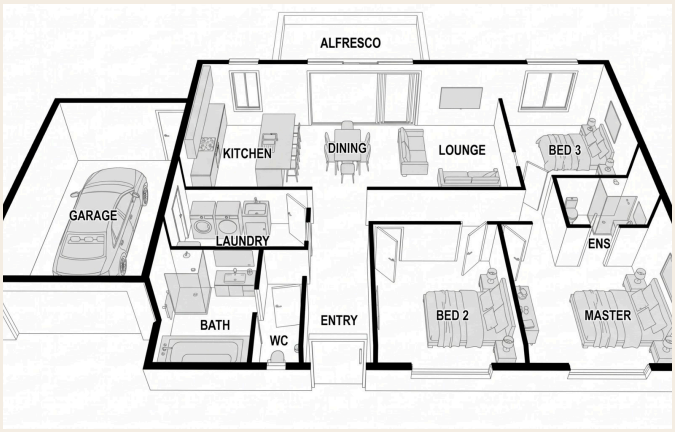
[LISTING FILMS BY RIDGELINE CREATIVE]

A film that sells *the feeling of your home.*



Buyers flick past a slideshow of rooms pretty quickly. What they stop for is a morning in your kitchen, or the afternoon light coming long through the back doors, because that's the bit where they start picturing their own life in the place. A short film shows them exactly that, and it goes out with your listing online and on social media.

From floor plan to *front door.*



IT STARTS AS A PLAN



AND ENDS UP A HOME

01

We gather the details

Your photos, the floor plan and the things you'd tell a buyer yourself. Where the sun comes in, how close the school is, what you loved about living here.

02

We write the story

A short plan and a feel for the film, upbeat or warm and slow, agreed before anything gets made.

03

We make the film

Pictures, music written for your home alone so no other listing has the same track, and a voiceover where the film includes one.

04

You sign off

You get a first cut to review, with the rounds of changes your film includes. It only goes live once you've watched it and said yes.

WATCH THE SAMPLE · 0:45

Scan this, or go to *youtu.be/M1pENlBC7q0*

The house and the family in the sample are AI generated so you can see the style. Your film will always show your real home, just as it is.

Choose how much of your home's *story* to tell.

Every film comes with original music written for your home. What changes between them is how much gets made, from your own photos moving gently to a whole day lived in the house.

FIRST FILM, NEW AGENCIES



TIER 01

Starter Film

from $250

Your own photos turned into a short film with slow, careful camera moves and an end card with your name and number.

- 30 to 45 seconds, widescreen 16:9
- Up to 10 of your photos
- Light touch-up on weaker photos
- Original music for the listing
- One round of changes
- Delivered in 2 business days

Suits an agent trying us out on one listing.

A GOOD PLACE TO START



TIER 02

Listing Film

from $450

The photos become a film with a story through it. Two or three lifestyle scenes sit inside your real rooms.

- 45 to 60 seconds
- Up to 20 photos or clips
- Voiceover with address and number
- Widescreen plus one vertical cut
- Two rounds of changes
- Delivered in 5 business days

Suits family homes and anything with a good story in it.



TIER 03

Story Film

from $900

Like the sample. A day in the home with a start, a middle and an end, so buyers can picture their own Saturday morning there.

- 45 to 90 seconds
- Script and shot plan agreed first
- Full voiceover and original score
- Widescreen plus two vertical cuts
- Three rounds of changes
- Delivered in about 10 business days

Suits display homes, new builds and listings worth remembering.

ADD-ONS
$100 TO $150

A proper song with lyrics written about the home, which buyers tend to remember, or extra cuts sized for other platforms.

The $250 Starter Film is a first-film price for agencies we haven't worked with before. The final price of the Listing and Story Films depends on the number of lifestyle scenes, the length of the cut and how many rooms need matching. Fixtures and finishes are matched to your photos, and changes requested after approval count as a round of changes.

The house stays *exactly as it is.*

AI is good at mood and at people, and it gets used for those. It's never used to change what a buyer finds when they walk through the front door, so every film follows these rules.

THE PROPERTY

Room sizes, finishes, fixtures and the view out each window stay true to the real home.

THE PEOPLE

AI-generated people who aren't anyone real. If you'd like your own family in it, that only happens with your written consent.

THE LABEL

A clear on-screen AI disclosure on every film, in line with the advertising rules wherever the home is listed.

THE RIGHTS

The film and its music are cleared for commercial use, so it can go wherever the home is advertised.

RIDGELINE CREATIVE

Ridgeline Creative is run by Jay, a Royal Australian Navy veteran who spent twelve years in uniform and now makes films out of Canberra. He works with agents and homeowners right around Australia, and every film is made for the one home it's selling.

Want a film for your home? *Let's talk.*

WEB ridgelinecreative.com.au/real-estate

WATCH youtu.be/M1pENlBC7q0

WATCH THE SAMPLE