

The Remote Agent

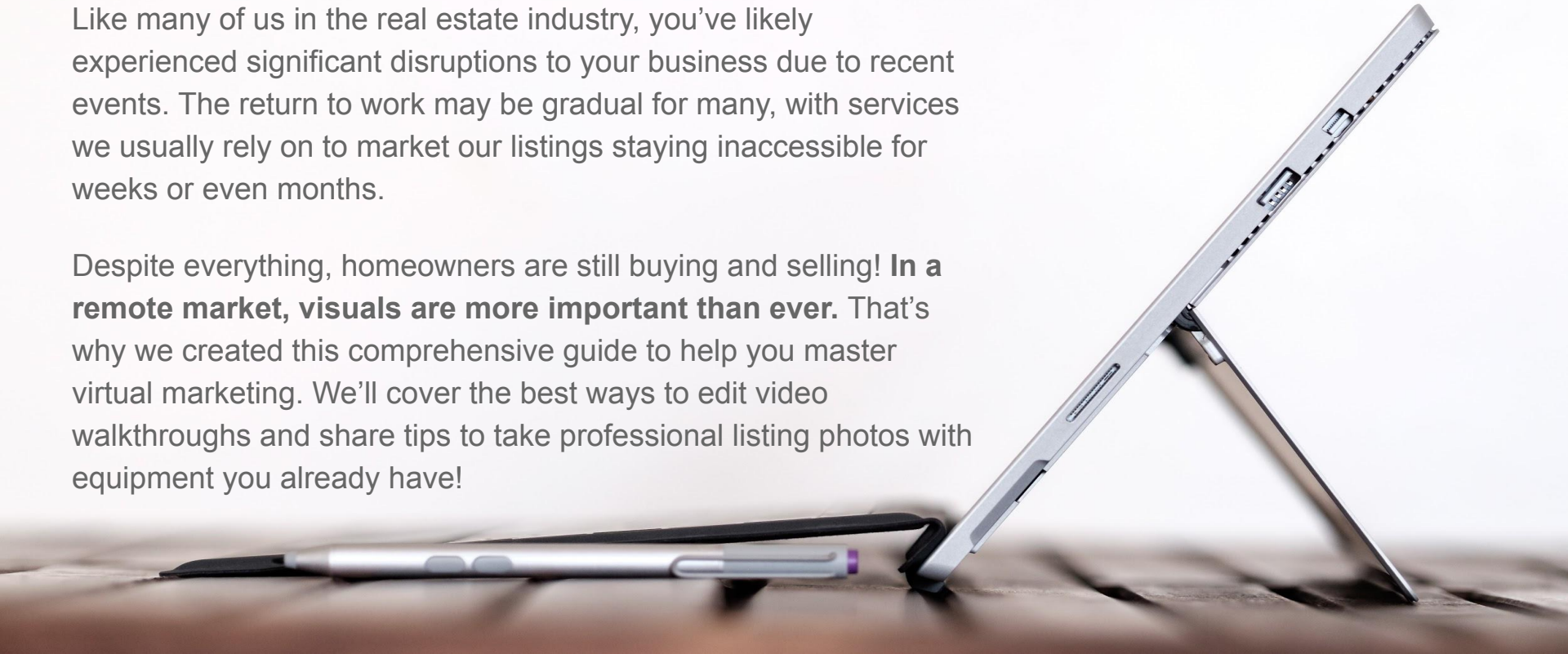
A Digital Advertising Guide
for Today's Market





Like many of us in the real estate industry, you've likely experienced significant disruptions to your business due to recent events. The return to work may be gradual for many, with services we usually rely on to market our listings staying inaccessible for weeks or even months.

Despite everything, homeowners are still buying and selling! **In a remote market, visuals are more important than ever.** That's why we created this comprehensive guide to help you master virtual marketing. We'll cover the best ways to edit video walkthroughs and share tips to take professional listing photos with equipment you already have!



Part 1:

Video Editing



Video walkthroughs and virtual tours are powerful marketing tools, especially in the current market.

If you have vacant listings, you may be able to go and shoot a video walkthrough of the property yourself. If the homeowner is still present, you may need to have them shoot the video for you. In that case, you can share our tips with them to make sure you get the best video possible!



Video Walkthrough Tips:

- Shoot the video in **landscape mode**. Portrait mode will make the property seem smaller than it is.
- Take the video when there is plenty of **natural light**.
- **Declutter** the property as much as possible before shooting. You can pause filming to move clutter between rooms.
- Don't worry too much about background noise - you can **add music** when editing the walkthrough.
- If your homeowner is taking the video, be on the phone with them at the time or send recommendations for what **areas to focus on**.
- Use a file sharing service like Dropbox or Google Drive to transfer the file to avoid loss of quality.



If you are willing to take on the challenge of editing your own walkthrough videos, there are free software options available for every operating systems

Apple computers and iOS devices can take advantage of Apple's powerful **iMovie software**. This free video program is typically bundled with computers, or can be downloaded to your device from the app store.

Windows users have access to **Movie Maker**, which can be downloaded from the Microsoft Store.



Want to go beyond built-in options? Here are some of our favorites, from basic to pro:

- Camtasia is a simple video editing app that has a free basic version.
- DaVinci Resolve is a powerful free video editing tool. Their paid version has even more robust features.
- Ready to go pro? Adobe Premiere Pro has every editing feature you could need for \$19.99/month. This has a learning curve, so consider starting with more basic programs or finding training classes on how to make full use of all the tools available.

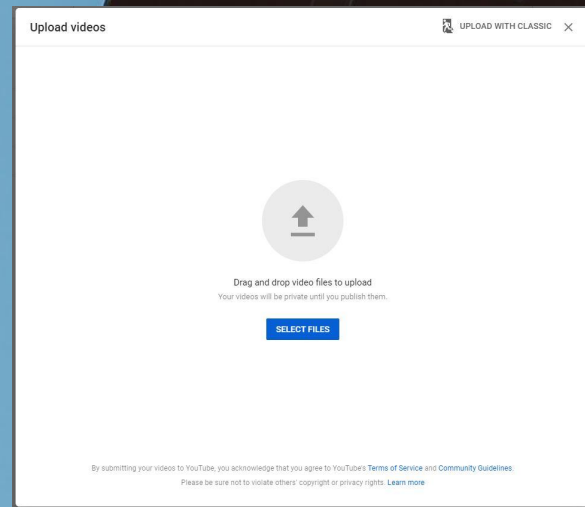
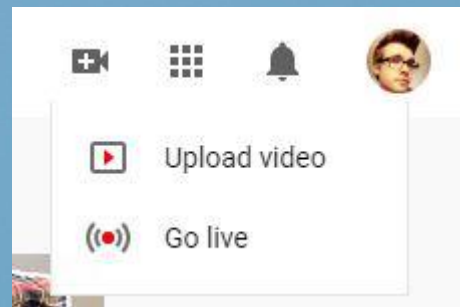


If you're completely new to video editing and aren't ready to commit to learning a new tool, **YouTube offers basic video editing right on its platform!** Since you'll need to upload your video to YouTube before adding it to your listing anyway, this is the most accessible option and the fastest choice if you're in a hurry.

If you don't already have a YouTube account, you'll need to create one before beginning this tutorial.



- Once you've logged into your account, click the Create icon at the top right-hand corner of the page. It looks like a video camera with a plus sign in the middle.
- Select **Upload video** from the drop-down menu.
- Click the blue **Select Files** button on the following page and upload your walkthrough footage. You can also drag and drop the video onto the page.



- After your video uploads, you'll be able to add a title. We recommend using the street address of the property and "Virtual Tour" or "Video Walkthrough".
- You'll also be able to add a description. Don't overlook this step - you can use this space to share some very important information, such as:
 - The best features of the property
 - A link to the listing
 - Your contact information
- Once you've completed all necessary fields, click **Next**
- Until you've made your edits and added your music, keep your video privacy set to **Unlisted** or **Private**.

123 Main Street Walkthrough

Saving draft...

1 Details 2 Video elements 3 Visibility

Details

Title (required)
123 Main Street Walkthrough | 28/100

Description ⓘ
Tell viewers about your video

Video link
<https://youtu.be/WfVqggoIbRU>

Filename
3 Simple Light_Lens flare - Chroma Key ...

Thumbnail
Select or upload a picture that shows what's in your video. A good thumbnail stands out and draws viewers' attention. [Learn more](#)

Upload thumbnail

Playlists
Add your video to one or more playlists. Playlists can help viewers discover your content faster. [Learn more](#)

Playlists
Select

0% processed

NEXT

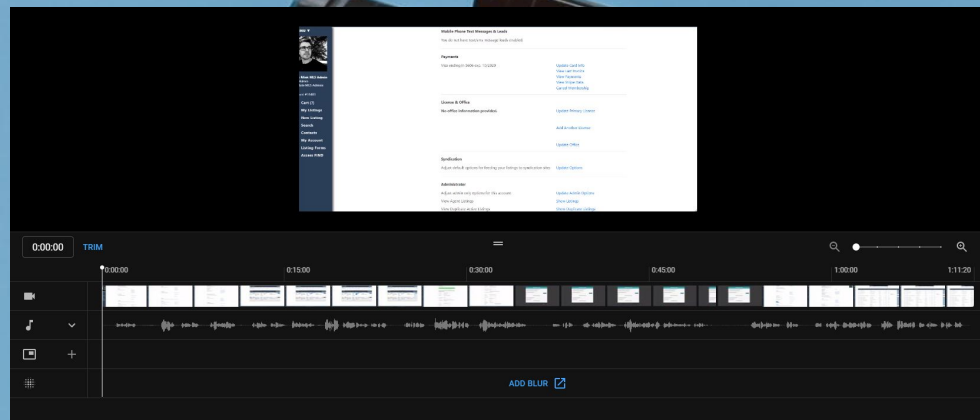
- Once you've saved your video, you'll be taken to the YouTube Studio. To access this later, click your profile icon in the top right corner of the page and select **YouTube Studio**.
- From the YouTube studio page, click **Videos** on the left hand side of the screen.
- Your newly created video should be at the top of the list. Click the video thumbnail to open the video details page.
- On the left hand side of the screen, find and select **Editor**.



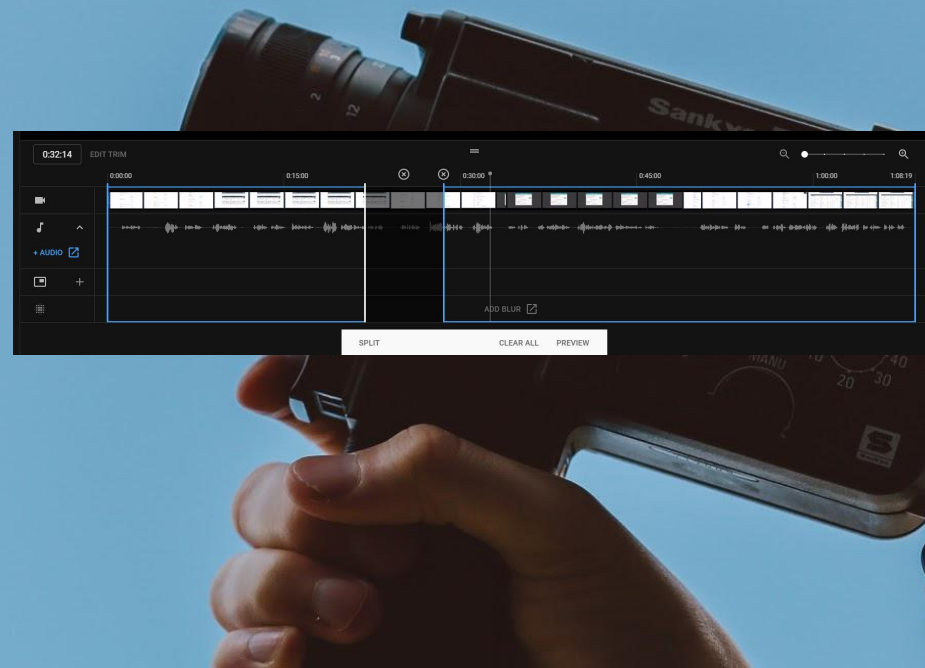
This editor will allow you to remove sections from your video, such as setup time at the beginning or pauses between rooms.

To eliminate a section of video, select the **Trim** option on the left hand side of the preview window.

This will highlight the video clip on the bottom of the screen. You can slide the left hand side of the clip to eliminate the beginning of the video, or drag in the right side of the clip to cut out the end of the video.



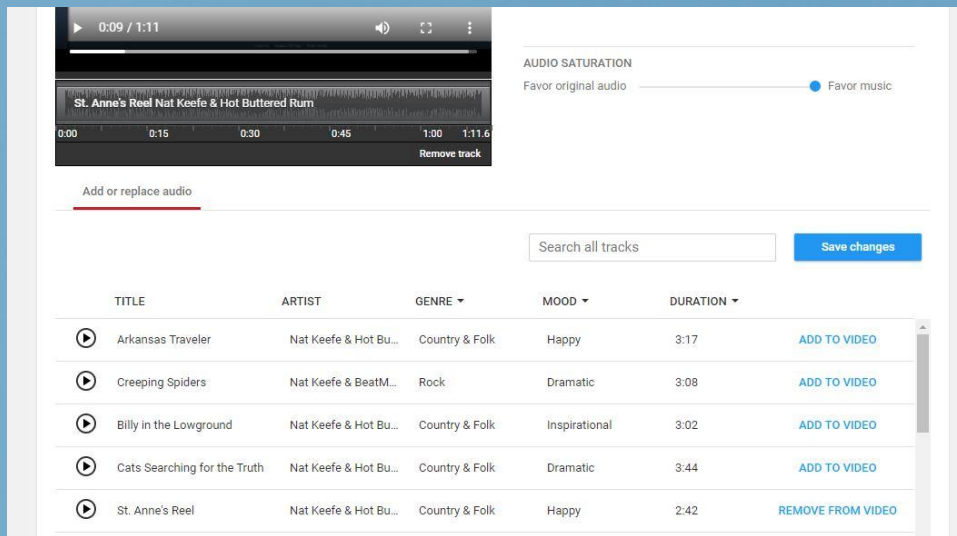
- To eliminate a section from the middle of the video, click to bring the play head to the section you want to remove or click the play button to find the section you need.
- Click the **Split** option at the bottom of the screen.
- This cuts your video into two pieces. You can now click and drag to shorten the individual clips and remove the unwanted video clip. You can use this option as many times as you want.
- To review your edits, click **Preview**.
- To finalize, click the Blue Save Button in the top right corner of the screen.



- YouTube offers royalty-free music for your videos. This can eliminate distracting background noise and mask the cuts you made while editing.
- To add music to a video, follow the previous steps to open your video in YouTube Studio. If you've just finished trimming your video, you'll need to let it process before you can add music.
- Once your video is open, select the **Editor** option again from the left hand side of the screen.
- This time, we will select the **Audio** option from the video player near the bottom of the screen; it looks like a music note.





- Click to expand the dropdown menu, then select the + icon to open the audio library.
- Browse YouTube's library to find the music that best suits your listing. You can preview songs by clicking the play button to the right of each song title.
- Once you find the song that you like best, click the **Add to Video** option.
- Doing this will add the song to your video. By default, this will overwrite the original audio of the video so only the music is heard. For ease of use, we recommend keeping this option.



The screenshot shows a video player interface. At the top, there's a progress bar and a play button. Below it, the current track is "St. Anne's Reel" by Nat Keefe & Hot Buttered Rum. A "Remove track" button is visible. Below the track, there's a section for "Add or replace audio". To the right, there's an "AUDIO SATURATION" control with a slider between "Favor original audio" and "Favor music". Below this is a search bar labeled "Search all tracks" and a "Save changes" button. A table lists available tracks with columns for Title, Artist, Genre, Mood, and Duration. Each row has a play button icon and an "ADD TO VIDEO" button. The last row, "St. Anne's Reel", has a "REMOVE FROM VIDEO" button instead.

	TITLE	ARTIST	GENRE	MOOD	DURATION	
▶	Arkansas Traveler	Nat Keefe & Hot Bu...	Country & Folk	Happy	3:17	ADD TO VIDEO
▶	Creeping Spiders	Nat Keefe & BeatM...	Rock	Dramatic	3:08	ADD TO VIDEO
▶	Billy in the Lowground	Nat Keefe & Hot Bu...	Country & Folk	Inspirational	3:02	ADD TO VIDEO
▶	Cats Searching for the Truth	Nat Keefe & Hot Bu...	Country & Folk	Dramatic	3:44	ADD TO VIDEO
▶	St. Anne's Reel	Nat Keefe & Hot Bu...	Country & Folk	Happy	2:42	REMOVE FROM VIDEO

- Once the video has processed, pull up your video by following the previous steps (Studio, Videos). Find your video and select **Visibility**.
- Select an option to make your video visible to others:
 - Public videos can be seen by anyone - they appear on your channel and in search results.
 - Unlisted videos can only be seen by those who have the link to the video (whether emailed or shared via social media).

Visibility	Restrictions	Date ↓
 Unlisted	None	Apr 24, 2020 Uploaded
 Private	None	Apr 23, 2020 Uploaded

☒ Save or publish

☐ Public

☐ Set as Instant Premiere ?

☒ Unlisted

☐ Private

☐ Schedule

CANCEL SAVE

Uploaded



Part 2:

Listing Photos



There are many advantages to hiring an experienced real estate photographer to take your listing photos. The camera and lighting equipment, professional editing, seasoned expertise, and “eye” that a trained photographer has create imagery that will entice potential buyers to request a walkthrough of a property.

That said, sometimes hiring a photographer is simply not possible - especially with current stay at home mandates and business restrictions. Here are our top tips for taking professional photos with your phone.

1. Clean Your Space



Tidy up before you start snapping. If you're in the process of moving or have a lot of clutter, move items out of frame or into a different room just for the shot.

Photos of a clean, uncluttered space make the property feel larger and allow the browser to imagine their belongings and family in the home. The more clutter in your space, the harder it is for someone to use their mind's eye to put themselves in your property.

2. Good Lighting is Key



Take your photos during daylight hours on a nice sunny day. Observe your property over time and note when you get the best natural light. Take (or schedule) your photos during that time so that your images look bright and welcoming to potential buyers. Depending on the direction your home is facing, midmorning will often supply the brightest, most flattering light.

It's okay to use the lights in your house, but they should be supplemental only. Artificial light will make the property appear smaller and less appealing.

2. Good Lighting is Key



Don't try to fix poor lighting with filters or drastic photo editing after the fact. Resist the temptation to use any distractingly stylized filters on your photo - this will discolor your photo and distract buyers.

A slight increase of brightness or clicking the "auto" enhance button on your editing software or iPhone is okay.

3. Use Landscape Mode



It's understandable to think that vertical photos are best since smartphones are so prevalent and vertical is their default view, but a vertical photo shows much, much less space than a horizontal image. A nice horizontal photo can show an entire room if shot correctly - and real estate photos are all about making spaces seem large, open, and enticing.

Getting a slight height advantage and shooting from the corners of a room can make it appear larger!

4. No People, Please!



The decluttering advice also applies to people and pets. A great real estate photo features only the property and leaves the rest to the imagination of the potential buyer.

If you are motivated to sell, take care to ask anyone who may be in frame to step out while you take your images, make sure you don't catch yourself in the mirror, and relocate any pets to a different room - no matter how cute they are!

Spot the Difference



Wondering how well these tips work? See if you can spot the differences between these two photos of the same room.

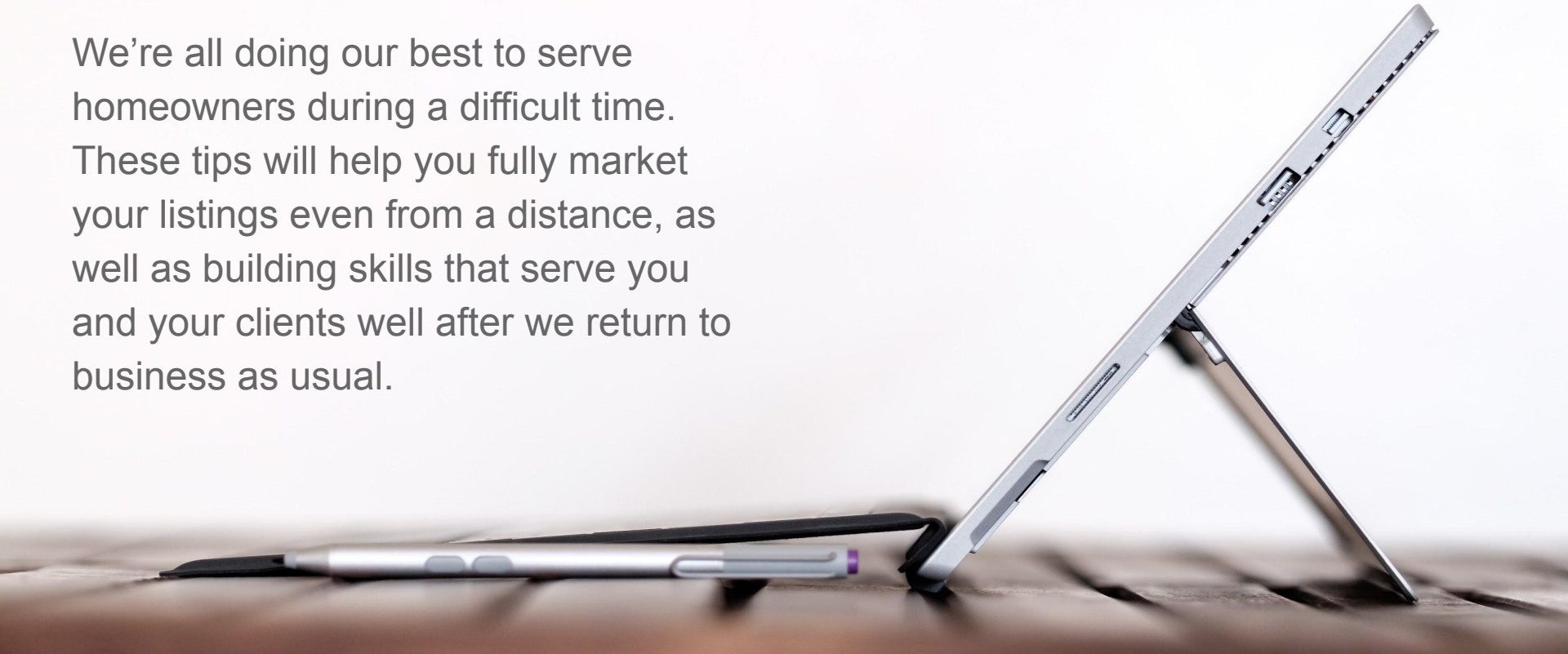
Which is more appealing to you?







We're all doing our best to serve homeowners during a difficult time. These tips will help you fully market your listings even from a distance, as well as building skills that serve you and your clients well after we return to business as usual.



About the Authors

As a senior member of the SLI team, **David Mink** has contributed to the development of many of State Listings, Inc's various platforms. With a background in both television and radio, David is the main voice for State Listings, Inc, giving training webinars and personal training, as well as hosting trade shows. When not at the office, David enjoys spending time with his family, recording music at his DIY home studio, or playing video games from his personal collection.

As State Listings' Marketing Manager, **Amanda Sternklar** is responsible for earning as much exposure as possible for our members. Whether that's through promoting listings through our social media or creating guides and webinars on getting the most from our services, Amanda helps our members grow their businesses every day. Outside of work, Amanda enjoys contra dancing, crocheting, and running tabletop games.

Hannah Kuznia is a wedding and event photographer living in Saratoga Springs, NY. Her company, Hannah Lux Photography, has been servicing weddings and events in New York and beyond since 2016. For more information, visit: hannahluxphotography.com