

How to prepare your home for video marketing



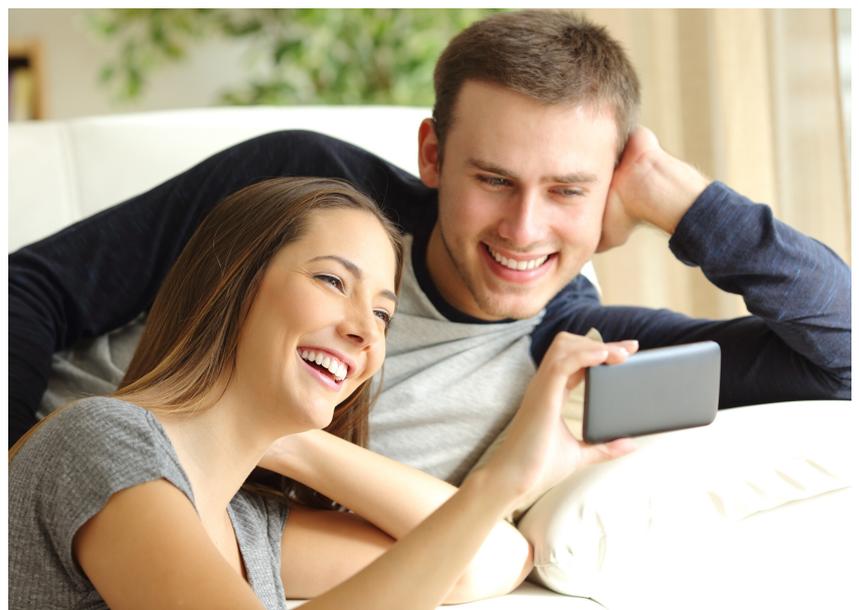
Let's talk video

Who would of thought even just 6 months ago, that I would be writing a guide on how to prepare your home for video marketing.

In just a short period, life as altered so much and people across the country have had to adapt to a new way of life both personally and professionally. It has even changed the way we sell and buy homes.

Covid-19 does not mean that your home will not sell. It does not mean that you cannot move. What we have had to do is tweak the way we work, the advice we give and the people we can show around your home.

Today's focus is on video marketing.



""Virtual Viewings using minimise risk.

It helps to ensure we only bring around serious buyers that have in effect have already viewed your home!"

HOW TO PREPARE YOUR HOME FOR VIDEO MARKETING

Video marketing is not new. It is something we have embraced for almost 3 years at JDG. However what has altered is people's opinion of it. It is now essential when it comes to marketing your home for sale.

Before anyone books to view your home for sale, they need to virtually view your home first, and what better way to get a true picture than a walk through video. The question is what do you need to do to ensure your estate agent creates a great walk through video?

In the past, an estate agent could help you physically with the preparation. Because of Covid 19, we are now not able to do this as we can't touch your personal belongings. We can though advise you on what you need to do still!

The main thing is that your video needs to show your home in its best possible light. Here are our top tips.



Step 1. De-Clutter

It goes without saying that any homes looks better when it is tidy.

You need to really tidy up. Kitchen worksurfaces should be clear, beds dressed and any ornaments minimised.

Step 2. Move away any bulky furniture



It is always best to film a property video from the corner of a room in a sweeping motion.

It will be filmed landscape as it will then show your home better on the property portals and social media channels.

Make sure any bulky furniture is angled away from the doorways so your agent can really capture the room.

Step 3. Limit any potential noise



It goes without saying that the dishwasher, washer machine and TV need to be turned off!



Step 4. Leave your doors open

Prop all your doors open.

Videos always look better when they flow from room to room.

You don't want close ups of your estate agents gloved hands, fiddling with door handles.!

Step 5. Turn on the lights, pull back the curtains

Your home needs to be shown in the best possible light, so please pull back the curtains and blinds in preparation.

Also, please switch on lamps and lights.

Nobody wants to view a home that looks dull and gloomy.





The Filming

The filming needs to be smooth, the video not too long and the camera angle needs to show off your room fully. This is why we have invested heavily in the latest wide angle lens iPhones for our team.

Each of us are equipped with a Iphone 11 pro max so we can shoot sharp 4k video. The Ultra wide camera capture four times more scene making it perfect for shooting property videos!

If you are thinking of moving, please get in touch. Video is here to stay, however it is just part of a new way of marketing at JDG. Lets make sure your sale is both safe and succesful!

Call us on 01524 843322 or email me michelle@jdg.co.uk, or lets connect via facebook messenger!

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