



BERKSHIRE HATHAWAY HomeServices

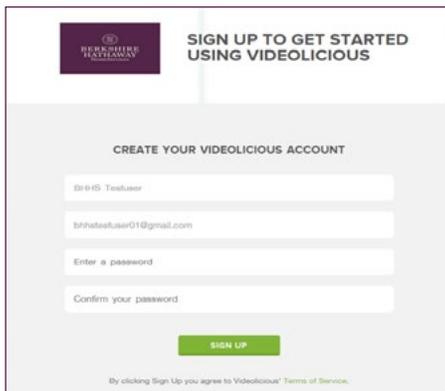
presents

A FASTER, EASIER WAY TO MAKE VIDEOS

Now more than ever, video and mobile are important elements to any effective real estate marketing strategy.

Berkshire Hathaway HomeServices understands this completely, and has teamed up with Videolicious – named one of the “Best New Apps” of 2014 by Apple – to empower all our agents with a way to create sophisticated videos ... in only minutes.

This amazing product is brought to you – *free of charge* – by Berkshire Hathaway HomeServices.



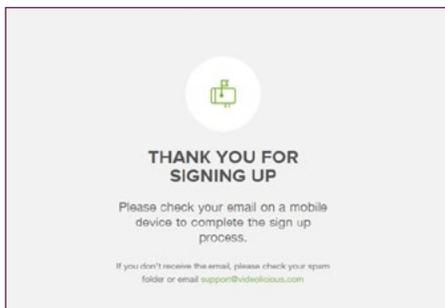
To sign up, choose a password (make a note of it to use later)

GET THE APP

- Step 1: Login into **REsource Center**
- Step 2: Click on **Marketing REsource**
- Step 3: Click on the **Video Creation** link in the left-hand navigation
- Step 4: A sign-in screen will pop up. This is where you will start to create your Videolicious Account – you will complete this process from your iPhone or iPad. The form is automatically populated with your user name and email. Simply choose a password to set up your Videolicious account. (Important: make a note of your password – you will need it to access your account later in the Videolicious app on your device). Click **SIGN UP**. A message will appear informing you that an email was sent to the address you used to sign in with.

The next steps have to be completed on your iPhone and iPad

- Step 5: Access your email from your iPhone or iPad.
- Step 6: Look for an email from Videolicious. The email will contain a link that will re-direct you to videolicious.com. On the website, follow the instructions to install the app.
- Step 7: When you open the app for the first time, click **Sign In** in the top right corner. Here is where you will use the email and password you used when you created your account. This connects your Videolicious account with your Marketing REsource account – any video you make with the Videolicious app will automatically be sent to your Marketing REsource Library, so you can easily include them in any video-ready marketing template.



Check your email to finish the registration process

Congratulations. You now have access to the app.

Let's make a video, shall we?



When you first open the app, sign in



Use the email and password you created in Step 4

About Videolicious

Since 2007, Videolicious has been a leading provider of automatic video creation solutions, with more than three million users in over 100 countries. The company's patented automatic video editing technology has powered the creation of videos for Fortune 500 companies, real estate agents, TV stations, newspapers and magazines, social media marketers, local businesses, and anyone else who wants to benefit from video's power to sell and inform. Videolicious weaves together agent sales pitches and customer testimonials with illustrative shots of homes, neighborhoods and more, automatically in seconds.

MAKE A VIDEO

Here's how to create a quick video:

You should have a good idea of what you want to say in approximately 30 seconds. You can write it down or memorize it, whatever you're more comfortable with. Here's an example of what that might look like:

"Hi, this is Wendy Owens with Berkshire Hathaway HomeServices Allison & Doyle REALTORS. * I'm here at 123 Main Street, a beautiful, gated home on a large lot. * The fun-filled yard comes with a pool and a rock slide, * plus an amazing outdoor entertainment area. * It has an open floor plan with a completely renovated * and spacious kitchen that you're absolutely going to love – * with a lot of cool features! * If you'd like to check it out, give me a call any time."

The *asteriks are where you will select photos and/or video of the listing *while you record your message*.

Let's get started. Using your iPhone or iPad, take a few photos and/or 10-15 sec video clips that showcase the most interesting aspects of your listing.

With the Videolicious app open in **Step One**, tap **Choose Shots** and select – in the order you intend to use them – the photos and/or video clips you like. Tap Save.

In **Step Two** you're going to tell your story. This is where you will video and record yourself talking (like a selfie!), *while you tap the images* you just selected – after you tap the first image or clip, the next one you selected will appear. Tap **Tell Your Story** to begin.

After the 3, 2, 1 countdown you can begin talking:

"Hi, this is Wendy Owens with Berkshire Hathaway HomeServices Allison & Doyle REALTORS. (*Tap photo/clip) I'm here at 123 Main Street, a beautiful, gated home on a large lot. (*Tap next photo/clip) The fun-filled yard comes with a pool and a rock slide, (*Tap next photo/clip) plus an amazing outdoor entertainment area. (*Tap next photo/clip) It has an open floor plan with a completely renovated (*Tap next photo/clip) and spacious kitchen that you're absolutely going to love – (*Tap next photo/clip) with a lot of cool features! (*Tap image of yourself) If you'd like to check it out, give me a call any time."

Tap the red **Stop** button and review your recording.

If it's to your liking, tap **Save**.

Step Three lets you add some music. Through Videolicious, you have access to a fully licensed soundtrack library. Select **Choose Your Music**. Select **Theme Music** and pick a song. The music will play and you can adjust the music and voice balance.

Tap **Save**.

Videolicious will take your footage, trim it down, add transitions, logos and music.

Once you've created and uploaded your video, you can access the final product in your **Marketing REsource** account.

On your **Marketing REsource** page, click the **Library** tab at the top of your screen. Select **My Library** and then click on **Video**. Your video will be there and available to use and send on any video-ready marketing template.

It's as simple as that!

Check out **this video** we made that shows the whole process!

For more tips and tutorials on using Videolicious, check out their website at videolicious.com/easy-video-editing or videolicious.com/real-estate-video



BERKSHIRE HATHAWAY
HomeServices