

User Guide

Getting Started | Using Gear | Editing | Content Ideas



Welcome to your Royal LePage Atlantic Media Room

By incorporating video content into your real estate marketing strategy, you can effectively engage your audience, showcase properties in their best light, and establish yourself as a trusted authority in your field. We've invested in resources for you to amp up your social media, video production, and online presence. We're excited to be offering all the tools you need to create amazing content.

This booklet aims to help you feel more comfortable in the space and with the equipment.

Increase Your Engagement:

Video content tends to engage viewers more effectively than text or static images. By incorporating video into your marketing strategy, you can capture and maintain the attention of your audience for longer periods.

Establish Authority:

By sharing informative videos about the real estate market, trends, and tips for buyers and sellers, you can position yourself as a knowledgeable authority in your field.

Build Trust and Rapport:

Video allows you to put a face to your name, helping you build a stronger connection with your audience and establish trust more effectively than traditional marketing methods.

Widen Your Reach:

With the rise of social media and online video platforms, your video content has the potential to reach a much larger audience than traditional advertising methods alone.

Showcase Your Personality:

Video gives you the opportunity to showcase your personality and convey your passion for real estate in a way that written content cannot. This can help you build stronger relationships with clients and differentiate yourself from competitors.

Adaptability: Video content can be repurposed for various marketing channels, including your website, social media platforms, email newsletters, and more, maximizing its impact and ROI.

Getting Started

- Choose a background - from wall system or green screen
- Position your lights on the marked locations on the floor
- Bring a buddy! We do not offer camera operators, so bringing in someone to monitor the camera is welcome.
- Our camera has a timeout feature at 30 minutes, if your filming session exceeds that timeframe, you will have to press the record button again once you hit that limit.
- All of our equipment is very fragile and we ask that you handle it with the utmost care.
- You may **not** take any of the equipment outside of the office.
- Upon arrival, see the Front Desk person for access to the room and gear. Please note, this equipment will be your responsibility throughout the duration of your reservation, therefore lost or broken equipment will result in a replacement fee.
- We ask that you return the room to its original condition prior to leaving your session.
- When you are finished your session, see the Front Desk person to see about your files
- We are so excited you're utilizing this resource! Please keep in mind the devices available should be handled with care. If you're unfamiliar with the equipment, please continue through this Guide.
- If you need to add time, reschedule, or adjust your session please contact photography@royalpage.ca or 902-209-7340

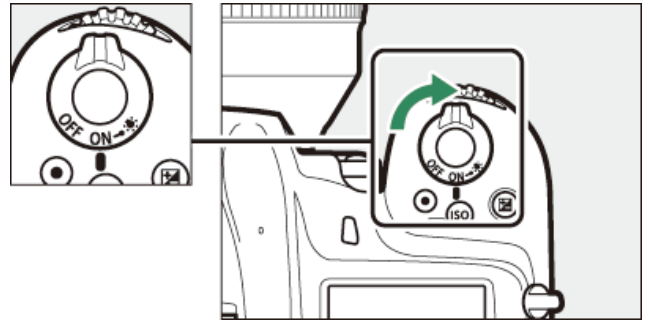
Using Gear

DSLR Camera & Microphone




We have a **Nikon d5600** with a **50mm** lens for you to use in the media room only.

Power On - rotate the power switch to the "ON" position

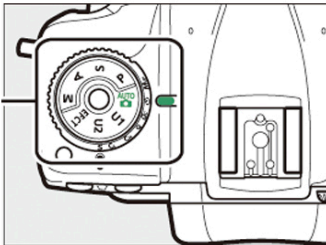
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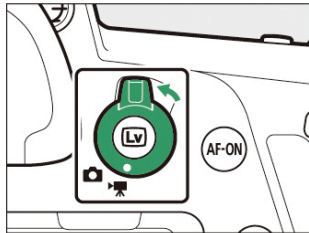
Recording

1. Pressing the mode dial lock release on top of the camera, rotate the mode dial to **Auto**
2. Rotate the live view selector to  (movie live view)
3. Press the  button
4. Press the movie-record button to start recording.
5. Press the movie-record button again to end recording.
6. Press the  button to exit live view.

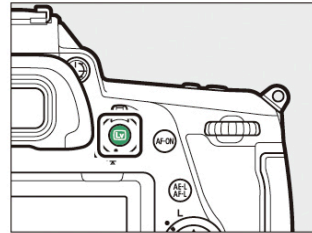
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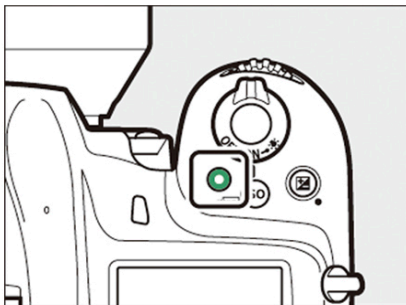
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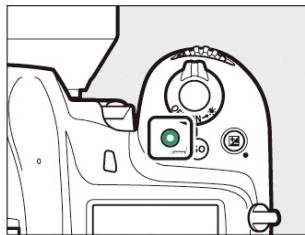
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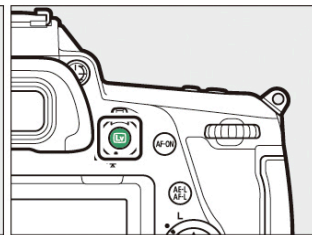
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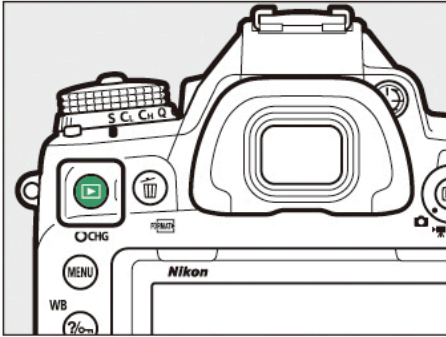
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Playback/Review & Delete

1. To review what you've shot, press the play button  (triangle within the rectangle)
2. Scroll through your clips using these buttons on the directional dial
3. If you're unhappy with a clip you can delete it by pressing this trash button twice.

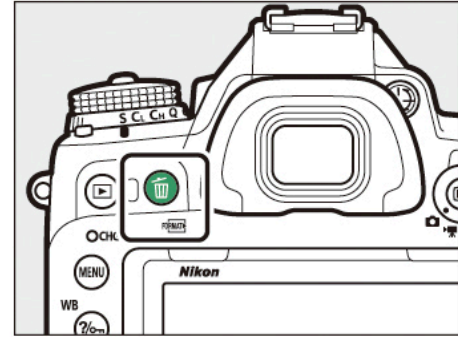
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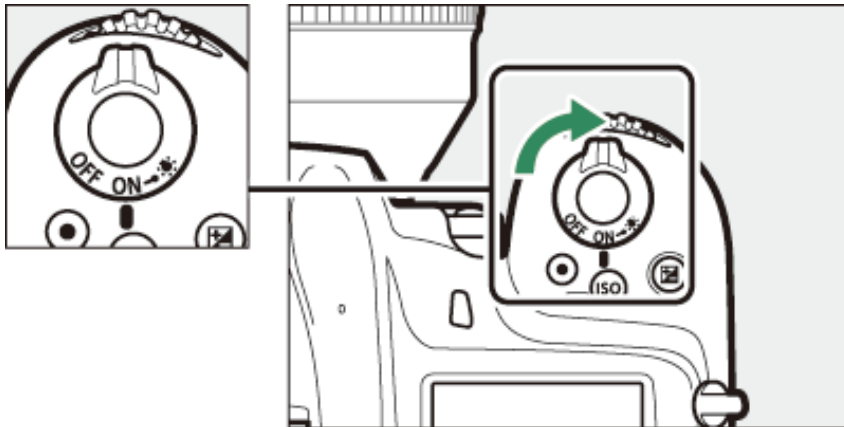
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3



Power Off - return the switch to the "OFF" position



Microphone with DSLR CAMERA

Our media room microphone devices are the RODE Wireless GO II, we have two microphones and one receiver, meaning they can be used by up to two people at once.

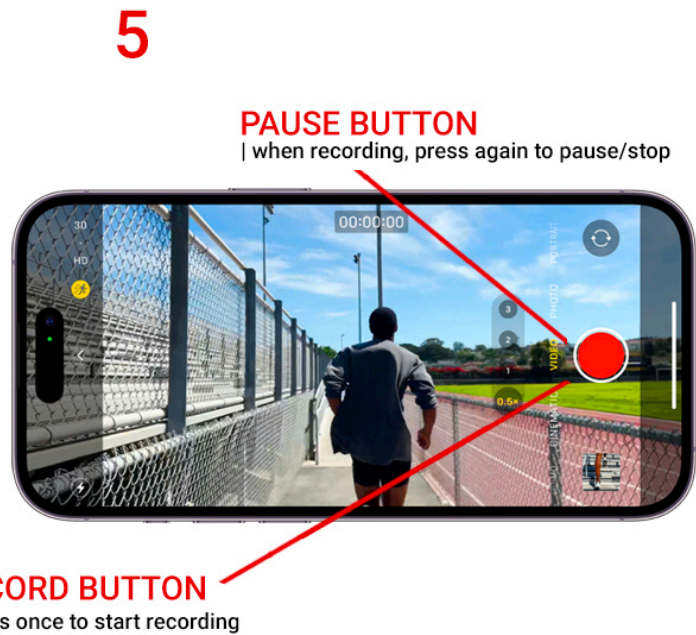
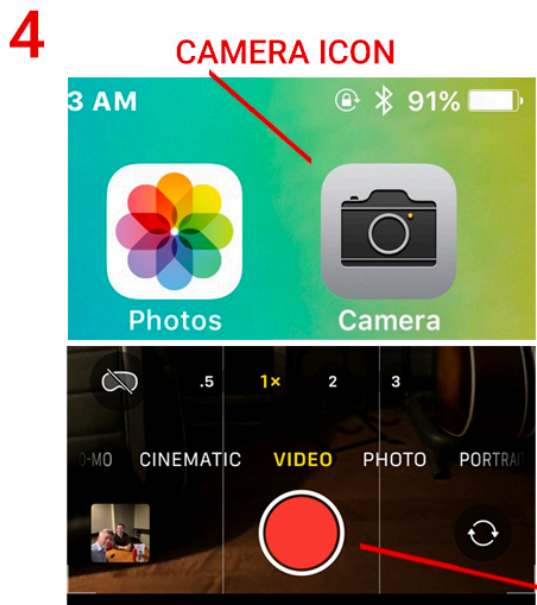
*Note - You can tell the difference between the receiver and the microphones, the receiver has a screen on it.

1. If not already there, mount the receiver to the top of camera, where an external flash would go
2. Power on the Wireless GO II **Microphones** and **Receiver**. Simply press and hold the power button on the receiver and microphone(s)
3. Using the supplied **SC5 1/8" Cable**, plug one end into the **Receiver** output
4. Plug the other end into the **DSLR Camera** side body input



iPhone & Microphone

1. The receiver will clip to the phone
2. Using the USB-C to lightning cable, run from receiver to the power port of the phone. A lightning to USB-C converter will be provided as well
3. Power on the Microphone and Receiver
4. Open the camera on your phone and select "Video" mode to record video, frame the shot by pinching the screen to zoom in and out ([see Switching between camera modes](#)).
5. The large red button will start recording, to stop recording, press the same button again.



iPhone & Microphone



You can also use our MagClip Go's.

- This is a powerful magnetic clip system that allows for the easy positioning of a microphone.
- Clothing can be sandwiched between the magnet and clip for total flexibility.
- It can even be used to place the mic discreetly on an object in a scene or on a stage to capture dialogue.



Tripod

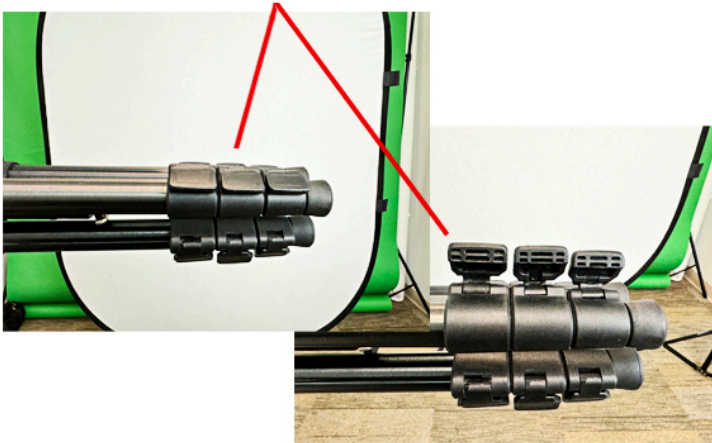
Legs

For the camera, we do have an in-studio tripod for you to use as well.

1. Open the leg clips and extend the legs fully
2. Spread the legs apart to they fully open
3. Adjust the dials and levers on the Pan Head until bubble in each level is in the center

1 OPEN CLIPS TO EXTEND LEGS

| Extend all legs fully



3 MAKE SURE THE CAMERA IS LEVEL

| Adjust levers and dials until all levels indicate centered



LEVEL
| Bubble should be in the middle



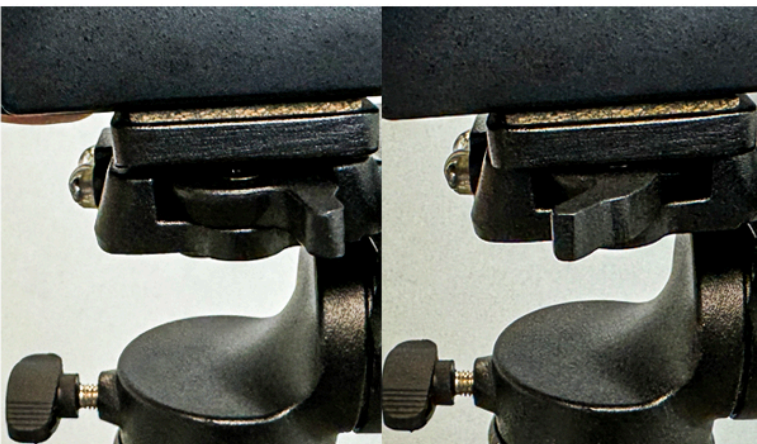
Mounting & Removing the Camera from Tripod

1. On the bottom of the camera will be a clip to mount the camera to your tripod, insert into the pan head so that the camera is flat
2. When the camera is flat and correctly placed in the pan head, you will hear a click and the pan head trigger will shift to the left
3. To remove the camera from your tripod, while holding the camera with one hand, use your other hand to slide the pan head trigger to the right. This will release the camera to allow you to lift off of pan head

1 PLACE TRIPOD CLIP INTO THE PAN HEAD



2 THE TRIGGER WILL CLICK TO THE LEFT | when camera correctly in place, the Pan Head trigger will go to left



3 SLIDE TRIGGER TO RIGHT TO REMOVE | holds trigger to right with one hand & left camer out with other



Lights

Softbox Lighting

- We have two MOUNTDOG Softbox lights and an 18" Halo/Ring light for you to use.



Editing

Self Editing (Suggested Free Editing Apps)

- [Splice - Mobile App](#)
- [Canva - Online](#) | [Canva - Mobile App](#)
- [iMovie - Desktop](#) | [iMovie - Mobile App](#)
- [DaVinci Resolve - Desktop](#)
- ***RLPA Editing - \$50/30min**

Content Ideas

Personal

- About Me
- A Day in Your Life
- Explaining Your Process
- Personal Real Estate Milestones
- Two Truths and a Lie
- How to Connect with You
- Why Hire a Realtor
- Frequently Asked Questions
- Hobbies
- Personal Home Projects
- This or That

Education

- Market Updates
- Real Estate Lawyer
- Did You Know
- How to Interview an Agent
- Permits
- Tax Specialist
- How to Save for a Down Payment
- How Condo Fees Work
- Interest Rates
- 3 Ways to Sell for More \$\$
- Only in Our Province
- Appraisal Process
- Steps of Home Inspection
- Escrow Explained
- Closing Costs Explained
- Types of Mortgages
- Preparing to Sell
- How to Increase Home Value
- Determining Listing Price
- Pros/Cons of Mortgage vs. Rent
- Interviewing Loan Officers
- Pre Approval
- Possession Day
- Buyer Agency
- What You Need to Know Before Building a Home
- Market Value Vs. List Price
- How to Handle a Sellers Market

- What to Look for When Buying a Home
- Tips for First Time Home Buyers
- Why Do Listings Go Expired
- What to Fix Before the Home Inspection
- How to Buy and Sell at the Same Time
- When to Downsize
- What to Include on Your Property Wishlist
- Questions Your Realtor Should Be Asking You
- Building vs. Buying

Home Tips

- Space Saving Tips for Condo Living
- Current Design Trends
- Curb Appeal
- Home Improvements
- 3 Mistakes to Avoid
- DIY Home Projects
- Squeaky Doors, Windows, Floors
- Snow Clearing
- Painting Prep For Fall
- Prep for Winter
- Ultimate Man Caves / She Sheds/ Patio Decor
- Home Office Carpet/Furniture Stains Gardening
- Feature Walls
- Furnace Filters

Neighbourhood

- Neighbourhood Tours
- Staging
- Condo Amenity Tours
- Local Business Spotlights
- About This House
- Home Feature Tours

Additional Topic Inspiration

- The most valuable thing I've learned over the past year as a realtor
- The most creative offer I've ever submitted
- The most memorable showing I've ever done
- What I love most about my clients
- First time homebuyers often make the mistake of...
- The reason I became a realtor
- My very first deal was...

- What I love about our area
- I chose Royal LePage Atlantic because...
- Getting your home ready for market Market Update
- Finding the right community for my clients
- Relocation made easy
- Memorable transactions
- Benefits of condo living
- How to start investing
- Preparing to buy
- How I can help increase your home value
- The benefits of my network
- Crafting an offer
- Ways to increase home value before hitting the market
- Finding the right agent for you

A hook is the attention-grabber you use to get your audience invested in your video right from the start! Here are a couple of hooks to consider implementing in your next video:

- Did you know _____?
- Here's how you can _____
- If you're a _____, you need to do this
- What if _____
- Top 3 ways to _____
- Here's what you need to know about _____
- 3 things i wish i knew before _____
- The simplest way to _____
- You won't believe this but _____
- Here are 3 reasons why _____
- This is the easiest way to add value _____
- The biggest mistake buyers make is _____
- The biggest mistake sellers make _____
- Here are 3 misconceptions about _____
- Homeowners need to know _____
- Is now the time to _____
- If you've ever wanted to _____
- Would you believe me if I told you _____

