

Earlybird Special on Home Tour videos \$445



minneapolis • saint paul
HOME TOUR
Real Homes. Real People. Real Ideas.
POWERED BY NARI OF MN

Good thru March 15, 2022

After March 15: \$595

What: Professionally taped and edited video approx. 2 to 3.5 minutes featuring your homeowner/s explaining their project and celebrating their relationship with your company.

Why: Video recording can be used if homeowner/s are unavailable or uncomfortable due to COVID. You play it on computer or TV in the home. It doubles as a piece you can use on your electronic/social media as well as linked through the tour website. Additional clips, if available, will be provided for your use.

Who: Home Tour Photographer Scott Amundson interviews the homeowners and produces the video. Contractor can be interviewed also, in home at same time, or via Zoom. Contractor and homeowner review the finished product, and one pass of revisions, if necessary, will be made with all the suggestions.

When: Arranged as soon as possible, after the home is accepted (coordinator has met with homeowners), before the Guide goes to press. At this early-bird price, Scott will be doing the still photography for the tour Guide and website in the same visit.

Where: In the client's home. Supplemental images or video such as before/during from contractor, homeowner or other photographers (with permission) may be integrated. Must be high resolution still photos or video in Mp4 format, delivered electronically within 48 hours of in-home taping. Contractor to supply high-resolution company logo.

For a sample, see Amber and Rob from MN Fine Homes with their homeowners in this link:

<https://bit.ly/3GD3TUR>

Helpful hints for taping:

- We supply questions (or areas of discussion) to homeowners ahead of time to encourage succinct responses. Tour Coordinator may have some guidance from the initial meeting, and your input.
- Videos need to be shot in natural daylight hours. Up to 1 hour in home.
- There is time to make just two or three major points: Think about what impressions will be most beneficial to your company: Type of project, the client-contractor relationship, or "what advice would you give other homeowners considering doing a project?" and so on. And leave it to us to find a humorous or otherwise memorable gem.
- What to wear for taping: Nice casual or business clothing, no bright white, no logo/slogan wear except for the contractors' company, no tight patterns like hounds-tooth which confuse the camera.

To order, contact:

Margo Ashmore, Tour Coordinator
612-867-4874 msphometour@narimn.org

Scheduling will be done through
Scott Amundson Photography, 612-916-9275,
scott@amundsonphoto.com

Billing through NARI-MN.

Note: *The earliest orders get the most use out of this product. Turnaround time not guaranteed. If demand exceeds Scott's availability, we may need to cap it off. Thank you for participating in this year's innovation!*