

Why Have We Created Video Walkthroughs?

The Problem

Renters and Partners spend 100's of hours per month conducting physical viewings. This is resource intensive for Partners, and incredibly time-consuming for Renters too.

Most renters go on an average of 5 viewings, meaning that 80% of all viewings do not result in a deal, and were a waste of time!

The Solution

Video Walkthroughs enable renters make decisions about their next home, by watching a real, unfiltered view of the property, from the comfort of their sofa!

Walkthroughs also help Partners to save time, money and stress associated with physical viewings, improve the quality of renter enquiries, and most importantly, **get deals done without the need for a physical viewing**!





How To Create Walkthroughs on Movebubble



Open the Movebubble Partner App, and press the blue button to start filming your Walkthrough





Film the required video clips on your smartphone, and be sure to follow the approval guidelines



The Structure of Walkthroughs

Intro

You can talk to camera in these clips

Full Home

Movebubble adds music to these clips

You can talk to camera in these clips





Introduce yourself, the home you're showing and any other key info renters won't be able to see from the video clips



Highlights



Why not share some highlights with the renter that you love about this home? Try to mention things the renter can't already see

Room Clips

Movebubble adds music to these clips



Now take 8-10 second clips of the individual rooms, living room, kitchen, bedrooms, bathrooms, garden, entrance hall

Outro

You can talk to camera in these clips



Finally, let renters know the next steps. We suggest: 'Tap the heart to add it to your watchlist, or chat to me in the app anytime!'





How Renters Discover Your Walkthroughs









Renters can access Walkthroughs from the property details, which will help to increase the quality of enquiries we send you

Homes with Walkthroughs are prioritised in the renter's search results, so more renters will discover your properties



We'll also show the latest Walkthroughs at the top of the Home Screen, again driving more visibility of your properties



What Can Renters Do With Walkthroughs?







Navigate through different rooms 🟠

Save the property to their Watchlist 🗡



Approval Criteria for Movebubble Walkthroughs

REMEMBER TO...

- ✓ Film your walkthroughs on a smartphone
- \checkmark Film in portrait orientation
- ✓ Keep video clips short and swift, ideally 8-10 seconds
- \checkmark Ensure video clips are filmed recently so it is an accurate representation of the property





PLEASE AVOID...

- X Using filters or wide-angle lenses as it's difficult for renters to get a sense of what the home is really like
- X Filming videos using a special camera
- X Filming in landscape orientation
- X Uploading videos over 6 months old that do not reflect the true state of the property

How Can I Get Started?

Get Started NOW!

If you'd like to create Walkthroughs now, you can!! Just film them on your smartphone and send over to us to upload.

- Film the required clips 1.
- Send the clips to us via WhatsApp: 07873 409112 2.
- 3. Please include your company name, branch location and a screenshot from the Movebubble app of the relevant property
- 4. Your clips should be no longer than 30 seconds long, but you can send multiple clips!

Get Started END APRIL 2020

We'll release the feature in the Partner App, where you can create and upload Walkthroughs yourself 🙌







Top Tips to Maximise Engagement



Give Insight ¹⁰⁹ Help the renter to get a sense of the property, by mentioning things they can't already see in the video



Show Us Everything \Re A home is not just the rooms, it's the view, the entrance hall, the concierge... show the renters as much as you can film!



Think Like a Renter \bigwedge Try to think about the questions renters tend to ask you on viewings, and mention those points



Keep It Short O Consumers today have such short attention spans, so multiple short clips of 8-10 seconds will be best



Be Friendly Walkthroughs are a great opportunity to build your brand and get your personality across in the Intro, Highlights and Outro clips

> Read More and See An Example of a Walkthrough Video





Frequently Asked Questions

Is there an additional charge to use Walkthroughs?

Yes, Movebubble will review all Walkthroughs and may No, if you are a Movebubble Partner who joined the platform before 1st April 2020, then you may access the Walkthroughs remove any that don't comply with our guidelines. feature for no additional charge!

Do I have to show my face?

Yes certainly! We're happy to send you one of our trained No, you don't have to! However, we thoroughly tested the actors to spend a couple of hours with your team to turn them format for the video content used in our Walkthroughs feature, into top Movie Stars! and we saw that there was a big increase in trust and engagement where the renter saw a 'face-to-camera' Can I just upload an existing video? introduction! We think it's a brilliant opportunity to build your brand, and talk about some highlights about the property that You may upload videos that comply with the Walkthroughs perhaps can't be seen on the video (i.e. the noise levels, the format. They must be filmed in portrait orientation, and be local area, the distance from the nearest station) unfiltered.

How long will Walkthroughs stay on the app?

The Walkthrough can be viewed by renters for the time that the property is still advertised.



Is there an **approval** process?

Can I get some training?

Can I edit a Walkthrough that I've published?

Yes, from the Movebubble Partner App, you can update or remove parts or all of the Walkthrough.



partners@movebubble.com

020 3858 9652



