



NOW INCLUDED WITH YOUR LISTING VIDEO

Your listing *reel*.

Along with your regular listing video, you now get the same tour rebuilt as a vertical reel: full-screen on a phone, made for social. It comes as three files, one tuned for each platform. Same tour; the only differences are the small things each platform rewards.

FIRST, THREE RULES THAT PROTECT YOUR QUALITY

01

Post the actual file.

Download it from the delivery link straight to your phone. Never screen-record it, and never repost a copy saved out of a text thread; chat apps crush video quality.

02

Upload inside each app.

Open Instagram, TikTok, or YouTube and post natively. That keeps full quality and full reach.

03

Pick a strong cover frame.

Each app lets you choose the thumbnail. Use the hero exterior or the single best room.

THE THREE FILES, AND HOW TO GET THE MOST FROM EACH

FILE 1

INSTAGRAM REELS

NO MUSIC · NARRATION ONLY

Delivered without music, just the narration. Instagram boosts reels that use one of its own trending sounds, and baked-in music blocks that.

- Post it to Reels, then share it to your Stories so it hits both audiences.
- Add a trending sound in the app and keep its volume low under the narration.
- First caption line is the hook: the price, the neighborhood, or the wow feature. Then a call to action: “DM me for a showing.”
- Add the neighborhood location tag. It puts the reel in front of local buyers.

FILE 2

TIKTOK

NO MUSIC · NARRATION ONLY

Also delivered without music, for the same reason: TikTok rewards its own trending sounds.

- Add a trending sound, low under the voice, and let the tour play.
- Use three to five local hashtags: your city, the neighborhood, “homes for sale in ...”.
- Reply to comments quickly. Early replies tell TikTok to keep showing it, and comments are leads.

FILE 3

YOUTUBE SHORTS

MUSIC MIXED IN · POST AS-IS

Delivered with the music mixed in. YouTube doesn't favor trending sounds, so this version is ready to post as-is.

- Give it a searchable title: the address, neighborhood, and city.
- Shorts work like search results. This one keeps finding viewers for months, not days.
- Also the right file for Facebook and your website.