

PLEASE COMPLETE THIS FORM **PRIOR TO** YOUR SCHEDULED SHOOT AND REVIEW WITH YOUR FILMMAKER UPON ARRIVAL.

Broker Name (Please Print)

Property Address (Please Print)

Client/Homebuyer Name (Please Print)

Client/Homebuyer Name (Please Print)

INTERVIEW PREPARATION

We recommend a documentary style on-camera interview using the Q&A method. Practice your answers and be sure to smile!

NOTE: All persons appearing in video must sign a separate release form. This includes parents of anyone under 18 years of age.

SOME QUESTIONS & ANSWERS TO CONSIDER...

- 1 - Please give a short (15-20 second) description of your business.
- 2 - Why are you passionate about being a Realtor?
- 3 - What led you to real estate?
- 4 - What direct benefits or value do you offer to clients?
- 5 - What sets you apart from other Realtors?
- 6 - Is there a specific service that your customers particularly like?
- 7 - Are there any tips or secrets that you could offer someone looking to buy a home?
- 8 - How can someone contact you if they are interested in purchasing a home?

Finish this sentence...

- "What really makes my business unique is..."

INTERVIEW (CHECK ONE)

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I am prepared for an on-camera interview

IF YOU ARE CONCERNED ABOUT BEING ON CAMERA, WE OFFER THE FOLLOWING OPTIONS:

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I am prepared for an interview, but want to use only my voice not my appearance.

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I only want shots filmed shoulder level or above

***Be Prepared.** Complete this Production Outline & Practice your Interview topics before your Shoot and discuss these items with your filmmaker upon arrival

LOCATION OF SHOOT (ONE LOCATION -- ADDITIONAL LOCATIONS AVAILABLE FOR ADDITIONAL FEE)

Quiet Location | Single Location | 60-90 Min Interviews should be conducted in a quiet and controlled environment.

Location (Address, Area, Etc)

We recommend choosing a well-staged listing or home and that would appeal to a buyer or seller in your market.

Your Shoot will happen at a single location, last 60-90 minutes and will include a brief consultation with your filmmaker to ask questions, review your production outline, request specific shots & complete the interview.

Please provide a Broker Logo. We will need a high resolution brokerage logo that we can input in the first three seconds of your Video. Plan on having this ready to send to your videographer.

SHOT LIST (HIGHLIGHTING WHAT MAKES YOUR BUSINESS UNIQUE MAKES FOR AN ENGAGING VIDEO)

List People, Items, Products, Services, listing photos, offices, awards or anything that you would like **included** in the video. Also, anything you would like **excluded** from the shooting.

* REQUIRED SIGN OFF (Please Initial Each Square)

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I understand that the shoot is limited to 60-90 minutes in one location. Additional Locations, additional shoot time or Reshoots requested are reviewed on a case-by-case basis and, if approved, will incur additional fees.

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I understand that my video will be between 45-75 seconds long. This time typically equates to 3-5 individual talking points and I have prepared these talking points below.

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I completed this production outline and prepared for my shoot ahead of time.

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I discussed this form with my filmmaker prior to the interview and any videotaping.

Agent Signature

Creative Signature