

Video Recording Tips

The best videos have planning that takes place before the actual recording. Who is going to speak – everyone or only one or two people? Are you on camera or just your project?

Your video should be between one and two minutes long. You will want to use your home flyer page as a guide of what you want to say on your video. Don't plan the video word for word, but have a bullet list of the key talking points in your video.

PART 1: HOME SUMMARY

- The name of the architecture company
- The street address of the home
- The total cost of the home
- The total area of the home (without the garage)
- How many bedrooms there are
- How many bathrooms there are

PART 2: INSIDE YOUR HOME

- Pick 2 or 3 of your most important rooms
- Think about how you can make people feel at home
- Tell why the rooms are great
- Tell people what fun things they could do in the room (For example, "Imagine your whole family gathering in our huge game room to see who is best at..." is better than "We have a huge game room".)

PART 3: OUTSIDE YOUR HOME

- Pick 2 or 3 of your most important outside items
- Think about how you can make people feel at home
- Tell why the rooms are great
- Tell people what fun things they could do in the room

PART 4: CONCLUSION

- Have a concluding sentence or two summarizing everything and letting people know this is the home of their dreams

Camera person – Do not have the camera constantly moving. Every now and then move in and out as needed to show various aspects of the project. When the camera is always moving it is very distracting to the viewer.

Be creative – Make it interesting – Make us want to watch the video again and again!!! It can have some humor, but it shouldn't be "goofy". The goal is to convince us to buy your house.