

Media Guide

OVERVIEW

At Nest, we are hyper-focused on creating marketing materials and content that reflect our focus on relationships and our local communities. In this guide, you will learn different ways that you can apply these principles to your practice and further localize your marketing assets and provide additional value to your agents. You'll notice that many of the designs are photography based, so to keep our materials fresh, we are constantly reinvesting in our media, both photography and videography.

Table of Contents

- 01. **PHOTOGRAPHY**
- 03. Headshot Style Guide
- 04. Listing Images
 - Printable Vendor Guide
- 06. Area Images
 - Applications
- 09. Lifestyle Images
 - Applications
- 13. Recommended Photographer

- 15. **VIDEOGRAPHY**
- 17. Videography Style Guide
- 18. Branding and Customization
- 20. Hosting and Sharing

PHOTOGRAPHY

Professional photography is an incredibly valuable asset in real estate. Whether you're capturing images of a new listing to showcase all of its unique features, capturing headshots for your new agents to make sure they shine across all of their marketing tools, or showcasing your unique market through area images, photography can be a powerful tool for you and your agents.

AGENT HEADSHOTS

As independent contractors, an agent's face is their brand. It's important that agents have a headshot that they are happy with so they can use it consistently in all of their marketing efforts. Consistency goes a long way to help them build their brand. Securing a headshot through a professional photographer will also ensure that agents have hi-res images ready for both print and digital assets.

Guiding Your Agents

When preparing for an upcoming shoot, it's not uncommon for agents to immediately think about what to wear, locations, or ways to prepare. It's helpful to be armed with a few things to help agents navigate this process and secure a photo they love. Some ways to be helpful would be to have a short list of potential locations (outdoor and indoor) that they can choose from, along with some guidance on attire. Bonus points for booking a makeup artist to meet with your agent for their shoot. Here is an example of some tips and tricks you can share with an agent:

Here are some quick do's and don'ts you can provide your agents:

Do:

- Choose clothes you'd wear to a Listing Presentation.
- Wear clothes in which you feel confident and comfortable.

Don't:

- Dress in excessive patterns or all black clothing.
- Over-accessorize.
- Hold props (i.e. handbag, folder, cell phone, glasses, etc.).
- Wear accessories that will obstruct the view of your face or body (i.e. sunglasses, hats, etc.).
- Bring pets.

Most importantly, agent should be proud of what they're wearing. They should dress the part and present the person that potential clients should expect to see. This is their first impression—make it a good one!



This is a great photo choice because:

- The agent looks comfortable and confident.
- You can clearly see the agent's face (it isn't obstructed by props or accessories).
- The focus is on the agent.
- The location is bright.
- The agent is on the left side of the image.

Storing and Updating Headshots

Consider hosting a few mini-shoots throughout the year as an opportunity for your agents to update their headshots.

When you receive headshots from your photographer be sure to log them away in a digital folder with the agents name as the file name so that you can easily find all of your agent's headshots quickly.

If you onboard a team, be sure to have each member photographed individually as well as a group in a few different groupings. Teams grow and change all the time so the more flexibility you give yourself, the better!

The following page you or your agents can send to a professional photographer to ensure that they are capturing everything required when shooting headshot or listing.

HEADSHOT STYLE GUIDE

Thank you so much for partnering with Nest! Our agent's headshots are incorporated into nearly every marketing tool and print we offer so we've created these photography standards to ensure they shine across every tool in their toolkit

Nest Photography Style Guide Deliverables

Images can be taken indoors or outdoors with acceptable. All photos must be shot landscape. Please have your photographer at a wide aperture, max f3.2, so ensure that the background drops out and only the subject remains in focus. You'll want to be sure your subject isn't too close to objects in the background and that they are centered in the frame. From here, please be sure to provide the original hi-res and a cropped square.

DELIVERABLES



Example headshot

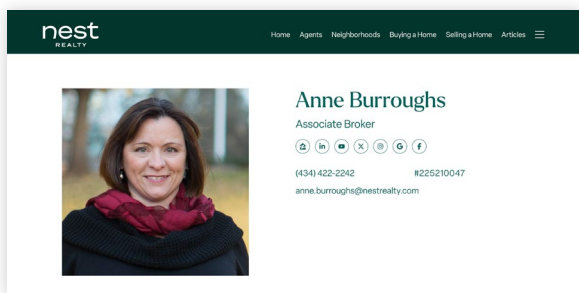
- Original Hi-Res Photo
- 300 DPI (RGB Colorspace)
- No less than 1500px wide

Example square crop

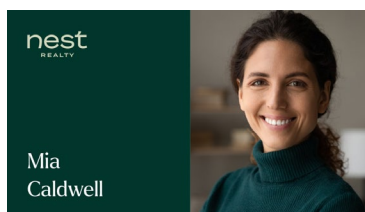
- Original Hi-Res Photo
- 300 DPI (RGB Colorspace)
- No less than 1500px wide

Tips

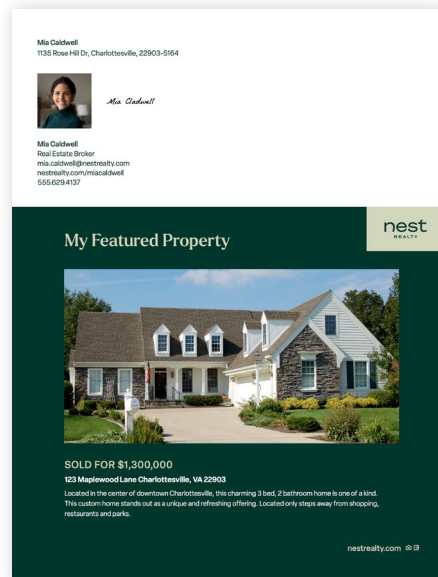
Take a close look before you shoot. Are there street signs, trash cans, bright lights, etc., that may be distracting? When taking photos outdoors, shooting in the morning or afternoon can provide a softer quality of light. A good rule of thumb is not to photograph your subject between 10am and 2pm.



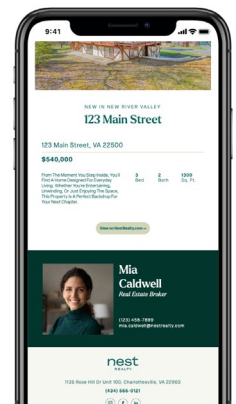
Website Profile



Business Card



Nest Magazine Back Cover



Email Marketing

LISTING IMAGES



The most popular element of an MLS listing are the photographs. In 2022, the most useful website feature to buyers was photos for nearly nine out of ten buyers under the age of 57.¹ Powerful listing images can set a property apart, ensure a successful sale, and can help meet the needs of a growing number of remote buyer clients searching exclusively online.

In addition to meeting buyer expectations, quality listing photography can yield better sales results. ¹ About 32% of homes with high-quality photographs sell faster than those without visuals. ² Despite these staggering numbers, only 35% of agents employ professional photographers. ³ Nest's commitment to high quality images immediately sets agents apart from 65% of other industry professionals.

Pro Tip: When organizing a photoshoot for a listing, consider providing your photographer a list of the unique features in the home or property. This will give them a checklist to work from to ensure that they hit them all.

1 - Source: 2022 NAR Buyer and Seller Report

2 - Source: 2023 Real Estate Photography Statistics by RubyHome.com

3 - Source: The Ultimate Real Estate Photography Guide by FollowUpBoss.com

The following page you or your agents can send to a professional photographer to ensure that they are capturing everything required when shooting headshot or listing.

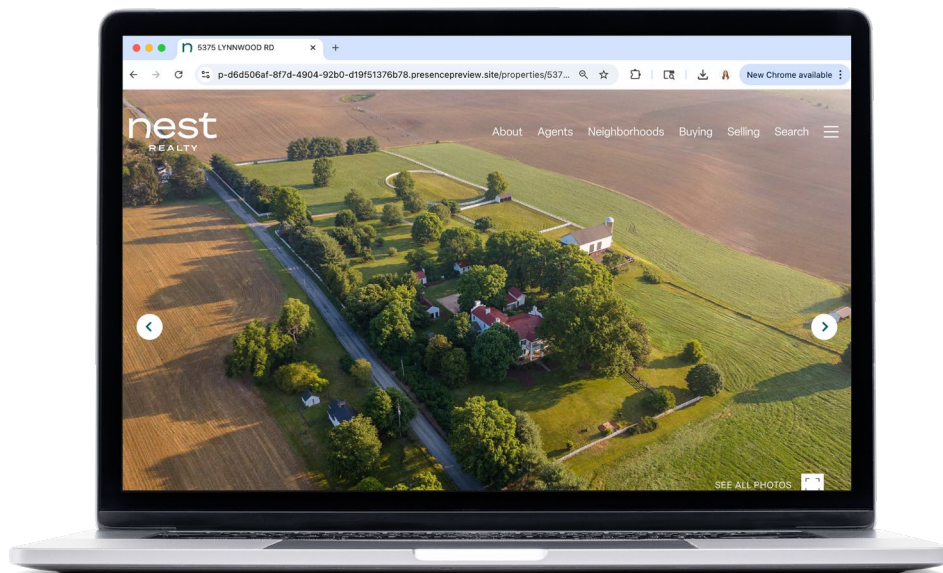
LISTING IMAGE STYLE GUIDE



Thank you so much for partnering with Nest! Our listing photography is incorporated into nearly every marketing asset we offer our clients, so we've created these photography standards to ensure they shine across every tool in their toolkit.

When capturing listing images, we need a lead image to use both digitally and in print. Typically, this image is an exterior shot of the listing, however, it can be a prominent or distinct feature for a property noted by your Nest agent. When providing the final gallery, if you could please provide this one lead image sized at 1144 x 500 and label it Big Photo, this will allow us to better showcase this listing online.

See example below:



AREA IMAGES

During your onboarding, it's likely that we have already populated some area images in order to develop your website. However, additional area images will be needed for your core marketing materials like listing presentations, buyer workbooks, in Friends of Nest pieces, as well as your digital toolkit. These area images can demonstrate your local knowledge by spotlighting the uniqueness of the neighborhoods found in your community. It will be important to continue to update these images to reflect the changes and growth you're seeing in your market.

Additionally, your agents can leverage the area images you provide for templates available in Nest Design Center. Area images are particularly helpful for farming initiatives as well as relocation resources.

Outlining Your Areas

When considering area photography, it's important to start with the high level regions of service you've outlined for your website and market data. Within these regions, you can continue to break down into areas and even neighborhoods. As part of this exercise, we would recommend breaking things down into as many areas as you'd like to see either now or in the future. You can either tackle them all in one fell swoop or you can review the time and cost investment and consider breaking things down into bite sized chunks that you tackle over time.

Define the Landmarks

Once you've created your list of areas and determined the ones you'll be capturing in a shoot, it's time to consider outlining the landmarks of an area. What local structures, skylines, businesses best define this area? These will be helpful reference points to provide a photographer to make sure you're getting the most value from their time. When making your list of landmarks, here are a few things to consider:

- Has the business/landmark stood the test of time?
- Is the business/landmark in support or opposition to Nest values?
- Would the local residents of the area be proud to see the landmark as their representation?
- Are there upcoming construction projects that would impact the final results of your image now or in the near future?

Map Out the Time

After fine tuning your area list and landmarks for each area, calculate the route and travel time between each to begin to ballpark your photographer's time investment. Once you've secured a photography partner, you can even share this route map as a way to help them methodically work through their shot list.

Budget Your Investment

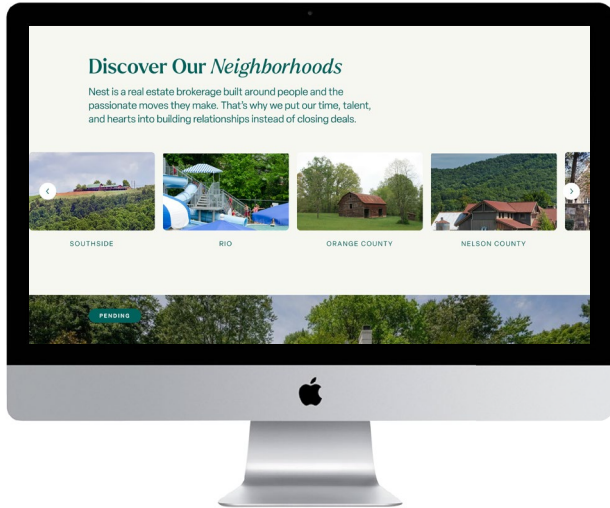
Every photographer prices their work a bit differently. Some will budget based on total deliverables while others will charge directly to the hours spent shooting and editing. It would be wise to vet a few different photographers to be sure you find a good partner for this particular project. Things that will be important in an area photography partner:

1. **Flexibility** - Considering nearly all area images are exterior, the ability for them to shift dates/times to accommodate weather is important.
2. **Speed** - It's likely your area list is long. You will want a partner who can quickly, and effectively, capture the area/landmark you have specified. Some photographers will have a very specific style that requires a good deal of set up and conditions. While these photographers can produce incredible images, it's unlikely that they will be the best partner for this project. Keep them in mind for future lifestyle shoot opportunities!
3. **Prioritization** - Along similar lines to our notes on speed, it's important that your partner be able to understand the end goal is simply solid images to choose from for each location and prioritize their efforts at each location accordingly to really make the most of the day or half day you've contracted. i.e., You don't want to end up with 200 images of two areas and have the photographer run out of time for the other four areas you mapped out.



APPLICATIONS

Website



Annual Report



LIFESTYLES IMAGES

As you continue to expand your marketing assets, you'll likely see a growing need for additional lifestyle images. These are images that show agents in action, and the process of buying and selling in your area. While we will continue to provide you with access to Nest stock imagery, you may prefer to use some that are more regionally specific to your market.

Booking Your Location

There are a few different locations that would be beneficial for your Nest lifestyle shoot. Your Nest office is an easy and obvious choice, however you can always look to your builder partners to borrow a model home for the afternoon. Airbnb's and short term rentals also make for great photoshoot locations (always be sure to read the fine print to be sure that commercial shoots are permitted.).

Here are some examples of different Nest scenes:

- Your Office
- Local Coffee Shops
- New Construction
- Model Homes

Engaging a Photographer

If you don't already have a go-to photographer, be sure to share some of the example images to ensure that they understand the aesthetic you are hoping to achieve. It will also be important to provide them a list of scenes/shots that you'd like to capture so you can work through them methodically.

Casting Your Models

While you can always engage a local modeling agency for professionals, be sure to extend invitations to your agents to participate. It not only provides them with great assets for their own marketing materials, but also will provide you valuable assets for your marketing and recruitment materials. Be sure to map out your shoot schedule and share it with your agent to schedule various shooting time slots.

Example Casting Call

We have scheduled a client journey photoshoot and are seeking Nest models! We will capture a variety of images related to both the buyer and seller experience, from house-hunting to closing. If you are interested in participating as a Nest model, please email me directly. As we iron out more details we will coordinate a specific 2-hour window with you for your "Client Journey" scene. Please note, we have a packed schedule and cannot accommodate specific photo requests, but are happy to share any images we capture of you to use for your own.

Gathering Your Materials

Be sure to set aside all of your Nest marketing materials so that you can swap them in and out. Everything from listing presentations to inspection survival kits to cookie jars make for great images with subtle nods to Nest.

Setting the Scene

There are a variety of scenes you can capture in your shoot that will provide valuable images for future initiatives. Here are some examples of shots you can replicate locally:

- Client Meetings/Showings
- Team Meetings
- Team Collaboration
- Happy Hours
- Open House
- Using Computer/Tech
- Yard signs
- Close Up



APPLICATIONS

Farming Postcards



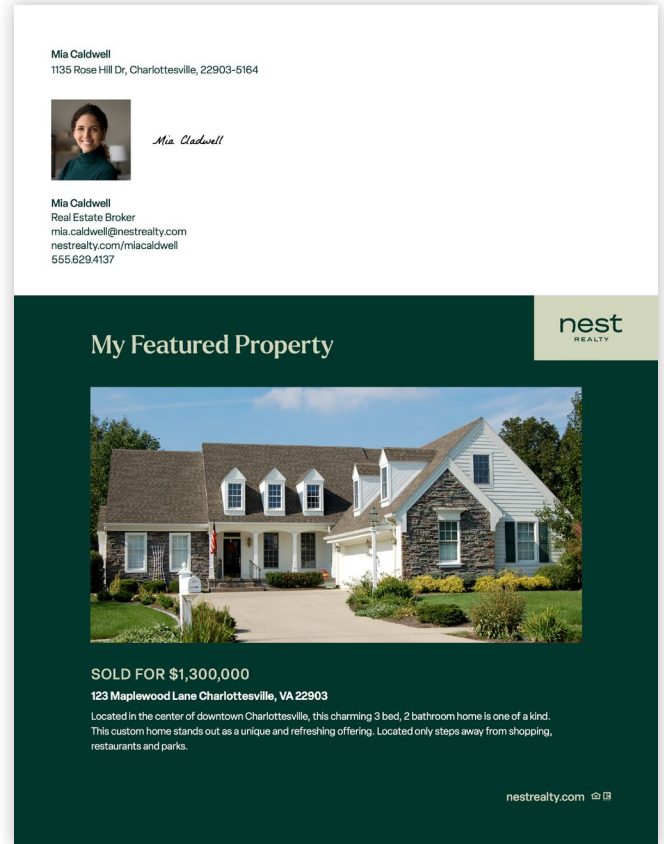
Sharing Your Images

To ensure your agents have access to these images, be sure to add both lifestyle and area images to a Google Drive folder the link to your local Nest Library along.

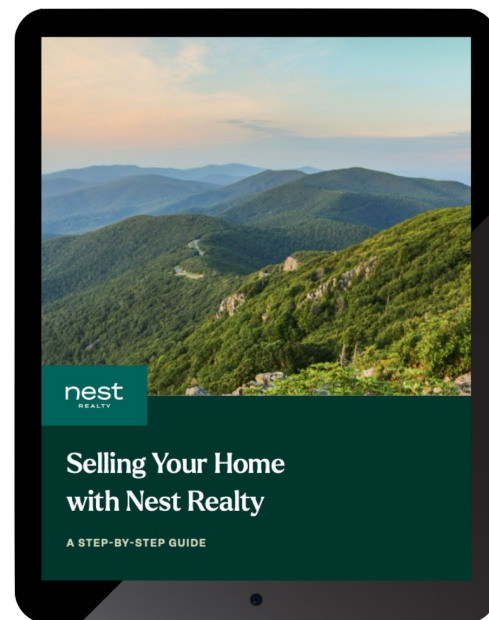
Pro Tip: If you get a great scene set up, simply swap out your marketing material and shoot the same scene. You'll end up with a variety of shot options. You can also repeat scenes, swapping in and out different agents or models.

The next two pages provide a comprehensive look at one of our go-to photographers for capturing area or lifestyle images. Feel free to engage and set up a shoot, or simply reference this as you plan and seek out local photographers.

FON customizations



Listing Presentations



RECOMMENDED VENDOR: SUSAN KALERGIS

About Susan

I am a commercial photographer with roots in family and wedding documentary photography. With nearly 25 years of experience, I am comfortable working in various photography settings—from narrative-driven conceptual images to in-the-moment, story-telling scenes. I have had the pleasure of working with Nest Realty since 2014—working in-house with the marketing team, participating in marketing material development and serving as the lead photographer for NEST Magazine. Over the years, I continued to support Nest with agent bio photos and website location photography to capture images that tell the unique story of each city. This experience has enabled me to perfect Nest website photography approach, ensuring a successful shoot. I am adept at:

- Making the most of light at the moment. Since we often shoot from daybreak to dusk, we cannot schedule each photo in prime light hours.
- Capturing people without staging the scene—including avoiding faces so that we do not need to get photo releases for every person.
- Sizing up each scene and composing photos that meet the website's technical requirements so that the integrity of the final image is maintained when cropped.
- Efficiently capturing each scene. Experience enables me to work quickly, but I also emphasized the importance of collaboration during pre-planning to help with shoot lists, scheduling, and using google earth to scout locations beforehand to understand light, best angles, etc.

I love being part of the creative process, and I hope to have the opportunity to work with you to create beautiful imagery to make your website shine! Want to see some examples of my work with Nest? [Click here!](#) (password is Nestsample)

Estimated Pricing

The pricing below is an estimate. A more detailed estimate will be provided after the shoot list is determined.

Large Nest City

- Photography: 11 - 14 Counties/19 - 24 hours over 3 days - \$3,600
- Lodging: Costs are estimated. 3 nights - \$600
- Meals: Costs are estimated. If meal props are purchased, they may be able to substitute as a meal purchase - \$300
- Transportation to/from location: airfare, rental car, gas - market price
- Total: \$4,500 + transportation

Medium Nest City

- Photography: 6 - 10 Counties/15 - 18 hours over 2.5 days - \$3,000
- Lodging: Costs are estimated. 2 nights - \$400
- Meals: Costs are estimated. If meal props are purchased, they may be able to substitute as a meal purchase - \$250
- Transportation to/from location: airfare, rental car, gas - market price
- Total: \$3,650 + transportation

Small Nest City

- Photography: up to 6 Counties. 10 - 14 hours over 1.5 - 2 days - \$2,500
- Lodging: Costs are estimated. 2 nights - \$400
- Meals: Costs are estimated. If meal props are purchased, they may be able to substitute as a meal purchase - \$200
- Transportation to/from location: airfare, rental car, gas - market price
- Total: \$3,100 + transportation

Please Note:

- Images will be provided at full resolution, uncropped.
- The client will have full ownership of all images.
- If a shoot exceeds the time estimated, additional photography is billed at \$150/hour.
- Rates for lodging and meals are based on previous website shoots and are only estimates. Susan will bill actual costs incurred without markup.
- Current mileage reimbursement is based on 2023 rate of 62.5 cents/mile.
- It is assumed for efficiency that a Nest agent will accompany and drive Susan around for the shoot. Should an agent not be available, costs for a rental car (if Susan flew to the location) + standard mileage reimbursement will apply. If Susan has to drive herself, the time to take the photos may increase as she will have to find parking and walk to various locations.

VIDEOGRAPHY

We highly encourage you to utilize videography for your office, as it is not only a great opportunity to set yourself apart from other brokerage, but it also helps bolster your agents in their practice as well. A few different types of videos you can consider would be:

Meet the Agent

Meet the Agent videos are a great opportunity for agents to promote themselves to generate new business. Videos provide their web page more dynamic content that viewers can engage for agents to show their unique personality. When thinking about facilitation Meet the Agent videos, here are some things to consider:

- **Find the right partner** - As the title says, it's a Meet the Agent video, which means your agents will be featured. However, many agents are not as comfortable on camera or concerned about what they should say. You will either want to play interviewer for your agents as you know them well, OR you will want to find a videographer with the energy and understanding of the project who will evoke great content from your agents.
- **Outline your investment** - As a brokerage you can approach videos in a few different ways. You could consider offering a Meet the Agent video as part of your onboarding process or even as an incentive in a recruiting meeting. You can provide it as a sales incentive for agents on your current team or you can simply facilitate the opportunity and provide the pricing information for them to pay for the service.
- **Set the scene** - If you're offering Meet the Agent videos as a service, it would be wise to tightly manage the location options to keep this service budget friendly and ensure consistency. For example, videos filmed at your office will allow you more time for filming rather than travel and set up. You'll be more likely to film a few videos in one day and ensure that the end product from agent to agent is consistent.

Listing Tours

When it comes to listing videos, it's likely that this is something you will leave up to your agents to source and execute. However, it's helpful to provide your agents with a list of trusted local videographers, with whom the brand guidelines have already been vetted. Professional videographers can be provided with the Videography Style Guide including links to the asset files, but be sure that they know to provide your agents both with branded and unbranded versions of this video. Your MLS will likely require that agents only upload unbranded videos, while publicly, your agents will want to promote the branded version on their listing and on social media. Be sure your agents drop in a branded video URL (YouTube or Vimeo) to their listing enhancements on the Nest Dashboard.

Should an agent's budget not allow for a professional video, they can also record themselves on a phone and leverage the frames provided through Nest Social on the Fly to provide a walkthrough video tour of a listing. While these won't be files they can post online to their listing in the MLS or on their enhanced listings on NestRealty.com, they can still post on their channels to add exposure for their listing.

Pro Tip: When organizing a photoshoot for a listing, consider providing your videographer a list of the unique features in the home or property. This will give them a checklist to work from to ensure that they hit them all.

Area Videography

Similar to area photography, it will be important to outline all areas you'd like to consider for videos, then reviewing your budget to consider the best path and timeline to accomplish this. Be sure to provide your photographer with any landmark to incorporate that will best capture an area. Typically, area videos pan through various landmarks of an area including building and landscapes. These videos may have some people milling around, but we'd recommend keeping these clean and simply, free of any narration.

Brand Video

Brand videos are a great way to increase brand awareness in your local market place giving your agents a larger platform to gain new listing and clients. Additionally, brand videos can be a great asset in your recruiting efforts either as an introduction to a prospective new agent or as a follow up to a recruiting meeting. Things you'll want to consider incorporating with this video:

- Introduce yourself - How long have you been in the industry? Are you a native of the area or how long have you lived here? What makes you love it?
- Introduce Nest - The thread that binds us all is our commitment to clients and the relationships we foster with them.
- Share ways you and your partnership with Nest empower your agents and their clients, and how Nest is focused on your market and the community there.

Engaging a Photographer

If you're interested in working with a new videographer, please have your prospective videographer review our Videography Style Guide to ensure that they can use the design files we've provided to properly brand your video and make your listing shine. If the information we've provided is beyond their scope of service or technical skills, they may not be a good fit for this project. It's ok to pause and pursue other videographers in the area. Please note, you are responsible for making sure your videographer knows and complies with the Videography Style Guide.

The following page is something you or your agent can print and share with a prospective videographer to ensure you get everything you need for a meet the agent, property or brand video.

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!

DELIVERABLES

- 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 2160pixels 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:

- 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:

- 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.*

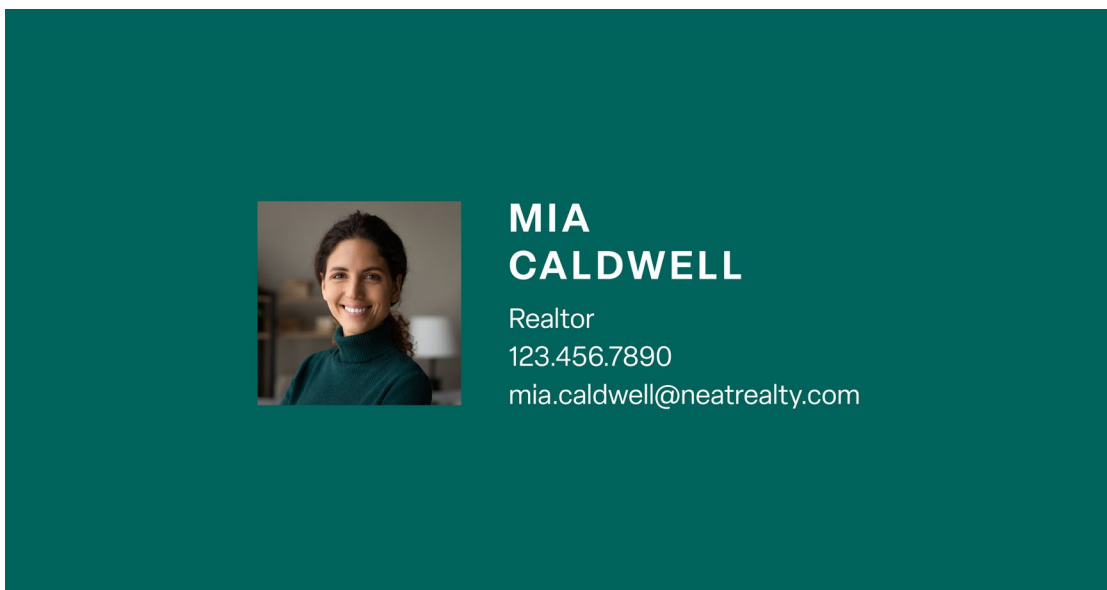
BRANDING AND CUSTOMIZATION

Once you have secured your videography partner and have scheduled the shoot, please provide your videographer with the necessary videography assets to add to your video. There are a few different intro bumpers to choose from based on the subject of your video (property tour, meet the agent, or area tour). For compliance, be sure that your videographer adds these closing bumpers so that your video includes both the required EHO and Realtor logos.

From here, you can customize your video. This could be accomplished in one of two ways:

1. Custom Slide: You can provide your videographer the information you'd like to feature to create and integrate your personalized slide into your video before the closing bumper.

- Address of the home
- The Realtor's name
- The Realtor's title and contact information (email and phone number)
- Consider adding the property URL, etc.



2. Lower Thirds: You can use one of the templates in Nest Design Center to create your customized JPG for your videographer to incorporate into your video before the closing bumper.

You can also use the Lower Thirds files to call out specific features of the home. You can simply provide your videographer the lower thirds assets with the bumpers to create them for you or you can curate these files in Nest Design Center to cut down on editing time and give your videographer helpful guidance on areas to highlight specifically.



HOSTING AND SHARING

After your videographer has shared both files with you, you'll need to host them on the proper platforms. As a brokerage, an easy service you can offer your agents is to build and manage local channels on both YouTube or Vimeo for agents to host their videos. Simply provide your agents instructions for how you'd like to receive access to the video files and turn around time for uploading them to the appropriate channels. We typically recommend building YouTube to host your branded videos and Vimeo to host unbranded.

Listing Videos

With listing videos, you'll need to host them in two different ways. For the MLS, the video must be unbranded, so you'll need to host that one separately. Please add the unbranded file to an unbranded channel. Vimeo is usually the best. Branded videos can then be hosted on YouTube. Once they are hosted on the correct channels, the URLs can be shared with the agent to add to the MLS and to their enhanced listing through the Nest Dashboard or posted on their social channels.

Area Tours

When you complete any area tours, you'll want to host the branded videos to your YouTube channel, post them on your social channels. Additionally, you can submit the URL to Franchise Services to embed it on your website.

Meet the Agent Videos

If you've filmed and finalized a Meet the Agent video, you can submit the link for your agent through this form or provide your agent with the link to share the URL along with any other edits they'd like to make to their bio page.

Brand Videos

If you've filmed and finalized a Brand video, you can submit the URL to Franchise Services. From here, we will coordinate getting this video embedded into your website, on your recruitment site, or wherever it would be most appropriately found.