



## Script and layout for YouTube Videos

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### 1) Introduction

You will want to create one branded version and one unbranded version. Real Estate Technology Experts will be providing you with a non-branded version. You will use your camera to create your branded intro

#### Script for introduction

*Hello and welcome to the Everyday Open House, where you can view homes online 24/7.*

*Before you view this home on the tour, here is some free, no obligation material you can receive. Find out what homes in your neighborhood are selling for and receive a FREE email list of all homes that match your home buying criteria including pictures, addresses and full MLS details. Included, get a list of bank foreclosures, distress sales and bank owned properties and if you are looking at getting a home loan – we can send you information on getting lower interest rates than your bank offers.*

*Click on the link provided in the information column to get this Free, no obligation information.*

*Enjoy touring this home*

### 2) THE HOME TOUR GOES HERE

Shots to get for the home tour video.

- A) Front of the house – Wide shot to show the entire house in order to show curb appeal.
- B) Front foyer from the door to give a first impression of the house when the person walks in.
- C) Kitchen

- D) Living spaces
- E) Dining Room (if applicable)
- F) Master Bedroom / Bath
- G) Bedrooms
- H) Ensuite / Powder room
- I) Backyard
- J) Basement (if applicable)

### 3) NOTES BEFORE YOU BEGIN

- Make sure the home is clean and tidy. It should be in showing condition.
- Keep camera steady and fluid as you shoot the exterior and interior of the home.
- Not necessary to zoom in or out. Pick one good position for each shot and move the camera alternating shots from right to left and then from left to right.
- Hold the camera at eye-level to mimic a viewer walking through the home
- Cover each room from 3 different angles. You won't need all these angles but it makes sense to get more than less when videotaping the home
- Turn on all the lights in the room or series of rooms that are in the shot
- Close all blinds or curtains. This is to avoid mixing interior and exterior lighting. Also you don't want anything backlit.
- Leave 5 seconds at the beginning and end of each shot. Do not hit the record button and start the shot right away. Press the record button, steady the camera, hold on the opening frame for 5 seconds and then complete the shot. Hold onto the last frame for 5 seconds as well.
- Delete or erase shots that don't work out. This will save you time in editing. Just keep the shots that are good to use.
- Turn off all date and time stamping
- Don't videotape more than 5 minutes

Shots you will want to get. REMEMBER KEEP THE CAMERA AT EYE LEVEL AND VIDEOTAPE WITH SLOW, STEADY PANS. Try to

mimic a person looking a home, moving their eyes from left to right, right to left. No Zooming necessary.

#### 4) CONSIDERATIONS

- Additional Lighting
- Agent on screen
- Audio Recording
- Time of Day
- Wide Angle Lenses
- Tripod
- Walking Talking Tour

#### 5) Video Outro

##### Script for Outro

*I hope you enjoyed the tour. To receive your Free information package, including information on this home, a FREE special report on the 6 Biggest Mistakes Buyers Make When Purchasing a Home and How to Avoid them and a Special Report on How to Obtain the Best Financing, simple click on the link in the information column or visit the website at the end of this video. Thank you for watching.*