PHONE SHOT LIST · FOR HOMES, RENTALS, VENUES AND WINERIES

Walk the home with your phone. We make the video.

Use this list when you can't have us on site. Shoot the clips below, send them with your photos, and we cut the hero video, the vertical versions and the MLS cut. No people in frame, no talking: we add music and titles.

Before you press record

- Lights on in every room, blinds and curtains open.
- Clear counters, beds made, toilets closed, cords and personal items out of sight.
- Remove or turn away family photos, mail and anything with a name or address.
- Pets and people out of the rooms you are filming.
- Wipe the lens.
- Hold the phone sideways (horizontal) for every clip. We cut the vertical versions from it.
- Use the highest video quality your phone offers (4K if it has it).
- Stay on the main lens. Don't zoom while recording.

How to move

- Two hands, phone at chest height, elbows tucked in.
- Hold still for 2 seconds, move slowly for 6 to 8 seconds, then hold still for 2 seconds. Every clip.
- Walk forward slowly, about one step per second. Turn with your whole body, not your wrists.
- One idea per clip. Stop and start again for the next shot.
- Keep yourself out of mirrors and windows. If you can't, shoot the room from a different corner.

The shots

SPACE	WHAT TO SHOOT	CLIPS
Street and front	Slow walk toward the front door from the sidewalk; a still shot of the front from across the street	2
Entry	Step through the front door into the home, first view of the main space	1
Living room	Wide from the doorway; slow walk toward the windows or main feature	2
Kitchen	Wide from the edge of the room; slow slide along the counters; one close detail (range, island, finishes)	3
Dining	Wide from the corner, include the light fixture	1
Primary bedroom	Wide from the doorway; walk toward the windows	2
Primary bath	Wide from the doorway; detail of the shower or tub	2
Other bedrooms and baths	One wide from the doorway each	1 each
Outdoor	Step out onto the patio, deck or yard; slow walk along the main view	2
Extras	Office, laundry, garage, storage, view from a window, neighborhood feature	1 each

Property managers: unit types and community

SPACE	WHAT TO SHOOT	CLIPS
Each unit type	The full room list above for one clean, vacant unit of that type	12 to 16
Arrival	Building exterior, entrance and lobby walk-in	3
Amenities	One wide and one slow walk for each: pool, gym, lounge, rooftop, courtyard, parking, laundry	2 each
Location	A still shot of the nearest street, park or landmark residents care about	1 to 3

Venues and wineries

SPACE	WHAT TO SHOOT	CLIPS
Arrival	Drive or walk-in approach, gate or sign, first view of the grounds	2
Ceremony and event spaces	Wide from the back of each space set up for an event; slow walk down the aisle or across the room	2 each
Tasting room and bar	Wide of the room; slow slide along the bar; detail of glasses, bottles or taps	3
Cellar, barrel room, kitchen	Slow walk through; one close detail	2
Suites and lodging	Getting-ready suites or rooms, one wide each	1 each
Grounds and views	Vineyard rows, gardens, terrace; best light is late afternoon	2 to 4

Quick check before you send

- ☐ Every clip is horizontal, steady, and starts and ends with a 2-second hold.
- ☐ No people, pets, faces in mirrors, names, addresses or license plates.
- ☐ Rooms are lit and tidy in every clip.
- ☐ You've included your full-size photos, not screenshots or compressed copies.

Sending your files

- We send you a private Google Drive folder. Upload the original files straight from your phone or computer; please don't text them, because texting shrinks the video.
- Add a short note: property address, listing date, anything you want shown or left out.
- Listing videos are delivered 5 business days after we have your clips and photos.