

Tell an engaging story with the the new home owner as the key character.

Each listing is unique and will have a unique story to tell.

Talk to the existing owner/vendor and get some insight, think about what a potential buyer will fall in love with.

Successful videos require planning and a genuine engaging script/story.

Keep the message short and punchy, ideal duration is under 2mins so as not to lose your audience mid video.

### **The process:**

Use the provided template as a start to your compelling script. Once you have made some notes sit down and type out your script, this should be a tidy and concise script that you have practised and can deliver confidently. Knocking out a script on the way to the listing shoot just wont cut it.

The shooting order usually runs like this;

Arrive on site, we then review your script while we do a walk around of the property looking for the best shoot locations.

Shoot a live opener to camera introducing yourself and the listing.

Then record your complete script as a voice over including the parts you intend to deliver live to camera. (you do not appear on camera for this! for audio only)  
no pressure, a good warm up.

Next we shoot the body of the listing content. This involves you interacting with the main features of the listing that we refer to in the script. Keep plenty of movement and don't be afraid to interact with props, this helps you look natural and authentic. Walk through spaces, sit and enjoy outdoor living areas, read a book in the sun, there is always something you can use.

After getting the shots covering those features we move on to the live delivery to camera. 3 or 4 pieces are typical.

Pick the best aspects of the listing to showcase. Talk directly to your audience and imagine they are right there listening to you at the time. Keep these deliveries short and fun.

Combine the spoken delivery with some action, it helps you to look more natural. Open the BBQ cover while talking about the outdoor living, dip your foot in the pool, pat the family dog. Use anything available to give you some action while you speak.

Finally we shoot the closing statement to camera.

This is your call to action. Directly address your audience. Engage them with a final poignant statement. Be authentic and approachable.

# Listing Video Template

Media Masters 2016

Timeline <i>Only an approximate guide</i>	Script	Shot Description	Notes
0-15 sec	Introduce yourself and the listing	Opening scene revealing you and the home, hero shot of home that will become the video thumbnail.	Introduce yourself to the viewer. Introduce the listing in an interesting way using one of the most desirable features of the home. Such as: enviable location, views, unique features.
0:15 - 1:15	The story of the listing	Move through main features of the home	<p>Use lots of movement, move through connected spaces and show the best features of the home and surrounds.</p> <p>Only choose 5 or 6 key features, don't try and cover off every single detail of the listing. Focus on emotive aspects and keep your delivery upbeat and engaging.</p> <p>Print out your script and practice it! Then use it as a guide and feel free to change it up on the day. If you know it well and are not reading from paper, your delivery will be far more natural and authentic.</p>
1:15 - 1:45	Closer/Call to action, make it emotive and genuine	Use another feature location	It could be the fantastic views, the outdoor living, or even in the spa pool! get creative and have fun with it.
1:45-2min	End graphic	Full screen graphic with contact details	Please provide end graphic as JPEG, PSD, EPS... dimensions: 1920wide x 1080high pixels. RGB colour. We can create this graphic for you if you don't have one prepared for an additional cost.