

ReignVid Workflow Checklist

The Luxury Real Estate Video System

1. Folder Naming Structure

Organize your project like a pro to speed up editing and avoid confusion:

[ProjectName_PropertyAddress]

01_RawFootage

02_Drone

03_Audio

04_Music

05_LUTs

06_ProjectFiles

07_Exports

Tip: Include the shoot date in your project folder (e.g., Villa_Ridgeway_2025-08-01).

2. Shot List Template

- Exterior Wide: Front view, sweeping drone pass
- Entry Details: Front door, foyer, lighting transition
- Living Room: Wide + slider shot + detail B-roll
- Kitchen: Sink close-up, countertops, wide panning
- Bedrooms: Soft pans, window lighting, fabric detail
- Bathrooms: Mirror focus, lighting on/off
- Outdoor Space: Pool, garden, balcony, cityscape drone
- Outro Shot: Agent talking or logo fade out

3. LUT and Music Suggestions

Top 3 LUTs for luxury vibe:

- Gold Coast: Warm tone, ideal for beach or sunset properties
- Chateau: Clean whites, neutral shadows for elegance

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- Marble Luxe: High-contrast, modern style for condos

Music Libraries:

- Epidemic Sound
- Artlist
- Soundstripe

Tip: Pick music before you edit to guide pacing.

4. Export Settings

MLS:

- Format: MP4
- Resolution: 1080p
- File Size: under 100MB
- No branding

YouTube:

- Format: MP4 (H.264)
- Resolution: 4K
- Bitrate: 1520 Mbps

Instagram:

- Format: MP4
- Resolution: 1080x1920
- Length: under 60 seconds
- Add subtitles and CTA

Bonus: 3 Mistakes to Avoid When Editing for Luxury

1. Overusing Transitions: Stick to fades and clean cuts.

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2. Ignoring Natural Audio: Add subtle sounds like footsteps or birds.
3. Flat Color Grades: Adjust brightness, contrast, and saturation per scene.

Quote: 'Luxury buyers feel before they think. Editing should enhance the emotional experience.'
Chelsea Peitz

Your Next Step

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