

SKYVIEW PRODUCTIONS

How to prepare for the day of your scheduled video shoot

Skyview Productions “LLC” takes pride in their work to create a high quality real estate video that plays a major part in getting the attention your home needs. According to a Social Ad Effectiveness study, enjoyment of video ads increase purchase intent by 97%. Making a few preparations and adjustments before the shoot can ensure that your home looks great on the screen and to potential buyers. Here are five tips **SKYVIEW** strives for to prepare for an awesome shooting day.

1. Prepare with pictures

Your filmmaker knows how to create a beautiful real estate video, but preparing them with property images beforehand can be a huge help. This way, the filmmaker can begin to understand the property and layout before the shoot. The filmmaker can now arrive on the day of the shoot with some ideas in mind and all of the proper equipment. Photos or MLS# can be emailed to Joe.skyviewphoto@gmail.com

2. Cleanliness is key

While we would normally encourage shoving everything under the bed as the best cleaning method, a proper/professional cleaning before your film shoot is crucial. In particular, make sure that the carpets are vacuumed or steam-cleaned, the windows are washed to remove any smudges or fingerprints, and all hard surfaces are dusted and polished. Furthermore remove as much clutter and personal possessions as you can .

3. Optimal Lighting

To ensure that your videographer can take high quality shots, make sure that your home has sufficient lighting. Arrange the shoot with your filmmaker during times of the day when your property receives the best natural light from outside. If natural light is not a great option, communicate with your filmmaker and if needed **SKYVIEW** will come prepared with necessary lighting.

4. Get ready for your close up (optional)

Making an appearance in your real estate video allows you to talk about the property in your own words and create a more personal vibe. If you choose to do this, come dressed and ready on the day of the shoot. It's also a good idea to ask the filmmaker for any specific recommendations on colors and attire.

AGREEMENT

Detailed information that will be provided about specific areas of your home, there are also general guidelines that need to be considered for all areas of the home. Paying attention to these general guidelines will help to ensure that your photos turn out beautiful, increasing the likelihood that you will be able to sell your home or property more quickly. There are several benefits to ensuring that the photos look great, including the possibility to sell the property at a higher price point because the listing looks professional.

The more you prepare your home before the filmmaker arrives, the better the pictures are going to look. Remember, the filmmaker is hired to take the photos and make the space look appealing through the lens. You may think about hiring a professional stager who can take

care of the furniture arrangement and decor. There will be a big difference in the final outcome of the photos when a professional stager is involved in the layout of the room.

If hiring a stager is not an option, there are some things you can do on your own. As you are arranging the furniture and adjusting the decor, you want to make the area look tasteful and simplistic. Keep the furnishings and decor neutral, yet stylish at the same time. Removing clutter and preparing the house prior will only help create the look that will be most appealing to potential buyers.

FIRST IMPRESSIONS MATTER

The first view that a person will get from the room is when they are standing in the doorway, so keep that perspective in mind when you are arranging the furniture. You want to create a lasting impression from the moment that they walk in the room, and they will likely spend more time viewing the room from the side where the door is located.

The real estate filmmaker will take photos from the doorway area, and they will also make use of the windows and natural light in the room. You will want to consider the way the furniture is placed as it corresponds with the windows and doorways. We suggest capturing the windows in the photos, because people like to see the natural light that comes in the room.

If there are built-in features in the room, such as a fireplace or decorative pillars, the filmmaker will take the photos from an angle to include those features. You may consider arranging your furniture to be complimentary of the built-in decor.

LESS IS MORE

It is always best to clear the clutter out of every room. A clean space is more appealing to a buyer's eye.

The goal is to create a stylish, simplistic, clean room in which the buyer can picture themselves living in. If you include too many personal effects, such as photos and knickknacks, it will make it more difficult for the buyer to imagine their own things in the room. Suggestion would be to remove the personal effects and replace with complimentary items such as glass vases, flowers, etc.

GET RID OF THE GRIME

A quick wipe down to "clean" the house isn't enough to get rid of the grime, and it is important that all areas are deep-cleaned in order to remove hard water buildup, dirt, or anything else that might be visible. Make sure that the windows are spotless. The natural light that we will look to capture will detect fingerprints and markings.

NO PETS

If you have any pets, it is best to have them out of the way during the photo shoot. Don't let the dogs run around in the yard during the photo shoot, and any indoor animals should be moved out of each room as it is being photographed.

EXTERIOR PREPARATION

Curb appeal matters. Buyers want their new home to look good on both the inside and outside. The exterior of the home is one of the first things that a person will look at when they are viewing the listing. It is important that the outside area is landscaped and manicured. The front yard is the most important, but do not neglect the back yard. It won't look natural to have front yard photos of a beautifully manicured lawn and flower beds, with a back yard that has been ignored.

Exterior tasks should include:

- Trim trees and overgrown shrubs
- Rake up the leaves
- Mow the lawn and use the right edging tools near cement
- Pick up any items that may be laying around the yard, such as garden tools, garbage cans, toys, empty pots or pots with dead plants.
- Cover dirt with mulch to make it look more attractive
- Remove cars from the driveway
- Properly coil or roll up all garden hoses; preferably store them in a garage or shed
- Sweep the porch and sidewalks
- If you have outdoor furniture, wipe it down and make sure that the cushions look clean and nice

INTERIOR PREPARATION

Before the filmmaker arrives, you should make sure that you are letting in as much light as possible. Open up the blinds and curtains, and turn on every light in your home. All lamps and surface lights should be on, including the lights that are part of furniture and appliances such as those on the stove or built into a bookshelf. If any light bulbs are burned out, make sure to replace them and use high-wattage bulbs to make the room brighter.

KITCHEN

As with other areas in the house, you want to get rid of any clutter that is visible in the room. The kitchen often collects a lot of things on the counters, but you want to make sure that the counters are as clear as possible. Get rid of extra small appliances that are sitting around, as well as stacks of paper or dishes that may be placed at the end of the counter.

If you have child-proof equipment that is visible on the outside of the cabinets or cupboards, it is better to remove that equipment for the photos. Clear the school notices, crayon drawings, and magnets off of the fridge.

Clear away dish racks, cutting boards, tea towels, hand and dish soap bottles, cleaning products, mops, brooms and garbage cans. You can add a little decoration with a nice bowl of fresh fruit or a vase of flowers.

LIVING ROOM

As the formal sitting room in the house, it is especially important to make sure that the furniture is arranged appropriately. The goal of the room should be to create a beautiful and comfortable space, it should be an area where the potential buyer could imagine their family spending time.

If you have a nice coffee table book, set it out as decor on the table. Remove any magazines, because they do not provide that clean crisp look. If bookshelves are in the room, take out half of the books and arrange the remaining books in a nice pattern. Keep the nice, hardback and colorful books on the shelf, and clear out paper back books or other items that are not as appealing.

FAMILY ROOM

Small items are sometimes left in the living room, because it is the space where the family often spends a lot of their time. Collect the TV remotes, video game systems, DVDs, or any other smaller electronic items. Also, it is a good idea to pay attention to the way the electronic cords are arranged, and try to move them to a place so that they are out of sight. Remove any toys that may have been left in the room by kids or pets.

DINING ROOM

Make sure the dining table is scrubbed and the chairs are arranged neatly around the table. You might consider adding a nice centerpiece on the table, such as bowl of fresh fruit or a floral arrangement.

BEDROOMS

It may be tempting to stuff everything under the bed in order to hide the clutter, but the items under the beds can often be viewed in the real estate photos and video. Instead of trying to hide clothing and toys under the bed, move everything out of the room so that the space is as open as possible.

With teenager bedrooms, sometimes there are unique or usual decorations to match the personality of the child. Those decorations may need to be adjusted in order to make the space appear more generic and neutral, instead of trendy or hipster. Remember, you want the buyer to imagine themselves as if they were in the room, and unusual themes in the bedrooms can be somewhat distracting.

Look at pictures in magazines to see the way the beds are made, and match the bedding accordingly. You want the bed to look beautiful and inviting. Use a nice bedspread and big, fluffy pillows that are neatly arranged at the head of the bed.

If anything is sitting on the nightstand, get rid of it! Common things that need to be moved include: phone chargers, tissue boxes, lip balm, a glass of water, jewelry, or anything else that is kept at your bedside.

BATHROOMS

In the bathroom, everything should be moved off the counter, including makeup, razors, soap, toothbrushes, and any other beauty products. In the shower and tub, remove the shampoo, soaps, washcloths, and baby toys.

The garbage cans, bathmats, laundry baskets, extra toilet paper, the toilet brush, and scales should also be moved out of the room. Finish it off by closing the toilet, and hang fresh towels on the towel rails.

A LITTLE BIT OF PREPARATION GOES A LONG WAY

If your real estate filmmaker arrives, and they see that the home has not been prepared for the photo shoot, then you might be charged a cancellation fee and be forced to reschedule. If its insisted that the filmmaker moves forward with the shoot, the results may not be up to our par and we would not recommend them. We believe this may lead to the listing not being as appealing to a potential buyer. It is very important that you spend the time that is needed to make sure that your home is prepared so that the filmmaker can capture the best representation of the property.

By signing below you agree to pages 1-7. Page 7 must be signed and returned to our office no later than 24 hours prior to scheduled shoot day. Failure to do so will forfeit your shoot time and will have to be rescheduled.

Property Owner _____

Signature _____

Skyview Productions, LLC 4053 Peters RD Plantation, FL 33317

Date_____

Office:954-444-8251 Fax: 954-792-5710

www.skyviewpro1.com