

Best Practices for Shooting Open House Tours on your Mobile Phone

Phone recommendations: The best phones for video recording are the newest phones whether it's an iPhone 11 Pro or a Samsung Galaxy S20 Plus, any phone that is no more than 2-3 years old will be ideal since these phones produce the highest quality and has the most up to date features.

Below are top 10 tips.

Storage

1. Before you shoot make sure you have deleted unnecessary photos and videos or uploaded them to your desktop computer or memory-card so you have enough memory space on your phone. A few gigs should be plenty.

Landscape

2. Shoot your video in horizontal/landscape mode.

Setup/ Style

3. Before you start shooting in a home make sure the counters are clean, coffee table items are straightened and organized, toys off of the floor, and everything else put away.

4. Do your shots standing still, holding the smartphone while you turn your body slowly instead of your wrists. You may want to practice this in your own home, look at the shots you've taken to make sure your satisfied.

Stabilizing your shoot so it looks smooth is important. Hold your phone with your elbows tight to your sides or you can buy an accessory that helps stabilize the video. Some cameras come with this built in. If your camera doesn't, you can get a small smartphone tripod online or selfie stick.

5. Take each shot twice so in editing there will be choices.

Lighting

6. If there is bright light coming through a window, angle your back so you are not shooting into the light (Your back should be facing the light).

If there are windows on both sides of a room. Close the shades or curtain on one side of the room keeping your back to the light on the other side of the room.

If it's too dark turn on all the lights. The best day to shoot so you can leave the curtains open is an overcast day.

Close-ups

7. Try to maintain long to medium shots of the home tour so your audience can see the “big picture.”

Length

8. 3 minutes is ideal. Average video view duration is getting shorter every year. In order to keep the audience’s attention, keep the video length within 5 minutes tops.

Editing

9. Use your standard mobile video editing software to edit out any mistakes, i.e. sudden background noise or bad lighted rooms.

Finishing

10. Always export your video at the highest quality/ HD and in 16:9 aspect ratio/ widescreen format or if your phone has pre-settings, any format for YouTube or social media/ web is ideal.

While filming your video, please adhere to the [CDC](#), [NAR](#), and local and federal government guidelines in order to best protect yourself, your community, and your clients.

Additional Resources:

1. [How to Create a Real Estate Property Video \(Video\)](#)
2. [Shooting a Great Home Tour Video with a Smartphone in 10 Easy Steps](#)