



Meet Your REALTOR® Video Program

Engage and Connect with
Clients through Video!



NSDCAR's NEW
REALTOR® VIDEO
Program is easy
and affordable!

[Schedule Your
Video Shoot Today](#)

Leverage Your Social Media with Video!

Showcase your experience and knowledge with video.
With NSDCAR's Meet Your REALTOR® Video Program you can
promote yourself and your business with a professional video!

Post Your Professional Video to:

Your Website ● YouTube ● Facebook
Your Blog ● QR Codes

Maximize Your Reach with Video Today!

Contact Ken DeMarco at (760) 734-3971 or email video@nsdcar.com to schedule an appointment.



NSDCAR VIDEO PROGRAM

The Program

Realtor® Profile Videos

The internet as we've known it has been a two-dimensional flat world. We created a website with a few words and graphics and that was it. The internet is now a three dimensional interactive world. You can engage your audience in ways not possible before. Today's consumers want visual and narrative. This is a huge opportunity for you to create your own commercial to promote yourself to your consumer, the buyer and seller.

The North San Diego County Association of REALTORS® offers professional video services at its Vista Administrative office located at 906 Sycamore, Suite 104, Vista, CA 92081. The NSDCAR Studio is equipped with quality professional equipment to provide its members with a professional grade video production. Each video profile can be anywhere from 30 seconds to 3 minutes in length. Your agent video profile will give potential clients and your peers an opportunity to hear about your experience, knowledge of the market and approach to client service.

Video taping/editing will be scheduled on Tuesdays and Thursdays. An appointment is required to hold your time slot*. Alternate days for taping will be considered on an individual basis.

The fee for this service is \$79.00 flat rate**. Additional time for processing or additional work beyond the service will be charged at a rate of \$20/hour.

Please contact Ken DeMarco @760-734-3971 or email video@nsdcar.com to schedule your appointment.

*All video taping sessions will be performed at NSDCAR's Vista location unless other arrangements have been made. Please note that taping/editing sessions performed at a location other than NSDCAR's Vista location will require additional fees and will be subject to availability of the videographer. A 24 hour cancellation notice is required if you are unable to keep your appointment. A fee of \$40 will be assessed for "no shows" and notice of less than 24 hours.

** One retake will be provided at no cost if product does not meet expectations. Due to the staff time involved with each session, NO REFUNDS will be given.

Production Recommendations for Video Session

Below are some recommendations for you to consider before your video session at the NSDCAR Studio.

- Video taping/editing session should last approximately 30-60 minutes
- Please arrive a minimum of 5 minutes before your appointment
- Do not wear any green (any shade)
- If you wish to use the NSDCAR teleprompter you must bring your script on a USB thumb drive formatted in Microsoft Word or email your script to video@nsdcar.com before your appointment
- Keep the script concise. Script length needs to be 30-60 seconds. A good rule of thumb is every three words equals one second

Production Recommendations

Introduction

- My first and last name
- My company name
- How long I have been in business
- My specialty or specialties (commercial, residential, townhomes, luxury homes, etc.)
- Any social media information

About Me

- Services I offer to my clients
- The advantages of using me as a REALTOR®
- Why list your property with me or select me when buying a property
- Contact me by phone, email or visit my website
- I am multi-lingual-multi-cultural
- I hold the following REALTOR® Designations

Guidelines

The purpose of the member video is to market you professionally as a REALTOR®. Videos with inappropriate "graphic and explicit" content are unacceptable and will be prohibited.

NSDCAR will provide recommendations on video production for quality assurance and further professional image for our members.

Your proof will be ready to view in approximately 5 business days. The final product will be ready for pick up/delivery 5 business days from date of approval of the proof.

NSDCAR can provide the following formats for your video depending on your needs: QuickTime, DVD, or Flash. (There will be nominal charge for Flash Drive or DVD).

NSDCAR will provide a variety of static pictures or animated backgrounds for you to choose from for your video. You may also provide your own background. Your background picture must have a resolution of 1280 x 1024 or greater.