



Video Quick Reference Sheet

Interview Questions (Pick 1–2)

Keep answers short (10–20 seconds each).

Example Questions (to discuss & brainstorm)

- What does being a broker mean to you?
- Why are you proud to be a broker?
- How do brokers help their communities?
- What do you enjoy most about your role?
- What makes the broker channel unique?
- What's one moment where you helped a client?
- Why should someone consider a career as a broker?
- What makes your brokerage team special?

Tip: Natural, conversational answers work best — no scripts needed.

How to Shoot

Use Your Phone

- Record in vertical (portrait)
- Use the back camera if possible
- Hold phone at eye level

Lighting

- Best: Face a window or natural light
- Avoid: strong backlighting or dark rooms

Sound

- Choose a quiet space
- Avoid loud office noise
- Stand 3–5 feet from the speaker

Framing

- Head and upper torso visible
- Eyes near top third of screen
- Clean, professional background



- IBAC or brokerage branding visible if available

What to Capture (Shot Ideas)

Brokerages can film one or more of the following:

Priority

- Broker answering one question
- Team member spotlight
- Quick “Happy National Broker Day” message
- Broker at their desk helping clients
- Team moment in the office

Nice to Have

- Team group shot
- Office celebration (BBQ, ice cream, etc.)
- Community involvement moment
- Behind-the-scenes office clip

Recommended Length

- 30 seconds total
- Up to 1 minute