

6 Tips for Shooting Better Real Estate Video

I've been shooting video now professionally for over 20 years and these are my 6 top tips to help you Shoot Better Real Estate Video.

These tips have been gleaned from many years shooting experience and what has worked well for me and lessons learned from my mistakes.

1. Site Visit

- I will just about always insist on a site visit to the property wanting to be shot if possible.
- Get a feel for the properties size, views, sunshine angles, potential obstructions if you are going to be flying a drone.

2. What are you Selling?

- I always ask the Real Estate agent or vendor what it is they are selling? for eg. the location? The views? The modern architecture? A home for a family? Etc etc
- Whatever the answer is to the above question is what you have to show or convey in your video

3. Script before Shooting

- If your video is going to have a voice over or the agent is going to narrate the video, make sure you or they write a script for the video. This script will then become your shot list for the video and what you need to cover when shooting.
- Even if there is no voice over or narration I will still make a bullet point list of what I need to cover when shooting which I gleaned from step number 2 above.

4. Only Shoot Bluebirds

- Only shoot the video on blue sky fine days. Its your job to maximise how good this property can look so give yourself every advantage by only shooting on fine days and preferably in morning or evening light. I prefer the morning.
- This may not be possible in every case and you will get pressured by the agent or vendor to sometimes shoot in less than ideal conditions....stick to your guns! You are most often judged by your last job or video produced so make it look fantastic

5. Wide and Straight

- I always shoot real estate interiors with a wide angle lens but watch you don't distort the vertical lines in your shots as some wide lens can do. My goto wide lens is the Tokina 11-16 lens which is rectilinear which means it doesn't distort verticals. You can see my current video kit I use to shoot real estate video on my website.

6. Less is More

- This is a video editing tip. In my experience I have found that the finished video should be 1-2 minutes in duration max. The video should act as a teaser showing the highlights of the property and leave your viewer wanting more. If the viewer then picks up the phone wanting to know more about the property in question, then your video has done its job.

If you have any questions, drop me a line at info@grantjohnston.me

Happy Shooting

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