

# Footage Upload Guide

## Requirements & File Organization

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To help us edit your footage efficiently and at the highest quality, please organize all raw footage into clearly labelled folders before uploading.

### 01 Folder Structure

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Organize your footage into two top-level folders. Inside each, create sub-folders using the labels below:

<b>Horizontal Video</b> 16:9 landscape format	<b>Reel / Vertical Video</b> 9:16 portrait / social format
<b>E</b> Exteriors	<b>E</b> Exteriors
<b>M</b> Main Floor	<b>M</b> Main Floor
<b>2</b> Second Floor	<b>2</b> Second Floor
<b>3</b> Third Floor	<b>3</b> Third Floor
<b>B</b> Basement	<b>B</b> Basement
<b>D</b> Drone Footage	<b>D</b> Drone Footage
<b>OC</b> On-Camera Footage	<b>OC</b> On-Camera Footage

### 02 Additional Guidelines

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- **Record each shot as a separate clip** Record, stop, then move to the next shot. Avoid continuous recording across multiple scenes.
- **Upload only final takes** For any on-camera segments, include only the approved, final recorded take.
- **Include only relevant b-roll** Upload only the b-roll footage you would like us to consider for the final edit.
- **Remove unusable footage** Delete any accidental, test, duplicate, or otherwise unusable clips before uploading.

### 03 Video Flow & Sequencing

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If you have a specific vision for the order of the final video, include those instructions in your email when sending the footage.

**Example:** *Front exterior → Backyard → Second floor → Main floor*

### **No instructions provided?**

Our editors will follow the standard flow of the home and use their professional judgment when building the story of the property.

## 04 Drone On-Camera Syncing

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When recording an on-camera segment using the drone, follow these steps to ensure accurate audio syncing:

- Have the agent perform a visible clap at the beginning of each take.
- The clap must be clearly visible in the drone footage and audible in the separately recorded audio file.
- If multiple audio recordings are used throughout the shoot, a new clap should be performed at the beginning of each audio file.

### **Film Slate Technique**

Similar to a film clapperboard, a visible clap allows our editors to synchronize drone footage and external audio much faster and with greater accuracy.

**Ready to submit your footage?**

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