



FAQ Section

1. Why Should I Have Listing Videos?

Listing videos provide a high level of benefit in three areas:

- Renting the unit. A listing with a video is more likely to rent faster, and to the best candidate. By giving prospective tenants the full view of the unit and the feel of the place, interested ones are more likely to apply, and applicants are more likely to be interested.
- Saving time. By giving tenants an online walk-through, it saves you from having to physically show the unit to tenants who don't end up interested, and makes interested tenants much more receptive to the unit without burdening your staff for details.
- Video SEO. Google currently prioritizes video content. By publishing a video to the HERO PM system, which includes You Tube syndication and multi-point SEO, both your listing and your website are much more likely to be found on Google.

2. How Do I Create a Listing Video?

Take it easy, or go all out. Almost anything is better than nothing.

- The easy method. Grab your phone or handheld digital camcorder. Point it and walk through the house, starting outside the front door, and narrate a walk-through just like you would if the the tenant were beside you.
- The all out method. Attend training such as the one offered by <http://VirtuallyIncredible.com>. Learn the tips and tricks of effective video. Become expert at creating the right video the first time, or learn how to do simple edits and voice overs to publish a perfect video.

3. What are the Video Formats and Restrictions?

- Keep your videos under 10 minutes long where possible. Longer videos may not get watched, and won't be able to be published to certain providers.
- Videos must be under 2GB in size (see troubleshooting), and in AVI, FLV, M4V, MOV, MP4, MPEG, MPG, or WMV format. If your digital camcorder doesn't support one of these formats,

consider investing \$100 in a new one, or buy a software conversion tool. (99% of camcorders support these formats.)

- Videos must not contain copyrighted video, images, or audio where you do not own the copyright or have a license to use the content. Videos including someone else's content may be removed from your account.

4. How Do I Upload a Listing Video?

- Log on to your HERO PM Control Panel and select a listing.
- Click the Edit Video button on the left side.
- Choose the file from your connected camcorder or local disk.
- Edit the Title, Description, and Tags for SEO. Use words that effectively describe this listing.

5. How Do I Maximize Video Effectiveness?

- Be sure your listings are syndicating to YouTube. See Troubleshooting for more information.
- Add default keywords that describe your company, area, etc. from Configuration – RP Preferences – Listing Video.

1. My Video Won't Upload

- Be sure that it's in a valid format and within the size limitation of 2GB.
- Smaller videos may not upload if your upload speed is insufficient or your ISP blocks large uploads. Try smaller videos (shorter, or different format) or contact your ISP for details.
- Zip and send the video HERO PM Member Support to see if we can duplicate the issue.

2. My Video Won't Syndicate to YouTube

- Be sure the YouTube box is checked on Video syndication, and verify that your YouTube account shows up next to it. If your YouTube account does not display, or the box is grayed out, you may have the incorrect YouTube account and password in your configuration. Go to Configuration – System Preferences and add/edit it, with the following format: AccountName:AccountPassword (e.g. *joe@heropm.com:myvids*). It may help to type your username and password into a text editor like Notepad so you can see it, then copy and paste (CTRL-V) into the YouTube Account field.
- Be sure the video has not already been uploaded to YouTube. YouTube allows a video to be uploaded only once. If it's there and associated with a different property, or if you uploaded it directly to YouTube instead of uploading it through HERO, delete it from YouTube and try again.
- Be sure your video is less than 15 minutes long. YouTube will not accept a longer video, even though HERO PM will.
- Be sure your video doesn't have banned content. YouTube may not publish a video that includes copyrighted audio or images.
- Wait. It can take some time for YouTube to process a queued video.
- Zip and send the video HERO PM Member Support to see if we can duplicate the issue.

3. My Video Seems to Upload, But Won't Play

- Wait. Once a video is uploaded, it takes a while for it to process and be available to play. If it's syndicated to YouTube, there are two waiting periods; the wait for the uploaded video to process, then the wait for YouTube to finish doing their thing. Depending on the video size and format, this can be up to 2 hours.
- Be sure the actual format is correct. Changing a file extension may allow a video to upload, but doesn't change the actual video format, and thus does not make it able to be played.
- If it is syndicating to YouTube, see the above section on troubleshooting YouTube syndication.
- Zip and send the video HERO PM Member Support to see if we can duplicate the issue.