

"Test Your On Camera Presence" **with Sabrina Soto, HGTV Host**

Submitted by Joanne Tavzel, President 2010

Based on notes taken from NAR/WCR Convention in San Diego

Sabrina Soto, one of the well known faces of HGTV gave an interactive session on using videos for Real Estate marketing. Soto told the audience how she started (Weather girl for one day!) to hosting more than one popular HGTV show centering on buying and selling real estate; the latest being Real Estate Intervention.

Below are 10 tips from the pros whether on camera or face-to-face to help take your business to new heights. In addition, a couple of great web sites for listing videos: I Movie (MAC); Movie Magic Software, QuickTime and Animoto.

1. Tailor your message to your audience.
2. Speak with authority, but never preach.
3. Have a sense of humor and be empathetic.
4. Show people the real you.
5. Talk in soundbytes.
6. Speak in terms people can understand.
7. Be more enthusiastic than you normally would be.
8. Forget the camera is there.
9. Use your body.
10. Tape yourself, self-evaluate, ask others to critique.

A couple of quick hints from Sabrina: Never paint walls green in kitchen and always put color in laundry room. Stage the home prior to photography or video. When asked about HGTV programming in 2010, Soto said shows will be more adventurous in nature and more of the storyline will be on the actual people ala Reality TV. Renaissance