

EVOLVE WITH ENVIDA

HOW-TO CAPTURE
Content Onsite & More

PRE-SHOOT: PREP THE PROPERTY

PREPARE YOUR PROPERTY FOR A SUCCESSFUL VIDEO SHOOT



- ✓ Stage all amenity spaces and model units
- ✓ Open all blinds for best natural light
- ✓ Turn off ceiling fans & TV's
- ✓ Remove unnecessary clutter
- ✓ Check & remove all seasonal decor

TOOLS YOU NEED: EQUIPMENT CHECK LIST

TO CREATE A HIGH-QUALITY VIDEO, ENSURE YOU HAVE THE RIGHT GEAR



- iPhone
- Gimbal/Stabilizer
- Ring Light Tripod
- Tripod

CREATIVE CONCEPTING

MAP OUT WHAT YOU WANT TO CAPTURE AND HOW TO TELL A COHESIVE STORY.



Create a Shot List

- Exterior Shots**
 - Establishing shots of the property, include signage and unique angles of the building exterior.

- Interior Shots**
 - Wide-angle shots of amenity spaces and model units. Close-up shots on key features and what makes the property unique.

- Lifestyle Shots**
 - Lean into trends. Get your team involved & have fun!



ACTION!

CAPTURING PROPERTY CONTENT

The property is prepped & the shot list is built out, it's time to capture footage. Use these tips to capture *the best property footage possible.*

Composition & Framing

- ✓ Use rule of thirds to keep key elements as the focal points and to create balance
- ✓ Film everything in vertical shots
- ✓ Level your shots
- ✓ Use a gimbal for smooth shots while panning spaces



Lighting

- ✓ Utilize natural lighting, film during the daylight & open blinds/curtains to let in as much natural light as possible
- ✓ Avoid backlighting position yourself so the light is falling on the subject instead of behind it
- ✓ Use additional light if needed, but avoid shadows by placing the light in the corner of the space

**ENHANCES DETAILS,
REDUCES SHADOWS &
CREATE THE PERFECT
MOOD WITH**

GOOD LIGHTING

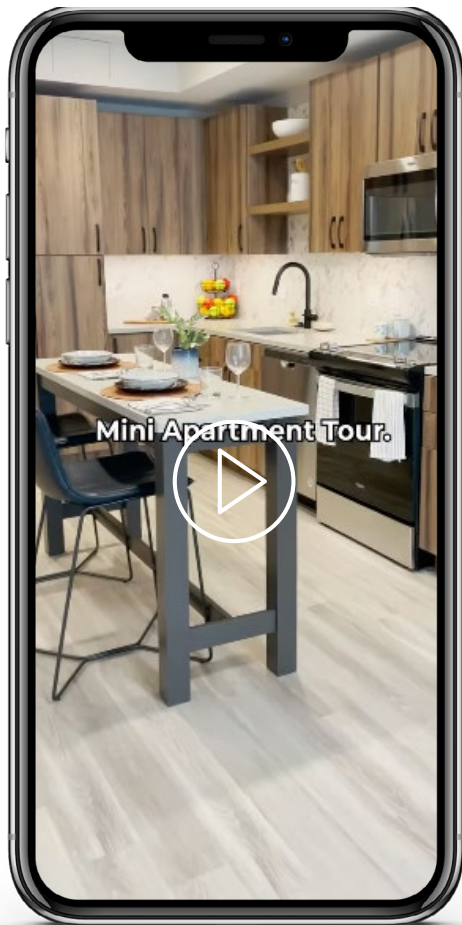


**AUTHENTIC, RELATABLE
& COHESIVE CONTENT =
STANDOUT
SOCIAL
CAMPAIGNS**

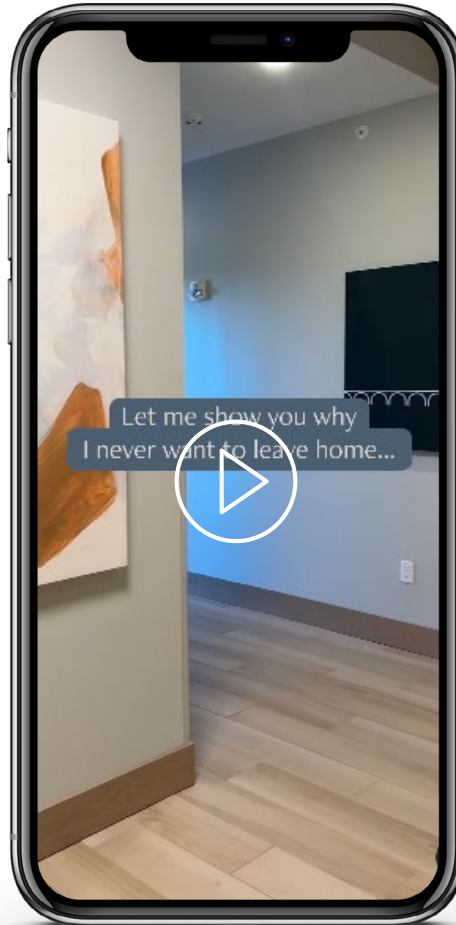
Filming Tips

- ✓ Capture movement
- ✓ Close-up shots
- ✓ Stage props such as books, sunglasses, laptop, etc. to make shot more interesting
- ✓ Utilize hands and people to humanize the shots
- ✓ Slow & steady filming

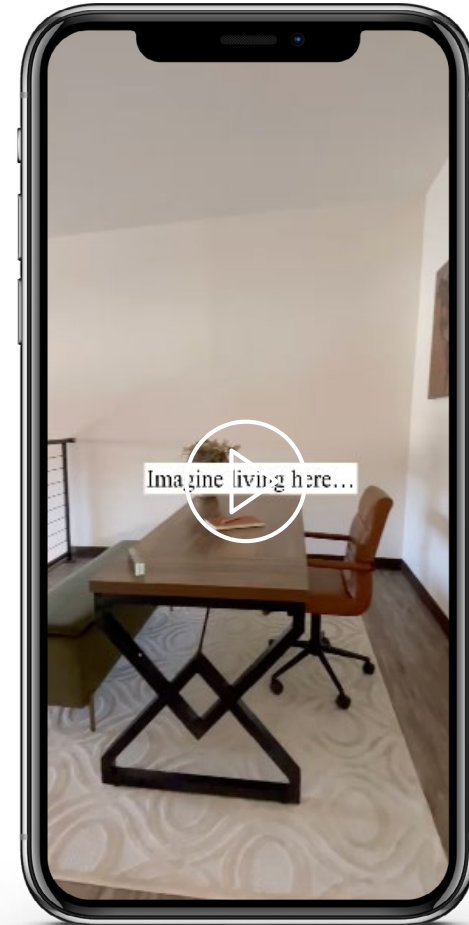
WALK-THROUGH EXAMPLES



BANNER LANE
DC



BECK 46
Minneapolis, MN

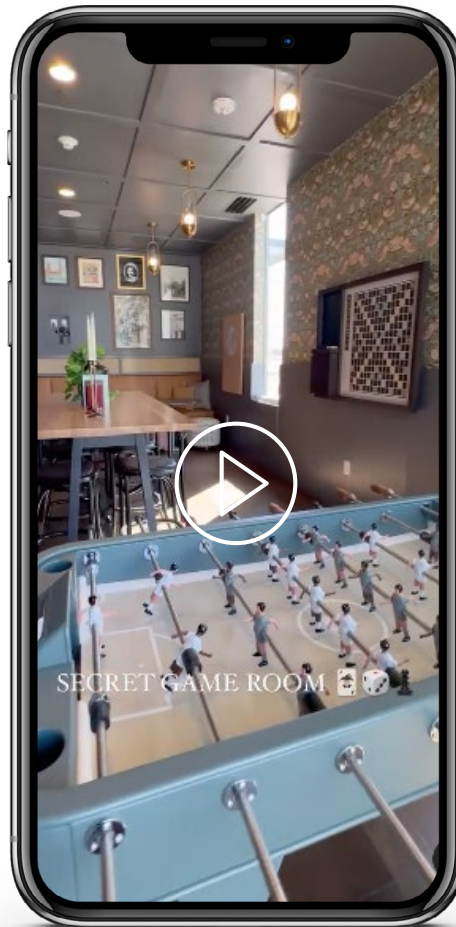


LOFTS ON THE MESA
Flagstaff, AZ

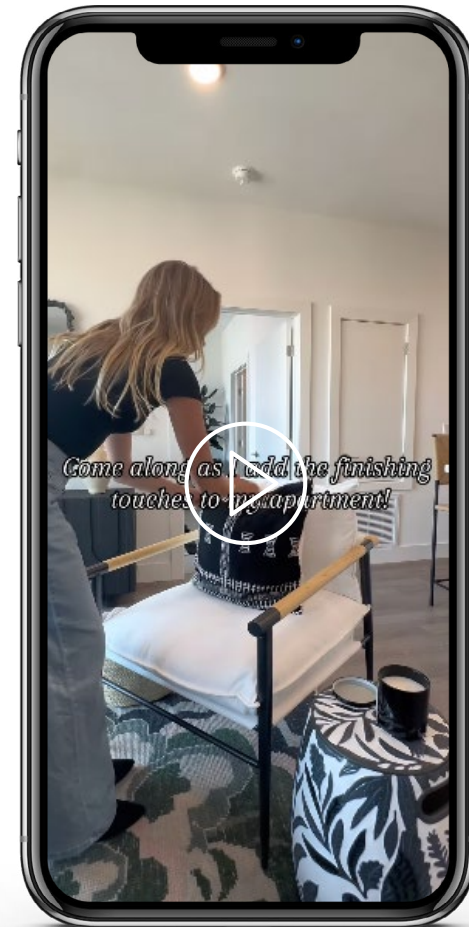
POV STYLE EXAMPLES



VASARA
Menlo Park, CA



NOVEL VAL VISTA
Gilbert, AZ

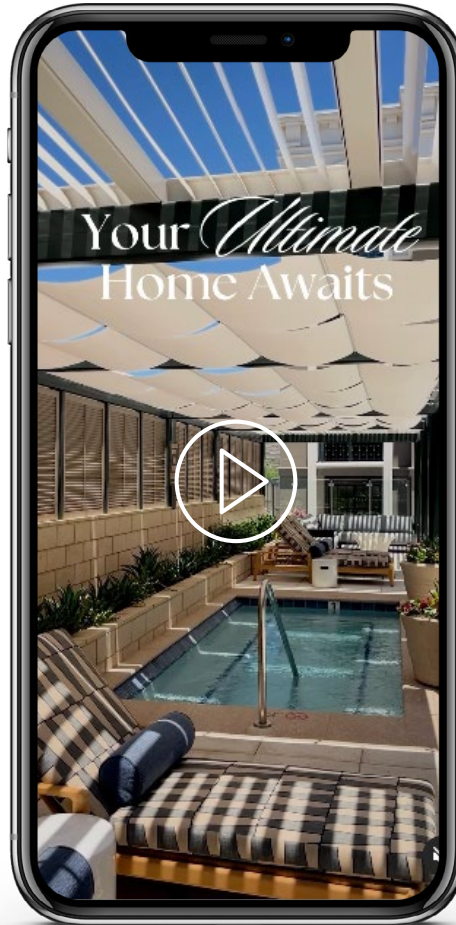


RAFFERTY
Santa Ana, CA

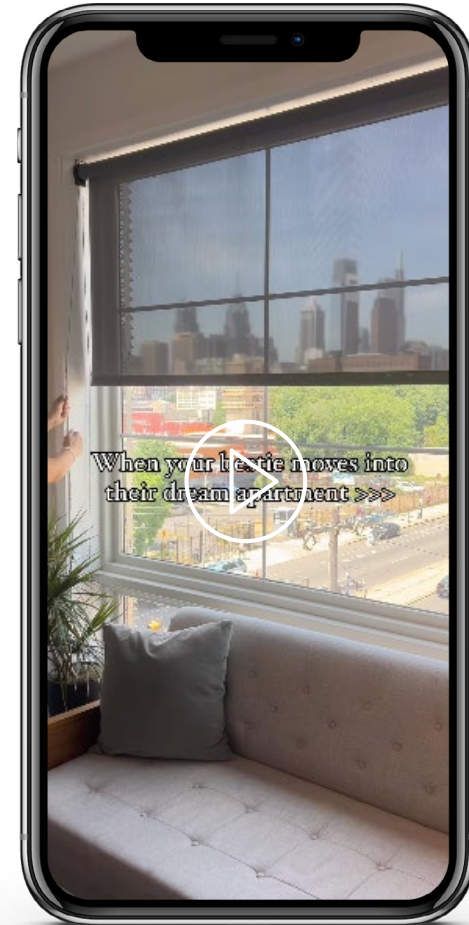
UTILIZE UNIQUE FEATURES & AMENITIES **EXAMPLES**



THE MADISON CANYONS
Castle Pines, CO

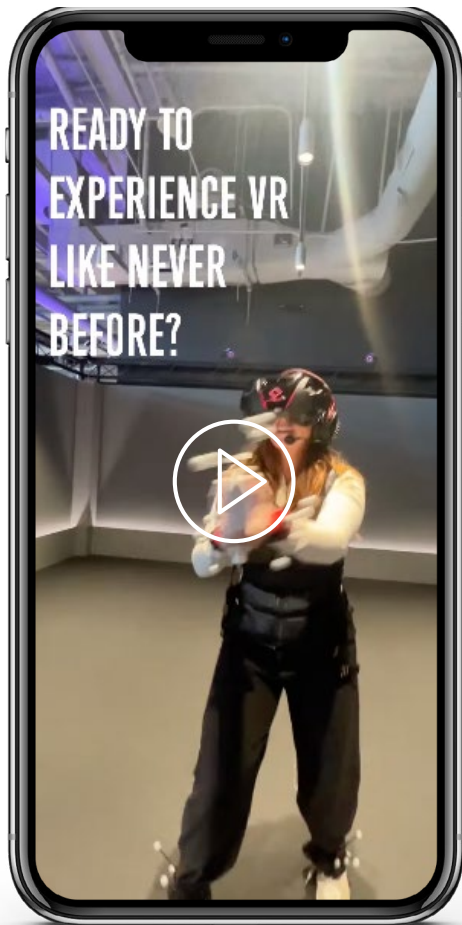


THE BERGEN
Phoenix, AZ

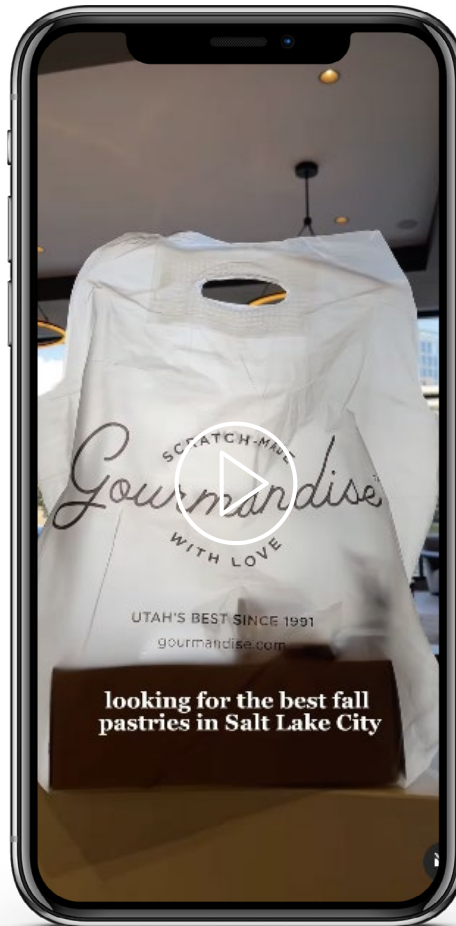


THE QUINCY
Philadelphia, PA

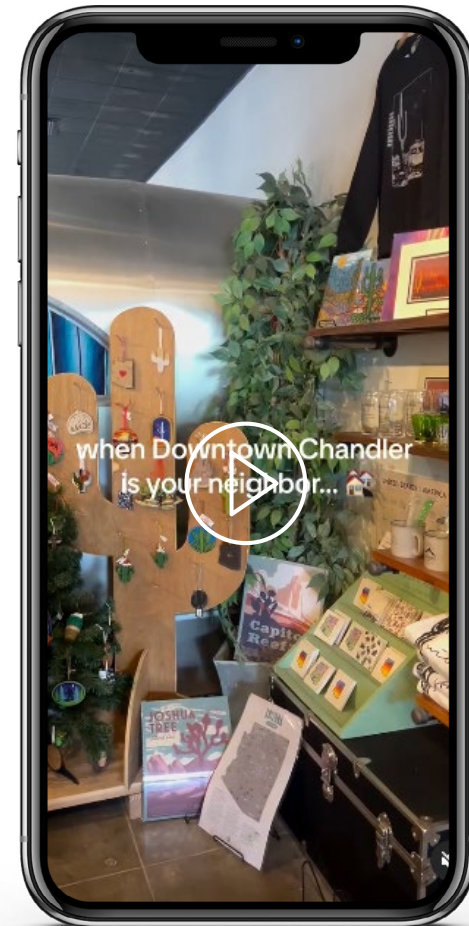
NEIGHBORHOOD EXAMPLES



CUMULUS DISTRICT
Los Angeles, CA



THE WORTHINGTON
Salt Lake City, UT



ENCORE NOVO
Chandler, AZ

envida
SOCIAL / MEDIA

Thank you!

FOLLOW US @ENVIDASOCIAL

