



User Generated Video Recording Tips:

- Shoot **vertically/horizontally!**
- When recording on a cell phone, the best video settings are HD (at 60 frames per second.)
- Remember to stabilize. Use a tripod if you have one or hold your phone steady as you record. Try to avoid the “zoom” features on your cell phone as that creates unwanted movement if not stabilized appropriately.
- Audio matters! Use AirPods or a microphone if you have one. Try to record in a quieter place with less background noise.
- Be aware of your background! Choose something generic for your background that isn’t too busy. Keep in mind where windows are. Windows should always be in front or to the side of you (behind the camera), **never behind you** as that can create a blown-out exposure for the camera, and poor lighting.
- Maintain eye contact with the camera!
- Remember the rule of thirds. Place yourself in the camera frame with not too much head room.



To help ensure we can use any testimonials that you provide, there are a few things we ask that you keep in mind:

- Please share your honest, passionate opinions about your own experience. Think about what might be useful for others to know about your personal experience when they are making their decisions.
- Details about your experience are helpful and compelling to include, but there are some details that we recommend you avoid:
 - Specific numbers with respect to sales volume, number of transactions, agent count growth, etc. (For example, please avoid statements like “Our team is going to do \$50 million in production this year” or “I had 10 transactions last month.”);
 - Extraordinary experiences (For example, please avoid statements like “I joined RE/MAX and immediately got a \$2 million listing.”); and
 - Specific levels of profits, revenue, or income (in other words, please do not specifically mention how much money you have made as a RE/MAX affiliate).
- As examples, you may discuss these aspects of your personal experience, if true:

- Your business “grew” or was enhanced in certain ways and you saw more opportunities (rather than talking about dollars, talk about better opportunity/growth).
- The services and resources available through RE/MAX are exceptional or high-quality, and any specific features or offerings that you find especially useful.
- How RE/MAX services and resources help your business and/or personal development, or helped you overcome a challenge.
- If you had any initial concerns that might have gotten in your way of using a RE/MAX product/service, consider discussing how you overcame those concerns. (For example: “At first, I wasn’t sure I had time to learn how to use a new app, but it was so intuitive and easy to use. I shouldn’t have hesitated!”)

In addition, for testimonials that will be used in franchise sales marketing:

- Because individual effort matters when running a franchise, please try to avoid implying that if someone purchases a RE/MAX franchise, he or she will automatically be successful or that he or she is guaranteed success.

Again, we greatly appreciate your willingness to provide a testimonial. If your testimonial is selected for promotional use, we will follow up with a brief testimonial release via email.