

Stewart Creative — Phone Shoot Guide (Realtors)

Built in San Francisco • Serving Realtors Nationwide • Delivery in 3–5 business days

Quick Settings

Camera	iPhone or Android native camera (avoid social apps to record)
Resolution	4K if available; otherwise 1080p
Frame rate	30 fps for walkthroughs & talking heads (use 60 fps only for slow motion B-roll)
Stabilization	On. Use a gimbal or two-hand hold; avoid ultra-wide unless needed for tight rooms
Orientation	Shoot both 9:16 (vertical) for Reels and 16:9 (landscape) for listings/YouTube
Exposure/Focus	Tap to focus on subject; long-press to lock AE/AF if lighting changes
Audio	Use a lav mic if possible. If not, stand 2–3 ft from camera; avoid windy areas
Lighting	Face windows; avoid strong backlight. Turn on all interior lights for walkthroughs

Scenario 1 — Listing Walkthrough (3–5 clips)

- Outside establishing shot (5–7 sec), slow pan; avoid cars/people blocking view
- Front entry to living area in one smooth move (8–12 sec)
- Kitchen hero shot: counters, appliances, then a slow push to details (6–8 sec)
- Best bedroom + primary bath (two clips, 5–7 sec each)
- Backyard/patio ending shot (5–7 sec).

Scenario 2 — Agent Intro (1–2 clips)

- Framing: chest-up, eye-level, camera 2–3 ft away; clean background
- Script: name, brokerage, address or feature, call-to-action (“DM me for a showing”). 8–12 sec total
- Do 2 takes. Smile at the end; hold for one second.

Scenario 3 — Neighborhood B-roll (3 clips)

- Street sign or recognizable landmark (5 sec)
- Local café/storefront (5–7 sec)
- People-free walking shot on sidewalk (5–7 sec).

Do / Don't

- Do clean lenses before shooting
- Do keep clips steady and under 10 seconds
- Do record 1–2 seconds of stillness before and after each clip
- Don't zoom digitally; instead, step closer
- Don't whip-pan or walk quickly; keep it smooth
- Don't shoot next to loud HVAC or in wind without a mic

How to Deliver Footage

- Upload original files (not exported from social apps) to a shared folder (Drive/Dropbox/WeTransfer)

- Keep filenames simple (e.g., 123-MainSt-kitchen1.MOV)
- Send the link and any notes (music vibe, title text, brand colors).

Questions? Email: cjeffstewart@gmail.com • Web: stewartcreative.pro