



Real Estate Video Checklist

6 Essential Shots That Sell Listings Faster

Plus: Pro tips for agents, prepping the home, and boosting visual appeal

Introduction

Your photos are solid. Your listing is live.

But if your video walk-through is shaky, boring, or skips key areas, you're leaving money on the table.

At Aerolens, we film real estate content that **builds buyer emotion** and moves listings faster.

This checklist gives you the **6 must-have shots** to make your next listing video do the selling *for you*.

✔ What You'll Need:

- Clean, decluttered property (see pro tip section)
 - 1 camera (or us)
 - This guide
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The 6 Must-Have Shots

1 The Welcome Entrance

Wide shot of the front exterior with clean, smooth motion
→ Sets emotional tone, establishes curb appeal

2 The Flow Walk-through

Cinematic walk-through of the main living area
→ Helps buyers *feel* the layout and imagine themselves moving through the home

3 The Kitchen Hero Shot

Multiple angles: slow pan, countertop close-up, lighting detail
→ Kitchens sell homes. Make it aspirational.

4 Primary Bedroom + Bath

Don't just walk in—**reveal** the room with motion. Include lighting features, dual vanities, and tub details if available.

5 Outdoor or Patio Area

Even a small yard can feel bigger with the right perspective. Emphasize *possibility*.

6 Drone Shot (if legal in your area)

Aerial reveal of the home + surrounding neighborhood
→ Adds scale, prestige, and cinematic polish

Pro Tips for Maximum Visual Impact

-  **Declutter ruthlessly**
Remove personal items, pet bowls, magnets, toiletries
 -  **Stage like you're showing, not living**
Open doors, turn on all lights, use warm bulbs
 -  **Clear 80% of countertops and surfaces**
Less distraction = more buyer focus
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Want Us To Shoot It For You?

We specialize in cinematic walk-throughs and drone footage that help agents:

- Sell listings faster
- Win more clients
- Look like top-tier pros online

 **Book a free discovery call**
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