

Choosing the Right Property Video Format

Canonical: <https://directory.urbanangles.com/video-production/property-campaign-video/choosing-the-right-property-video-format/>

Description:

Social Property Trailer, Showcase or Prestige — how the three property video formats differ in time on site, edit style, revisions and delivery, and how to pick one.

Details:

The three property video formats are not tiers of the same product. They differ in how long the crew is on site, what the edit is built to do, and where the finished piece is meant to run. Choosing on price alone tends to produce a video that works nowhere in particular.

Social Property Trailer

A short trailer-style video featuring the main areas of the property, built for social feeds.

- Up to 1 hour on site, up to 16 shots - Approximately 45 seconds, delivered as one horizontal edit and one vertical edit - One round of revisions included - Delivered close of business two business days after the appointment

The vertical edit is the point. A horizontal-only video has to be cropped to run in a vertical feed, and cropping a wide property shot usually destroys the composition. Getting both edits from the same shoot avoids that.

Use it when the campaign's video job is reach — announcing a listing, driving traffic to the full gallery, giving the agent something to post the day the listing goes live.

Showcase Video

The most popular format, with options that tailor it to the property and the brand: an agent introduction, a walkthrough, an information or voice-over style, or simply strong imagery of the property.

- Up to 2 hours on site with detailed cutaways - One round of revisions included

The additional time on site is what buys the cutaways — the detail shots of finishes, fixtures and outlooks that a one-hour visit cannot collect. That detail is what lets the edit hold attention beyond the first fifteen seconds.

Choose Showcase when the video is doing persuasion rather than announcement: a considered property where a buyer needs to understand what makes it different, or an agent building a personal brand through on-camera introductions.

Prestige Video

The signature film, delivered close of business two to three business days after the shoot.

Prestige suits properties where the campaign itself is the marketing event — homes where the buyer pool is small, geographically dispersed and making a decision at a level where production quality is

read as a signal about the property.

Custom Property Video

Scoped per brief, with multiple revisions included. This is the right route when the requirement doesn't fit a defined format — a multi-property development campaign, a brand piece that happens to feature a property, or a video with a specific narrative structure.

Matching format to campaign

| If the job is | Choose | | --- | --- | | Announce the listing, drive social reach | Social Property Trailer | | Explain and persuade; agent on camera | Showcase Video | | Signature film for a prestige campaign | Prestige Video | | Anything outside the defined formats | Custom Property Video |

Feedback runs through Vimeo, not email

All video feedback is captured through Vimeo review links, where you timestamp comments at any point in the draft. That matters practically: "the transition at 0:18 is too fast" attached to the frame is actionable, while the same note in an email thread is not.

Revision terms differ by format — Social Property Trailer and Showcase carry one round, other video products supply a draft two business days after the appointment with one revision and finals the next business day after approval, and Custom includes multiple rounds. Read the terms for the format you're ordering before the draft arrives, not after.

Plan the shoot date backwards

Video sits on a longer clock than photography. If the campaign goes live on a fixed date, count back from it: delivery, plus the revision round, plus approval time. A Showcase draft that arrives two business days after the shoot, with a revision after that, is a different planning problem from next-business-day stills.

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