

Resources for Recording a Video Tour



FUNNEL

A 101 Guide to Video Tour Recording

With social distancing, video tours are the easiest way for you to continue leasing. Conducting a good video tour on the other hand, can be quite the daunting task. To help ease your stress, we've compiled a guide with useful tips that will transform you into a leasing agent-turnt-videographer (ok, not entirely, but pretty close).

What Makes a Great Video Tour:

- Horizontally oriented recordings. Turn your phone sideways and double check that you have enough storage space and battery power to last throughout the tour.
- Tons of good lighting. Roll up all the blinds, turn all the apartment lights on and try to let in as much natural light as possible.
- A well staged apartment. And yes, that includes the front door.
- Unshaky footage. You don't need to buy anything special--your phone should have a stabilization built-in but you can also use apps like Moviepro that have special stabilization settings.
- A polished video from start to finish. Embellish your video with landing slides.

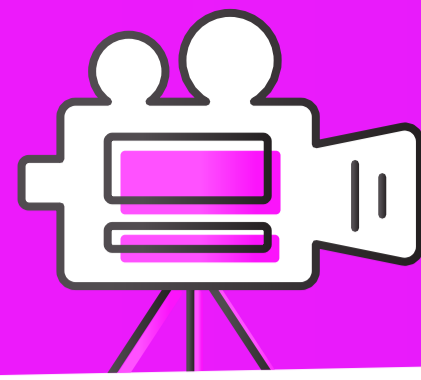
Do's

- Start your video from outside the front door, and carefully enter the apartment without showing your hand.
- Move slowly and gracefully, so viewers can take everything in at a good pace.
- Do a walk-through prior to filming to orchestrate your video tour pathway.

Dont's

- Move up and down continuously. You don't want your prospect to get dizzy so try to stay centered.
- Waste time showing coat closets (unless they have phenomenal storage space).
- Forget to clean the apartment.

Easy as 1,2,3

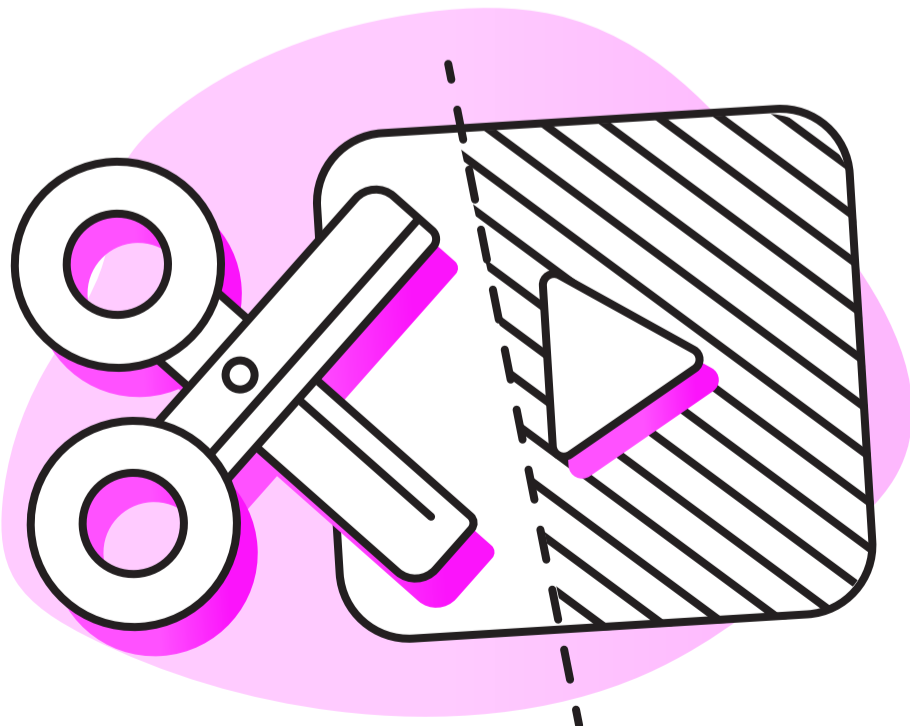


1 Prep for Success

Have your phone charged, window blinds open, counters clean, and a plan for your walk-through. A little prep goes a long way and will help you save time in recording and editing. Additionally, ensure settings on your phone are optimal for filming (brightness, stability, etc.).

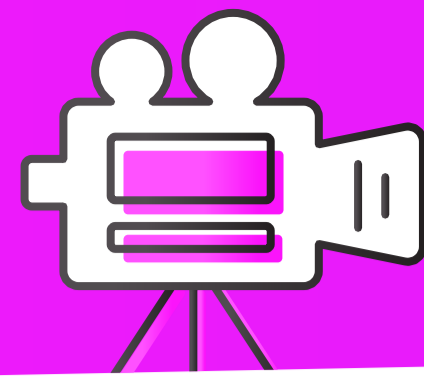
2 Film and Pan Like a Pro

You can adjust brightness, stabilizer, clarity, and width all within MoviePro. We recommend using “wide” or “dual wide” for width, and “standard” for stabilization.



3 Edit and Share

Save multiple videos, shorten each to the portions you want to use (trimming setting), and upload to your editing app of choice. You’ll be able to add transitions and make further edit from there. Read on for further editing instructions.



- 1 Download apps to record, edit, and share your video.**
We highly recommend the following:
 - MoviePro to record and add transitions
 - Video editor for splicing and trimming
 - Canva to add Title slides and music
- 2 Set up your settings to record your video:**
You can set brightness, stabilizer, clarity, and width within MoviePro. We recommend wide and dual wide for width, and standard for stabilization.
- 3 After a few takes, open your editing app and allow it to access your photos and videos.**
Select your favorite takes and trim your videos beforehand, so that you know which parts you want to include in the final video.
- 4 Add smooth transitions in-between clips for a better flow**
Make sure you save multiple videos and choose which portions of each video you like the best. Use an app called 'Video Editor' to splice videos and add transitions.
- 5 Open Canva on your browser, and click "video" where you will be navigated to a wide variety of design layouts.**
Choose your favorite layout, upload your edited video, drag it to the screen, and edit the title/colors to your liking.
- 6 Add a little bit of zest to your video**
From Canva, you can also add in music from a vast library of music options that are completely legal to use.
- 7 Hit save, download, and share where needed.**

Check out our video tour example at:
funnelleasing.com/video-tour-guide

