

## TAKING IT VIRTUAL: DIGITAL RESOURCES, TOOLS AND ACCESSORIES FOR REAL ESTATE

If you haven't stepped up your game, now is the time to do it. For many new home developments, we can take some inspiration from general brokerage, and for those in general brokerage out there, now is the time to elevate things and take advantage of the time at home to update your skillset. These range from the basic to the splurge-worthy, so choose what suits your budget!

### HELPFUL HARDWARE

#### Video Accessories:

Stabilizer for filming with your phone or DSLR:

- For everyone - SmartPhone stabilizer: DJI OSMO 3  
<https://store.dji.com/product/osmo-mobile-3>
- For Semi-Pro - DSLR Camera stabilizer: DJI Ronin-S  
<https://store.dji.com/product/ronin-s?vid=49721>
- HACK - if you own a Drone with a gimble camera - just handhold the drone and record

#### Lenses:

- Moment Fisheye lens: Works with the newest iPhone, Pixel, Samsung, and One Plus Phones  
<https://www.shopmoment.com/shop/moment-fisheye-14mm-lens>
- Wide-angle lens: Ollaclip:  
<https://www.olloclip.com/pages/real-estate>

**Pro tip:** Film without the sounds so you can customize your pitch while you walk through the listing with potential buyers. And film one with narration.

#### Lighting:

- The [Diyife Rechargeable Selfie Ring Light](#), with 3 Level Brightness 36 LED Ring Light Adjustment Clip on Smartphone is great and improves how you appear on camera. You can buy it on [Amazon](#) and it's < \$20!
- Natural light - sit in front of a window and prop your phone or camera in front of it

- [Lume Cube](#) - sticks on a window or your laptop and is a powerful light source
- [MOUNTDOG 1350W Photography Studio](#) - good budget entry level 3 Prong lighting studio kit

### Microphones to use for great audio:

- [Logitech USB Headset H390 with Noise Cancelling Mic](#) - simple option great for recording over slides with a mic at your mouth and headset in one.
- [Blue Yeti USB microphone](#) – great to record podcasts and over screenshares. Great audio quality and reasonable price. Plugs into your laptop with a USB cord too.
- [Zoom H6 Recorder](#) - super fancy and great sound, this acts as a standalone mic with one way and multidirectional mic heads you can change out.

### Cameras:

- Your smartphone!
- [Logitech HD Pro Webcam C920](#) - great as a mic and video that just clips onto your laptop – great quality video if you're recording from your laptop for webinars and screenshares, and lives on Facebook etc.
- [Panasonic Lumix DSLR with flip screen](#) - so you can see how you look when you're actually recording - good for the budget too, with a quality lens for professional videos.
- If you get a DSLR, this lightweight [Rode Compact Mic](#) is excellent for attaching on top
- [Ricoh Theta V](#) – allows you to do your own virtual tours (note – get a monopod/tripod for it)

### Headset

If you are going to participate and speak during a web conference (be it Zoom, GoToMeeting, Skype, Webex or anything else) you must use an external headset or earbuds that plug into the headphone jack on your computer. This is not optional. If you don't the organizer will have to mute you because your built-in computer speakers will feed the sound into your built-in computer mic and cause an echo.

- I love my tried and true standby of my wired apple earbuds with mic – call me old school, but I'm never worried about them dying on me or sound cutting out!
- If you don't want to be tethered to your computer all day with wired earbuds, you can invest in [Apple Air Pods](#). I've also used the [Beats Studio 3](#) but I find the mic isn't as good on it.

### External Mic

If your headphones have a mic built-in then that will suffice – but if they don't, then you must have an external mic. The desktop Yeti is the best one around. And even if your headphones have a mic, but you want the best possible sound splurge for the Yeti!. If your headphones do have a mic, BUT you want the best possible sound, then spring for a Blue Yeti.

## HELPFUL SOFTWARE / SERVICES:

[Matterport](#) Virtual Tours – sure these aren't new but they are getting phenomenal engagement!!!

Chat for your Website – [www.Tawk.to](http://www.Tawk.to) is FREE, yes FREE! Easy to add code and customizable to your brand

Photo editing, floor plans, clipping, CGI renders, virtual staging and custom edits at unbeatable prices and 24 hour turn-around time! – [www.BoxBrownie.com](http://www.BoxBrownie.com)  
(BONUS Their [blog](#) has tons of tips and tricks – how to get the best shots from your iPhone and more)

### Video Hosting:

- VIMEO - <https://vimeo.com/> - easiest to upload and configure - able to customize the video interface
- WISTIA - <https://wistia.com/> - more extensive built-in analytic reporting
- LOOM - <https://www.loom.com/> good for recording, editing & hosting

### Video editing:

Outsource it! Find a great video editor on [Upwork.com](https://www.upwork.com)

[Final Cut Pro](#)

[Adobe Premier Pro](#)

## Blog Posts with tips to inspire you and share with your clients during quarantine

Send those emails, keep up your social media posts! Here's some suggestions for things people CAN be doing around their homes that can inspire your writing and sharing:

[Home improvement Projects](#)

[Add Value Projects](#)

[Cozier Home](#)