ASTLEYS RESIDENTIAL

HOW TO PREPARE YOUR HOME FOR VIDEO MARKETING

ASTLEYS - SALE GUIDES

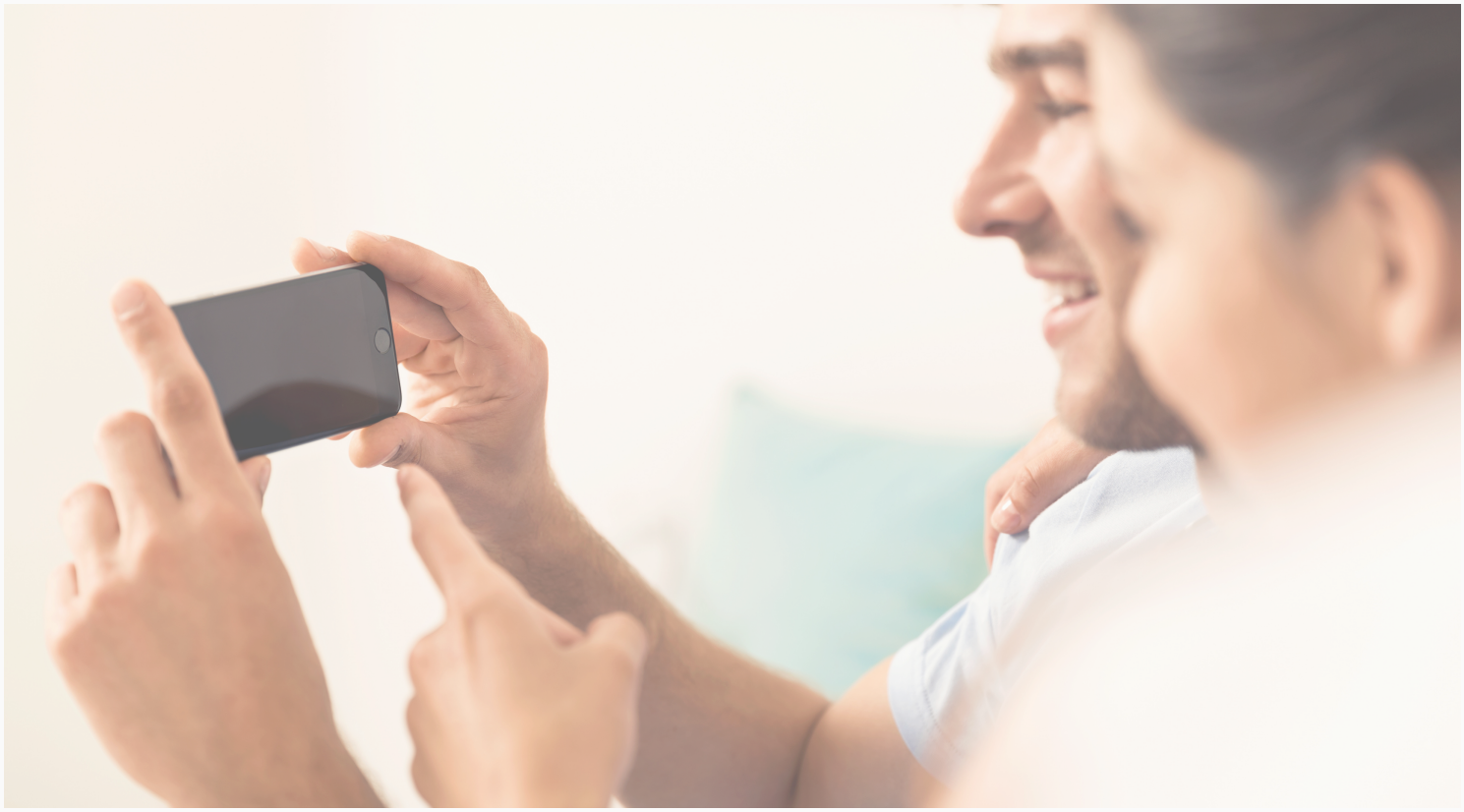


THE IMPORTANCE OF VIDEO TOURS

One of the many changes in the industry brought around by Covid-19 was the need to reduce interactions. With this in mind, Astleys invested in video. We now offer high quality, 4K walkthrough video tours as a standard part of our marketing.

These have turned out to be a fantastic addition to our marketing strategy, helping us to increase the conversion of viewing to offer by offering a first glimpse around your home on the portals prior to booking an appointment. This helps ensure we only bring the highest quality leads to your property.

Follow these tips to make your video tour a success.



VIDEO TOUR ADVICE

- Remove any clutter that may be on show
- Leave all your internal doors open to allow the videographer to move smoothly between rooms
- Open curtains and blinds to let in natural light
- Switch on lamps



VIDEO TOUR ADVICE

- Remove furniture from corners, filming from corners allows the video to show of the rooms size
- Try to limit noise by turning off kitchen appliances, TV's, radios etc.
- Take your car off the driveway to allow the access to the property to look clear and open
- Be sure to hideaway any personal information and private data and make the videographer aware of anything you would not want featured in the video

