How to adapt your listings during COVID-19

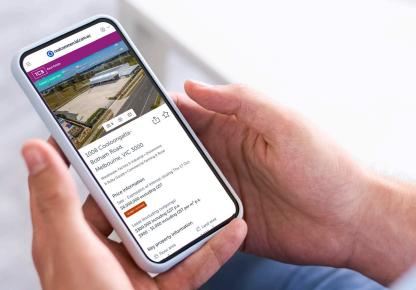
We firmly believe that the ability to buy, sell or rent property is an essential service, and a practical necessity, while the ability to physically inspect a property is a critical step to complete any such transaction.

To help maintain consumer engagement with your listings and brand, we are committed to providing you with the necessary tools. This will help ensure that once current restrictions are eased you will benefit from the pent-up demand of buyers and tenants wanting to be shown through your properties as soon as physical inspections are permitted.



Creating great digital inspection videos

You don't need a professional film crew to make digital inspections work! These days, smartphones can produce great quality videos, and we've prepared some tips to help you create engaging digital inspection videos.



Get the basics right

Good lighting and sound make a video great. Where possible, try to film in natural daylight and at times of the day where outside noises are at a minimum. If you're filming on a handheld device, ensure the footage is as steady as you can make it – try using a selfie stick or tripod, or ask a colleague to help film you! We recommend that videos are filmed in landscape, not portrait.

Introduce yourself and the property

This is a great way to share your personality! Introduce yourself, your agency, the property address, when it came on the market, and an invitation like, 'Let's take a closer look'. If you have the chance, let the watcher know what next steps they can take next.

Caption your video

Captions are important, as many people watch videos without the sound on. Platforms like YouTube have built-in caption tools to help with this, but make sure to review them before you hit publish!

Plan your video in advance

Planning your video makes for an efficient shoot, a win for both you and your vendor. You may choose to start at the front of the property and walk through in a specific route, or instead, spend time focusing on five key features of the property. Try to hero the features that matter most.

Keep your video short

Attention spans online are finite, so try to keep your video between 3 to 5 minutes long. Keep it succinct, while allowing for enough time to focus on the key features of the property.

When your video is ready simply upload it via Agent Admin.

For more information, speak to your Account Manager

