

Real Estate Video Production — Workbook

This workbook turns the course into a repeatable shoot-to-delivery system for property video. Each section maps to a course module: you will lock down your kit and camera settings, drill smooth gimbal moves and a tight highlight-reel edit, write and direct a scripted agent tour with clean audio, and fly safe legal drone exteriors that marry into the interior. Fill the templates as you go so that within a handful of shoots you have a tested shot-planning, editing, and pricing system, plus a record of which moves, settings, and packages actually sell homes and book repeat agent clients.

The Property Video Toolkit and the Shot Plan

Lock your gear, your editable camera settings, and a per-property shot plan so every shoot starts organized and finishes in under an hour.

Worksheet: My Real Estate Video Kit

Fill this for the gear you actually own or plan to buy. Pick your tier (phone, mirrorless, plus drone) and commit to a default wide focal length so you stop improvising on site.

Camera / phone body and sensor size (full-frame / APS-C / phone)

Wide lens and focal length owned (aim for 16-24mm equivalent)

Gimbal model (Osmo Mobile / RS 3 Mini / RS 4 / other)

Drone model and weight class (under 249g? Y/N)

Variable ND filter owned (Y/N) and stop range

Microphone for scripted tours (lavalier model, or none yet)

Default recording format (target 4K30)

Biggest gear gap to fill next and its budget

Exercise: Lock-Everything Settings Drill

Shoot one room twice: once on full auto, once with frame rate, shutter, white balance, ISO, and aperture all locked manually per the course checklist. Walk the same path both times. Compare on a larger screen.

- In the auto clip, where did exposure or white balance visibly shift as you moved between light?

- What manual white balance Kelvin value matched the room best, and how did you confirm it?

- Did 1/60 shutter at 4K30 give natural motion, or did you need an ND filter to keep it there?
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- Which clip would actually cut together with footage from other rooms, and why?
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Checklist: Pre-Shoot Property Prep Check

- Shot list written: one line per shot with room, move, and start/end framing
- Deliverable decided (highlight reel / full walkthrough / scripted tour)
- All interior lights on, even in daylight
- Blinds and curtains open unless the view is a wall
- Clutter, trash cans, pet bowls, and soap bottles removed; toilet lids down
- Cars out of driveway and bins hidden for exterior and drone shots
- TVs off and ceiling fans stopped
- Camera settings locked: 4K30, 1/60, manual WB, manual ISO and aperture

Smooth Walkthroughs and Highlight Reels

Drill the ninja walk and the five core gimbal moves, then cut a tight, music-driven reel under 90 seconds with consistent color and captions.

Exercise: Five-Moves Gimbal Drill

In one room, film all five core moves back to back: reveal, push-in, pull-out, parallax, and tracking. Hold each for 5 to 10 seconds with a still second at the start and end. Use the ninja walk on every one. Review on a big screen.

- Which move felt smoothest, and which still bounced? What did your knees do differently on the smooth one?

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- Did each move have a clean still handle at the start and end to cut on?
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- Was the camera held at chest-to-eye height (about 1.4-1.6m), or too low?
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- Which move best revealed this room, and would you use it as the room's opener?
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Worksheet: Highlight Reel Edit Recipe

Record the exact steps and choices for one real reel so your edit stays repeatable. Music first, beats marked, then assemble in tour order.

Music track and license source (Artist / Epidemic Sound / YouTube Audio Library)

Opening hook shot (first 3 seconds)

Tour order of spaces in the cut

Closing shot

Average clip length on the timeline (target 2-4s, on the beat)

Speed ramps applied (which clips, what percent)

Final runtime (target under 90 seconds)

Captions added: address, beds/baths/sqft, call to action, agent name

Checklist: Reel Delivery-Ready Check

- Reel runs under 90 seconds; only the best 20-25 shots survived the cut
- Strongest shot lands in the first 3 seconds
- Same color correction applied across every clip; whites neutral
- Captions large, high-contrast, and inside the platform safe area
- End card with agent name, brokerage, and contact
- Music is properly licensed for commercial client use; license saved
- Horizontal 16:9 master exported
- Vertical 9:16 version reframed and exported

Scripted Listing Tours With an Agent on Camera

Write a tight lifestyle script, direct a non-actor agent to look natural, and capture flattering light and clean, echo-free voice.

Worksheet: Listing Tour Script Builder

Draft a 60-to-120-second tour using the four-part structure. Sell the lifestyle, not the floor plan. Read it aloud and time it; a 90-second tour is roughly 200-220 words.

Hook line (5-10s): a curiosity line or the single best feature

Setup (10-15s): location, who the home suits, the tour promise

Feature beat 1: space + one vivid lifestyle sentence

Feature beat 2: space + one vivid lifestyle sentence

Feature beat 3: space + one vivid lifestyle sentence

Call to action (5-10s): how to book a showing, agent name, brokerage

Total word count (target ~200-220 for 90s)

Visual mapped to each line (agent on camera vs cutaway b-roll)

Exercise: Direct-a-Non-Actor Run

Film an agent (or a stand-in) delivering the script. Shoot a relaxed practice take you say does not count, then short one-to-two sentence chunks. Have them walk and talk, looking into the lens as if talking to one friend.

- Was the throwaway practice take actually the most natural? What made it work?

- Where did their eyes drift off the lens, and how did you fix it?

- Did walking and talking burn off stiffness compared to standing still?

- Which stumbles can you hide under feature b-roll in the edit?

Checklist: Talking-Head Lighting and Audio Check

- [] Agent faces a large window or a 45-degree LED key, not lit from behind
- [] Fill added (foam board / wall bounce) so the shadow side is not too dark
- [] Light color matched to the room so the agent is not orange in daylight
- [] Lavalier clipped 15-20cm below the chin, hidden if possible
- [] Levels peak around -12 to -6 dB, never touching 0
- [] HVAC, fridge, and fans switched off during takes
- [] A few seconds of room tone recorded for the edit
- [] Generous feature b-roll filmed to cover every cut

Drone Exteriors, Delivery, and Booking Work

Fly legal and safe, capture the reveal, orbit, and top-down, marry air to interior with a match cut, and price and deliver packages that win repeat agents.

Worksheet: Pre-Flight and Legal Check

Complete before every paid flight. Confirm your certification and the airspace, then plan the three selling shots. Do not fly a paid job uncertified.

Commercial pilot certification held (FAA Part 107 / Transport Canada / EU / other)

Airspace checked (Aloft / B4UFLY) — controlled? authorization needed?

LAANC or local authorization obtained if required (Y/N)

Wind speed and weather (fly under ~25 km/h, no rain)

Max altitude planned (within legal ceiling, e.g. 120m / 400ft)

Reveal shot planned (rise and push toward home)

Orbit shot planned (slow circle showing all sides and lot)

Top-down shot planned (maps property, pool, yard)

Exercise: Match-Cut Air-to-Interior Drill

Film a drone shot pushing toward the front door, then a gimbal shot already moving forward through that same door into the entry. In the edit, join them on the shared forward motion. Grade both to match.

- Did both clips move in the same direction at a similar speed so the cut felt seamless?

- Where did the color differ between drone and interior, and how did you match them?

- Did the transition make you feel carried inside, or jolted? What would you adjust?

- Is the drone footage used to open, establish, and close without dominating the runtime?

Worksheet: Service Package and Pricing Sheet

Define your tiers and prices so you sell packages, not hours. Price for the value of a faster sale. Fill the numbers for your own market.

Highlight reel package: scope and price

Full tour package: scope and price

Scripted agent tour: scope and price

Drone add-on: scope and price

Twilight / premium add-on: scope and price

Turnaround time promised (target 24-48 hours)

Revision rounds included (typically 1-2)

Delivery method (Dropbox / Drive / Frame.io) and file naming convention

Checklist: Export and Delivery Check

- Exported H.264 MP4, 1080p, 24 or 30fps, ~16-25 Mbps
- Horizontal 16:9 master delivered for MLS, YouTube, and website
- Vertical 9:16 version delivered for Reels, TikTok, and Shorts
- Unbranded MLS cut provided where the MLS forbids agent branding
- MLS file size and duration limits checked and met
- Branded social cut provided with agent name and contact
- Files clearly labeled with the property address
- Delivery link sent and referral requested after a smooth job

Your Action Plan

1. Build or finalize your kit using the My Real Estate Video Kit worksheet and fill the one biggest gear gap.
2. Set and save your locked camera defaults (4K30, 1/60, manual WB, manual ISO and aperture) and shoot the settings drill to prove they hold.
3. Drill the ninja walk and the five core gimbal moves until each has clean still handles to cut on.
4. Shoot one full property to your written shot list and stage it (lights on, clutter gone) in under an hour.
5. Edit a sub-90-second highlight reel music-first, then export horizontal and vertical versions.
6. Write one lifestyle tour script with the four-part structure and time it to about 90 seconds.
7. Film a scripted agent tour with lavalier audio and window or LED lighting, covering stumbles with feature b-roll.
8. Earn your drone certification, check airspace, and capture a reveal, orbit, and top-down, then build a match cut into the interior.
9. Set your package tiers and prices, and lock a 24-48 hour delivery and naming convention.
10. Deliver a real listing to an agent, then ask for a referral and aim to make that agent a repeat client.

