

# PRE-LISTING VIDEO

Differentiating yourself from the rest of the marketplace is something you need to be really good at. Cue the lights and camera because you're going to make a big impact by recording and sending a pre-listing video out to your Luxury Sellers prior to your presentation. Don't worry, we've got scripts, tips and tricks for you so you look your very best!



BERKSHIRE HATHAWAY  
HomeServices  
Florida Properties Group

LUXURY  
COLLECTION

## SCRIPT 1

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Hello! John Doe here with Berkshire Hathaway HomeServices Florida Properties Group Luxury Division. I wanted to send you a quick message. I recently mailed you my marketing materials for your home. I'd love for you to look this over at your earliest convenience. My company and I have a comprehensive plan to market your home across the world. Should you have any questions, please let me know. I sincerely look forward to marketing and selling your home. See you soon!

## SCRIPT 2

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Hello! I hope this message finds you well! In order for me to be as efficient as possible and to customize my marketing plan to your home, I have gone ahead and mailed you all my marketing materials. I want to make sure we prioritize your needs and exceed your expectations. When we meet over the next couple days, please let me know what questions you have regarding the plan. I look forward to getting a tour through your home and discussing the sale's plan. Please reach out if you need anything at all.

## DO'S AND DON'TS FOR FILMING YOURSELF

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- DO film in landscape mode (it's more professional)
- DO face the natural light (find a window!)
- DO use a tripod (if you can!)
  - If you are stuck shooting handheld, rest your elbows on a nearby object or use both hands to hold the phone.
- DO clean your lens
- DO find a quiet space to film and sit close to your phone for the best audio
- DO find a place that fits the mood of your film. Since this is going to luxury sellers, make sure the background is professional, simple and clean.
- DO put your camera in Airplane Mode to avoid messages or calls from ruining your video
- DO bring energy to your video - be yourself!
- DO dress for success. This is like a first impression!
- DON'T film vertically
- DON'T stand with a window behind you. When shooting indoors, position yourself facing a window and use the sun. When shooting outdoors, try to find a shaded spot.
- DON'T use the iPhone digital zoom (this makes the video pixelated)
- DON'T film in a noisy place. Turn off all TV's and close all doors.
- DON'T sit too far away from the camera/phone (this makes for poor audio quality)

# HOW TO: USING VIDEOLICIOUS

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## REGISTER YOUR ACCOUNT

*Note: You can complete this process from desktop/laptop machine, your iPhone, iPad or a compatible Android device.*

**Step 1:** Login into RSource Center

**Step 2:** Click on Marketing RSource

**Step 3:** Click on the Video Creation link

**Step 4:** A sign-in screen will pop up. This is where you will start to create your Videolicious Account – You can complete this process from desktop/laptop machine, your iPhone, iPad or a compatible Android device.

The form will be automatically populated with your user name and email. Should the name be inaccurate you may need to update the email address in Marketing RSource.

Choose a password to set up your Videolicious account. The password can be any combination of upper case, lower case, numbers, and letters. Click SIGN UP. A message will appear informing you that an email was sent to the address you used to sign in with.

(Important: make a note of your password – you will need it to access your account later in the Videolicious app on your device).

## GET THE APP & SIGN IN

*Note: Ideally, the next steps should be completed on your iPhone, iPad or Android device*

**Step 5:** Access your email from your iPhone, iPad or Android device.

**Step 6:** Look for an email from Videolicious. The email will contain a link that activates the account and will re-direct you to videolicious.com where you'll click the appropriate link for your device to launch the App or Play Store to the Videolicious download screen.

*Note: There is not a separate version of Videolicious for Berkshire Hathaway HomeServices. If you accidentally confirm the registration on a desktop or laptop the single use link will expire and you will need to manually launch the App Store on your iOS device or the Play Store on your compatible Android Device and search for Videolicious.*

## LET'S GET STARTED WITH THE VIDEO CREATION PROCESS, SHALL WE?

### Prepare your copy:

You should have a good idea of what you want to say in approximately 30 seconds. You can write it down, memorize it, or email it to yourself on your device where you can then copy the script from your email and paste it into the Videolicious teleprompter. You may be tempted to try and make longer videos but it may be helpful to know that according to realtor.com and Youtube and the average real estate video is abandoned after about 40 seconds.

**Talk & Tap** - Easiest way to get started creating videos with supporting footage.

### Gather your Supporting Footage (B-Roll):

First get started by shooting the supporting footage that highlights the features of the property you talked about in the script or sound bite. Using your iPhone, iPad or Android device camera or the Videolicious Add a Shot camera, take a few 10-15 sec video clips and/or photos that showcase the most interesting aspects of your listing.

### Record Your Video:

Now that you have your script and your supporting shots edited as needed you are prepared to make your first Talk & Tap video! Now it is time to tell your story. This is where you will shoot video, recording yourself talking (like a selfie!), while you tap the images you just selected – after you tap the first image or clip, the next one you selected will appear.

### Share your video through your device email:

Between the resources you have available through Marketing RSource as well as tools within Videolicious, after you create your video you have a number of options to share it. One option available from within the app is to take advantage of the ability to generate and send a trackable GIF link of your video from your mobile device.