

NEST VIDEOGRAPHY STYLE GUIDE

Thank you so much for partnering with Nest! We know that for many property listings, the first “showing” is online. To ensure a good first impression, we’ve created our videography standards, bumpers, and lower thirds to be customized for each agent and each listing to ensure they shine online!

NEST VIDEOGRAPHY STANDARDS

- Videographers need to use top-notch editing software, like Adobe Premiere CC.
- Videos should be shot at a minimum of 1920 x 1080 pixels, but preferably now in 4K, which is 4096 x 2160 pixels or 3840 x 2160 pixels.
- Export the file 1920 x 1080 pixels at 24fps or 30fps (24fps is more cinematic, if needed your videographer can do so).
- All home tour and agent bio videos should begin and end with our Nest Realty bumpers (see details below). Please be sure to also share an unbranded video file.
- Ideally videos should be between two to three minutes in length.

PROPERTY TOURS

Please use the provided font files and edit the text within the sample slides to include towards the end of a property video, just before the closing bumper. Please include the following details provided by your Nest agent. Typically, this will include:

- Address of the home
- The Realtor’s name
- The Realtor’s title and contact information (email and phone number)
- The property URL

AGENT BIOS

Please use the provided font files and edit the text within the sample slides to include towards the end of an agent video, just before the closing bumper. Please include the following details provided by your Nest agent. Typically, this will include:

- The Realtor’s name
- The Realtor’s title and contact information (email and phone number)
- The agent’s URL (This is typically nestrealty.com/firstnamelast name unless otherwise specified)

LOWER THIRDS

Please use the provided font files and edit the text within the sample slides to include towards the end of an agent video, just before the closing bumper. Your Nest agent will provide any content to include for these call outs.

**Please do not add color correction or overlays on bumpers at any time. Please do not change fonts or layouts at any time.*

BRANDED VIDEO ASSETS

EXAMPLE VIDEOS

NEST REALTY

