



ADVANCED VIDEO 201

As you've likely read, heard, or learned, there's no doubt that video will take your marketing to the next level. We hope you've followed our best practices in Video 101 and "dipped your toes" in the pool. If so, you've discovered that the more you do, the more comfortable you'll become and the better your videos will be.

Are you ready for the next steps? Read on to learn how to "up" your video game!

▶ Make sure you've looked through our Video 101 guide first!



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TIPS FOR STARTING OUT

VIDEO 201

Improve the quality of your videos!



Advanced Video 201 is all about stepping up your production game to improve the quality of your videos as a real estate professional. This is a technical guide more than a strategic guide. Beware of GAS (gear acquisition syndrome) which will affect your ability to produce quality content for your clients. Your strategy and content always come FIRST!

Before you start on the journey of Advanced Video 201, make sure you have done the following:

- You've developed a quality content strategy
- You've created a consistent schedule for your videos
- You've mastered the basics of your phone camera and simple lighting
- You're comfortable with simple single-track timeline editing

You now want to

- Step up your audio quality
- Improve your video production techniques
- Add movement to your videos
- Dive into multi-track editing
- Give your shots a "professional production" feeling!

STEP 1-AUDIO

Step 1 – Your Audio

First things first, upgrade your audio. Before diving into any camera system aside from your smartphone you'll want to invest in quality audio equipment. The "gold standard" are wireless lavaliers for person-to-camera videos. Wireless lavaliers allow you to be in front of the camera, move and keep superior audio no matter what is happening around you. Even better is having a microphone that can grow with you during your journey in video. Keep in mind the convenience of portability, charging vs. batteries, and future compatibility.



NOBODY WANTS TO WATCH
A VIDEO THEY CAN'T HEAR!

MICROPHONES

BUDGET FRIENDLY

Ulanzi- \$50

IOS (Iphone)

- Inexpensive
- iPhone Only
- Wireless
- Includes two microphones for interviews or guests

Android USBC

- USBC Only



Prices subject to change from listed sources.

SPLURGE

DJI Dual Channel (iphone/Android USBC / Camera) - \$329

- Expensive
- USBC, iPhone and 3.5mm for professional cameras
- Wireless
- Includes two microphones for interviews or guests
- Safe track recording
- Color touchscreen

Ready to shop?

Use your camera to access the QR codes on right.



Ulanzi-IOS



Ulanzi-Android



DJI Dual Channel

STEP 2-UPGRADE YOUR PHONE

Step 2 – Upgrade Your Phone Set-up

Investing in a smartphone upgrade is the next crucial step. Even if you decide to upgrade to a camera setup later, having your phone ready and able to shoot quality footage is an excellent idea. It can serve not only as a back-up camera, should your camera set-up ever fail, but it can also serve as a B-roll camera.

Upgrading your phone – while most phone companies will tell you that the newest phones are a must-have, this might not necessarily be the case. However, keeping your phone relatively current with new releases is still a good idea in general. **Try keeping your phone within 1-3 generations from the newest launch.** Not only will you have access to some of the newest camera technology (hello stabilization!) you will also benefit from having a significantly better battery – which is crucial if you are using it for filming. Filming can be extremely taxing on your camera's battery!

Along with better battery life upgrades when shopping for a new phone, look for callouts for “better low-light” videos and photos. Cameras have a small sensor and typically struggle in indoor and

low-light situations. Newer phones have larger camera sensors and will use software to compensate for noise. One of the largest benefits is the software built into smartphones (especially ones within the 1- or 2-year upgrade cycle).

Software utilizing artificial Intelligence (AI) is also something that even the most up-to-date camera bodies are lacking. Smartphones are bringing in more information and running it through smart processors to give you better looking video right out of the box than you would typically get on a camera body. This can be a HUGE timesaver if you are working to get content out quickly.

Finally, the fact that smartphones are portable, accessible, and that they provide hundreds of other services for you personally and professionally cannot be understated. **“The best camera is the one you have with you” is a key point to consider in your advanced video journey!**

Wide-angle is a must!

If you plan to do any filming of home interiors, you MUST explore wide-angle view options. Depending on your mobile phone, you'll want to look for a phone that has a dedicated “wide-angle lens” or a “.5 view” setting.



APPS AND ACCESSORIES

Aside from having a capable smartphone, there are some steps you can take with software and accessories to take your mobile filming up a notch.



Filmic Camera App – This app allows you to easily have complete control of your mobile phone camera at all times! Easily record in 4K, monitor all your settings, and save to external cloud services automatically and even film in “flat or log” color profile. Flat log profiles allow you to both manipulate the

colors of your scene and adjust shadows and highlights to a higher degree than shooting “normal” video.

Some of the top features:

- Dual arc slider controls for manual focus and exposure
- Cinematic film looks (optional in-app purchase)
- Waveform monitor including tri-mode histogram
- Manual white balance adjustment and custom pre-sets
- RGB, saturation and vibrance controls



CAMERA STABILIZERS

DJI OM6-\$160 (or OM5-\$130) - If you are filming any sort of walk-through videos (think virtual open houses or video tours) having a camera stabilization tool is a must. Even with the best stabilization from the software and hardware of the newest phones, walk-through videos will show the steps and bounce of the walking movement. Getting a phone stabilizer will help eliminate most of camera bounce. One of the benefits of the DJI system (as opposed to other off-brand models) is the built-in video modes through its proprietary software. Moving time-lapse, facial recognition, subject tracking, and much more.

The DJI features time-lapse, facial recognition, subject tracking and more.



Ready to shop?

Use your camera to access the QR codes below.



DJI OM5



DJI OM6

Prices subject to change from listed sources.

STEPS 3 & 4-VIDEO EDITING & CAMERAS

Step 3 – Step-up your Video Editing

You've got your footage, now what? You have two options! Your end goal is will dictate what video editing software (or no software) you'll need!

Straight to social platform editing – if you want to take advantage of reels, stories, or TikToks right away, you'll probably be filming in-app directly. For those, you won't need access to 3rd party video editing. Just shoot within your app to take advantage of the trends and sounds!

If your footage is on your camera roll on or a cloud drive somewhere and you want to use 3rd party tools to edit, here are some options:

ADOBE RUSH

(built for mobile and desktop)

Adobe Rush is a slimmed-down version of the industry popular Adobe Premier Pro. This software can be installed on your phone, tablet, and computer devices, making it ideal for cross-platform work. Upload your footage directly from your phone into a project in Rush. Start editing on your phone and continue that same project seamlessly on your tablet or computer. Take advantage of free and paid graphic templates and dive into multi-track editing. Layer graphics, music, sound, b-roll, and audio voice-over with ease.

Pros: Cross-platform editing, cloud-based file storage, easy-to-use, quickly export straight to social platforms

Cons: Monthly subscription model, limited graphics and customizations

ADOBE PREMIER PRO

(desktop only)

Premier Pro is one of the leading industry standard video editing programs. Take your Rush projects and export them for use on a Premier Pro project. While Premier Pro has a higher learning curve, the ability to create (or purchase) custom-built animation templates is a bonus.

Pros: High level of customizability

Cons: High learning curve, pricey monthly subscription model, has a history of being buggy

DAVINCI RESOLVE BY BLACKMAGIC

DaVinci Resolve is an incredible professional software originally used by top color-grading experts. DaVinci has evolved to be an all-in-one video editing software. They offer a very robust basic software, FOR FREE. Pay a one-time fee to unlock more effects, audio, and special effects tools. The full DaVinci paid program also includes tools for animation, audio processing and a full-featured export program. Other software (such as Premier Pro and even Final Cut have separate software programs – with separate fees – to do most of the things DaVinci's one program is capable of.

Pros: Fast video editing, robust free software options, affordable one-time pricing strategy, many tools available in the paid option.

Cons: High learning curve

FINAL CUT PRO

(desktop only, mac os only)

Final cut pro is a favorite among casual and professional filmmakers. Editing is intuitive, has great performance in general, and many options for graphics and effects. You can also purchase ready-made graphic templates and plug-ins that can extend your ability without having to learn how to animate.

Pros: Fast video editing, affordable one-time pricing strategy, some learning curve

Cons: Mac OS only, limited export options (files can be unnecessarily large)



Adobe's Premier Pro is the leading industry standard but Final Cut Pro is a favorite, too.

LUMAFUSION

(iPad app only, coming soon to Android devices)

LumaFusion is an app built for mobile devices. Offers an experience much like Adobe Rush or a basic Final Cut Pro. Edit your videos with more advanced timeline features and some built-in effects like stabilization! LumaFusion's graphics, however, are very basic and dated.

Pros: Fast video editing, affordable one-time pricing strategy

Cons: Limited graphics options, can be clunky for editing on the iPad

Step 4 – Invest in a camera set-up

While smartphones have the advantage of “always being with you,” a purchase of a camera could be an excellent investment. Most smartphone cameras have small sensors but as you invest in a camera, you’ll find there are a few levels. The larger the sensor, the better the camera can “see” in the dark. In addition, they will add a level of “depth” that creates separation and blur to your background. The larger the sensor, however, the more expensive the camera.

IN GENERAL, there are these levels:

- Smartphone
- 1” Sensor
- Micro-Four-Thirds
- ASPC
- Full frame
- Medium format

*This is not an all-inclusive chart, only for general reference of the common sizes

Another aspect to consider is interchangeable vs. fixed lens capabilities. Fixed lens cameras, like the Sony ZV1 are small, compact, and easy to travel with. They typically have a great “all-around” general lens that will do

most of what you need it to do. While an interchangeable lens camera, like the Canon M5, will give you a budget kit lens, as well as the ability to further your “view” options down the road.

BEFORE YOU INVEST IN INTERCHANGEABLE LENS CAMERAS – explore the entire lineup of current cameras and watch reviews carefully. Some cameras, like Fuji, do not particularly excel in their autofocus or internal stabilization capabilities for video at the same level as the Canon or Sony lineup. While this may work okay for some video instances, shots that are fast-moving or need to utilize tracking could leave you frustrated.

Camera Must-Haves:

- Audio in
- Stabilization (lens or in-body)
- A minimum of 30-min record limit OR (better) no record limit
- 45-minute battery (or consider using a “dummy-battery” or “constant power” solution
- 1080p record format (2K or 4K is optimal if you are investing / future proofing)
- Extra batteries
- Tripod

WIDE-ANGLE MUST

If you plan to do any filming of home interiors, you **MUST** explore wide-angle lens options. Depending on your sensor size, will determine the field of view you should consider getting.

- **ASPC (most budget friendly / common) – Consider lenses that can reach 10-14mm**
- **Full Frame – Wide Angle that can reach 15mm-34mm**

Please note, the cameras here are recommended by the marketing team as a general guide. Our experience has been with mostly Sony products. Comparable models may exist with Canon, Nikon, Fujifilm, etc. Please fully explore all your options before making a purchase.

CAMERAS

BUDGET FRIENDLY

Sony ZV-1 KIT (1” Sensor – Fixed Lens)

MIDDLE GROUND

Sony ZV-E10 KIT (ASPC – Interchangeable Lens)

- Wide Angle – Tamron 11-2

SPLURGE

Sony FX30 (ASPC – Interchangeable Lens)

- Sigma 24-70mm Lens)
- Wide Angle – Tamron 11-20

Sony A7iV (Full Frame – Interchangeable Lens)

- Tamron 35-150 Lens
- Sigma 14-24mm



Ready to shop?

Use your camera to access the QR codes left and below.

Sony ZV-1 KIT



Sony ZV-E10 KIT



Wide Angle - Tamro 11-2



Sony FX30



Sigma 24-70mm Lens



Wide Angle-Tamron 11-20 Lenses



Sony A7iV



Tamron 35-150 Lens



Sigma 14-24mm Lens

HIRING A PRO

When is it time to hire a pro?

DIY Videos

The best reason to produce your own videos is that they will remain authentic to you. Shooting your own videos gives your clients and sphere more insight to you and your business. Your personality has a chance to shine through self-produced videos. Another benefit is that self-produced videos are both an economical and quick way to get video. Self-produced video is also perfect for most social media platforms where the expectations of production quality are not as high as a TV commercial, for example. They are great way to share a lot of information and stay in touch with your sphere on a regular basis.

PRO Videos

How do you know when it's time to hire a professional to assist you with your video marketing? Producing your own video can be an incredibly time consuming and expensive. In addition to learning how to use all your equipment, there are considerable amounts of time and resources dedicated to setting up, planning, and postproduction for each video. For more important videos (for use on your website, TV commercials or advertisements), it might be worth spending some money to make sure you're getting the most out of those channels by hiring a professional.

FINAL THOUGHTS

“VIDEO IS LIKE PIZZA: EVEN WHEN IT’S BAD – IT’S STILL PRETTY GOOD.”

The main thing is to take the plunge and start implementing video. Video is an incredible tool to help market you, your listings, and your brand to the world.

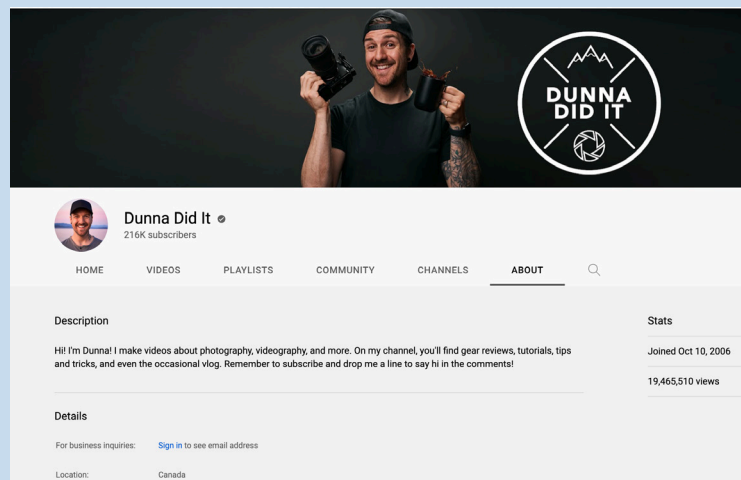
RECOMMENDED YOUTUBE ACCOUNTS TO FOLLOW

Advanced Video Production:

- www.youtube.com/user/THiNKmediaTV
- www.youtube.com/c/dunnadidit/about ↗

Podcasting 101 (*coming soon*)

- www.youtube.com/c/TomBuck



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