How to film great real estate videos on your phone

Tick each box as you go. Full guide: shafintaosifstudio.com/guides/film-real-estate-videos-on-your-phone/

Project _____ Date _____ Filmed by _____

What you need Your phone · Daylight · A tripod or gimbal

01 Start with the questions buyers and sellers ask

VIDEOS TO FILM

- [ ] What's the neighborhood like?
- [ ] Is now a good time to buy?
- [ ] How will you sell my home?
- [ ] What does this home feel like?
- [ ] You: Who you are and the area you know.
- [ ] Your listings: Tours, reels and open houses.
- [ ] Your clients: Happy buyers and sellers, in their own words.

02 Set up the phone properly

- [ ] Film tours horizontally for YouTube, your website and listing sites, vertically for Reels and Shorts. If you need both, film horizontally with space around the subject and we can crop.
- [ ] Use the main (back) camera. For small rooms, switch to the 0.5x wide lens, but keep the phone level so the walls stay straight.
- [ ] Hold the phone at chest height and move slowly. A tripod for still shots and a simple gimbal for walkthroughs make the footage glide.
- [ ] Clean the lens. It sounds obvious, but a fingerprint is the most common reason phone footage looks soft.
- [ ] Lock focus and exposure before each shot, so the picture doesn't pulse as you walk from bright rooms into darker ones.

03 Use the light the home already has

- Film at the brightest time of day, open every blind and switch on every light.
- Shoot with windows to the side or behind you rather than straight into them, or the room goes dark while the window turns white.
- Film the outside when the front of the house is in sun, and save the hour before sunset for the exterior and the neighborhood.
- Warm light sells a home, and consistent light lets us match every shot in the edit.

04 Get clear sound in an empty house

- [ ] Air conditioning, fans and appliances off
- [ ] Talking parts close to the phone
- [ ] Speak in carpeted or furnished rooms
- [ ] Back to the wind outdoors
- [ ] Notifications silenced

Optional upgrade A small wireless clip-on microphone is the one upgrade worth buying for walk-and-talk tours. It keeps your voice clear even across a room. It is optional, not required.

05 Talk like you're showing one buyer around

DO

- [ ] Look at the lens
- [ ] Point out what buyers care about
- [ ] Short lines between rooms
- [ ] Smile as you walk in

AVOID

- Read the listing sheet aloud
- Describe every room the same way
- Rush through the tour
- Start the whole tour over

06 Respect the seller's home

- [ ] Seller's permission: Agreed before you film, and where it's shown.
- [ ] Family photos: Taken down or out of shot.
- [ ] Mail and documents: Names and addresses off the counter.
- [ ] Security: Alarm panels, safes and valuables hidden.

07 Send the clips and let the edit do the heavy lifting

- Upload the original files from your phone to Google Drive, Dropbox or WeTransfer rather than sending them by messaging apps, which compress the video.
- In the edit we tighten the tour, smooth shaky moments, brighten and balance every room, add captions and property graphics, and deliver versions for YouTube, listing sites and Reels.
- If you'd like help planning your listings and weekly content, book a call.
- We'll plan the shots with you, then handle every edit.

Filmed everything? Send it to us.
Upload the original files to Google Drive, Dropbox or WeTransfer, then share the link. We edit it into a finished video, with unlimited revisions.

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