

ADVANCED VIDEO 201



Take Your Real Estate Videos to the Next Level

Video is one of the most effective ways to showcase properties, share your expertise, and connect with potential clients. Once you've mastered the basics, a few simple upgrades to your filming, audio, and editing techniques can make a noticeable difference in your content.

This guide will help you improve your video quality, explore equipment options, and create more professional-looking content without overcomplicating the process.

Ready to elevate your video skills?
Let's get started.

Before You Start

Better Videos Start With the Basics

Before investing in new equipment, make sure you have a strong foundation. Professional-looking videos aren't just about expensive cameras. Good lighting, clear audio, steady footage, and valuable content often make the biggest difference.

Five Essentials For Better Video

1. **Plan Your Content:** Know what you want to communicate before you start filming. Focus on one main topic or message per video.
2. **Find Good Lighting:** Use natural light whenever possible. Position yourself facing a window and avoid harsh backlighting.
3. **Keep Your Camera Steady:** Use a tripod, stable surface, or gimbal to reduce shaky footage.
4. **Frame Your Shot:** Keep your subject in focus, use clean backgrounds, and leave room for on-screen captions.
5. **Prioritize Clear Audio:** Film in quiet environments and use an external microphone when needed.



Recommended Filming Settings

- **Resolution:** 1080p is sufficient for most social content; 4K gives you more flexibility for cropping.
- **Frame Rate:** 30 fps works well for everyday videos. Use 60 fps when you plan to create smooth slow-motion footage.
- **Orientation:** Film vertically (9:16) for Reels, TikTok, and Shorts. Use horizontal (16:9) for traditional YouTube videos and website presentations.
- **Camera:** Use your phone's rear camera when practical for higher-quality footage.

Remember:

The best equipment is the equipment you know how to use consistently.

Better Audio

Great Video Starts With Great Audio

Clear audio is one of the easiest ways to improve your video quality. Viewers may overlook minor imperfections in footage, but distracting background noise or muffled speech can make a video difficult to watch.

For agent introductions, property walkthroughs, and educational videos, a wireless lavalier microphone is a worthwhile investment. These small, portable microphones allow you to move naturally while keeping your voice clear and consistent.

Recommended Microphones



Budget-Friendly: Ulanzi A200 Wireless Lavalier Mini Microphone

A compact, affordable option for agents filming with a smartphone. Ideal for social media videos, quick listing tours, and talking-to-camera content.



Premium: DJI Mic 2 (2 TX + 1 RX + Charging Case)

A more advanced wireless system for agents who regularly film interviews, property tours, or professional marketing videos. Offers flexible recording options and onboard backup recording.



Pro Tip

If you're filming a property tour, record your voice separately in a quiet space and add it as a voiceover during editing.

Quick Audio Tips

- Record a short test before filming your full video.
- Position the microphone near your chest, away from clothing that may rub against it.
- Turn off fans, televisions, and other background noise when possible.
- Monitor your audio and check for wind interference when filming outdoors.
- Confirm that your microphone connects properly to your phone or camera before purchasing.

Smartphone Video & Stabilization

Get More From Your Smartphone

You don't need a professional camera to create impressive real estate videos. Modern smartphones offer high-quality video, multiple lenses, and powerful stabilization features. With the right techniques and accessories, your phone can handle everything from quick social media videos to polished property tours.

Camera App

Blackmagic Camera

A free camera app that provides advanced controls for exposure, focus, frame rate, and white balance. Great for agents who want more creative control than their standard phone camera offers.

Phone Gimbals

A gimbal helps reduce unwanted camera movement, making it especially useful for property walkthroughs, neighborhood videos, and moving shots.



DJI Osmo Mobile 8

A handheld smartphone stabilizer designed for smooth footage and subject tracking.



Insta360 Flow 2 Pro

A compact stabilizer with intelligent tracking features for dynamic, moving shots.



Pro Tip

Start with a wide shot to establish the space, then capture closer details such as countertops, lighting fixtures, and architectural finishes.

Filming Interiors

When filming homes, use your phone's wide-angle lens to capture more of a room. Keep the camera level, move slowly, and avoid excessive panning. Be careful with ultra-wide settings, which can distort walls and make rooms appear larger than they are.

Editing Your Videos

Turn Your Footage Into Engaging Content

Editing brings your video together. By combining clips, adding captions, incorporating music, and adjusting pacing, you can transform simple footage into polished content that captures attention.

You don't need complicated software to get started. Choose an editing tool that fits your experience level and the type of videos you create.



Recommended Editing Tools



CapCut | Everyday Social Media Editing

Ideal for Reels, Shorts, and quick property videos. Offers captions, transitions, audio tools, and multi-track editing.



Canva | Branded Video Content

Great for combining video clips with branded graphics, text, and simple animations. Especially useful for listing promotions and agent marketing.



LumaFusion | Advanced Mobile Editing

A multi-track editor available on supported Apple and Android devices, with more detailed control over audio, video layers, and effects.



DaVinci Resolve | Professional Editing

Powerful editing, color correction, and audio tools for agents producing longer property films or advanced video projects. A free version is available.

Pro Tip

Keep transitions simple. Clean cuts and intentional pacing often look more professional than excessive effects.

Five Editing Tips For Real Estate

1. Capture attention early: Open with an impressive feature, compelling question, or quick introduction.
2. Keep clips moving: Remove long pauses and repetitive shots.
3. Add captions: Make your videos understandable even when viewers have their sound turned off.
4. Use music intentionally: Choose music that complements the property or message without overpowering your voice. Use audio licensed for the intended commercial use.
5. End with a purpose: Invite viewers to schedule a showing, ask a question, or connect with you.

Cameras & Lenses



Ready to Upgrade Your Camera?

Smartphones are excellent for everyday video content, but a dedicated camera can provide greater control over image quality, lighting, focus, and lens selection.

If you're consistently creating video and want to take your production further, consider a camera that fits your needs, experience, and budget.

Recommended Cameras



Sony ZV-1 II

COMPACT & BEGINNER-FRIENDLY

A portable, fixed-lens camera with a built-in wide-angle zoom. Great for agent videos and everyday content without managing interchangeable lenses.



Sony FX30

ADVANCED VIDEO PRODUCTION

A cinema-focused APS-C camera with advanced recording features and professional video controls. Best for agents or teams regularly producing high-end video.



Sony ZV-E10 II

GROWING CONTENT CREATORS

An APS-C interchangeable-lens camera offering more creative flexibility. A strong option for agents ready to invest in lenses and more advanced video production.



Sony a7 IV

PREMIUM PHOTO & VIDEO

A full-frame hybrid camera designed for high-quality photography and video. Ideal for professionals who want one system for both.

Choosing The Right Lens

Your lens determines how much of a scene you capture and how your footage looks. For real estate, wide-angle lenses are particularly helpful for interiors, while standard zoom lenses provide flexibility for agent videos and property details.

Lens

Tamron 11–20mm f/2.8

Sigma 24–70mm f/2.8 DG DN II Art

Tamron 35–150mm f/2–2.8

Sigma 14–24mm f/2.8

Best Use

Wide Interior Shots on APS-C Cameras

Versatile Property and Agent Footage

Portraits, Details, and Distant Features

Wide Architectural Shots on Full-Frame Cameras

Real Estate Video Techniques

Make Every Shot Count

Great real estate videos do more than show a property. They help viewers imagine the lifestyle, understand the layout, and connect with what makes a home special.

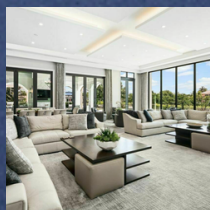
Whether you're filming a luxury listing, neighborhood highlight, or agent introduction, intentional filming techniques can make your content feel more polished and engaging.

Five Essential Shots For Real Estate



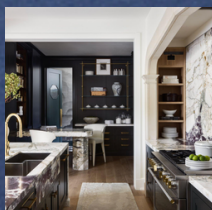
1. Establishing Shot

Start with a wide view of the home, exterior, or surrounding neighborhood to introduce the location.



2. Wide Interior Shot

Show the full room to highlight its layout, natural light, and architectural features.



3. Detail Shot

Capture unique finishes, fixtures, countertops, or design elements that make the property memorable.



4. Movement Shot

Slowly move through a doorway or toward a focal point to create a natural sense of flow.



5. Lifestyle Shot

Highlight outdoor spaces, views, entertaining areas, or neighborhood amenities to show how someone might enjoy the home.

Additional Filming Tips

Keep your camera level, use slow and controlled movements, and film each shot for a few extra seconds to allow flexibility during editing. Mix wide shots with close-ups to create visual interest.

When creating listing videos, represent the property's size, layout, and features accurately. Avoid misleading ultra-wide distortion, digitally adding features that don't exist, or editing in ways that misrepresent the home.

Final Tips & Resources



Create With Confidence

The goal of video marketing isn't perfection. It's creating content that connects with your audience, showcases your expertise, and helps people better understand the properties and communities you serve.

You don't need every piece of equipment or the most advanced editing software to make an impact. Start with what you have, practice consistently, and upgrade as your skills and needs grow.

When Should You Hire A Professional?

Create Your Own Videos When:

- Filming quick property previews or behind-the-scenes content.
- Sharing market updates, tips, or neighborhood highlights.
- Introducing yourself or answering common client questions.
- Creating regular Reels, Stories, and short-form videos.

Consider Hiring a Professional When:

- Producing cinematic luxury property films.
- Creating high-end brokerage or personal branding videos.
- Filming complex projects requiring specialized equipment.
- Producing major advertising campaigns or commercial content.

Your Video Checklist

- ☐ Clean your camera lens and check your battery
- ☐ Plan your main message and essential shots
- ☐ Check lighting, framing, and audio
- ☐ Film a mix of wide, medium, and detail shots
- ☐ Edit for clarity, pacing, and accessibility
- ☐ Add captions, a clear call to action, and appropriate branding
- ☐ Review for accuracy and publish