



RENOMARK

RENOVATE WITH CONFIDENCE

RENOMARK MEMBER VIDEO TESTIMONIALS

The goal of these testimonials is to bring the RenoMark program to life through the members. The prompts and questions aim to introduce you and the RenoMark program to homeowners. This is your opportunity to highlight the advantages of choosing a RenoMark member.

We know that recording video testimonials outside of a studio setting can be challenging. The instructions and tips included below will ensure your video looks and sounds as good as possible. Remember to smile and have fun – this is your first impression with prospective clients.

Prompts & Questions

- Introduce yourself and your company (name, company, title, years in business, etc.).
- Where are you located (city and province)?
- Why did you join the RenoMark program?
- In your opinion, what are the key benefits that RenoMark offers to homeowners?
- How does being a RenoMark member differentiate your services from other contractors?
- What advice would you give to homeowners who are considering hiring a professional for their next renovation project?
- Is there anything else that you would like to share?

RECORDING FROM A COMPUTER	RECORDING FROM A PHONE
<ul style="list-style-type: none">• Software: CHBA recommends using the 'record' function of either Microsoft Teams or Zoom. Make sure you have the most recent version of either App downloaded before you start.• Hardware: If you are using a laptop, make sure it is plugged in or fully charged. For an optimal network connection, please connect your laptop directly to the modem (if possible) with an ethernet cord.• Audio: Assess your computer audio in advance to make sure everything is working properly and that the sound is clear.• Lighting: Avoid being backlit or having a light source directly on your face. Having	<ul style="list-style-type: none">• Phones are ideal for recording on job sites and/or house tours and can sometimes be better quality than computer recordings.• Assess your phone's camera and mic to make sure everything is in working order. For best audio on the jobsite, use headphones or a lapel mic to limit noise from wind or construction.• Make sure to record yourself horizontally.• Make sure your face is centered in the frame. The bottom of the frame should be about mid-chest, and the top of the frame should have a foot or so of space before the top of your head.



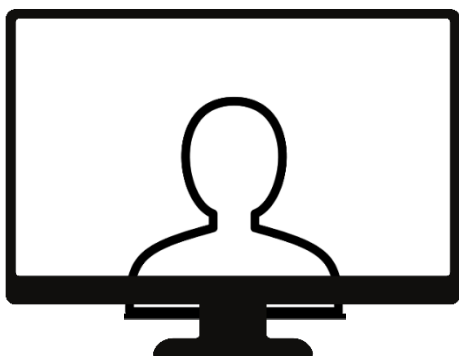
RENOMARK

RENOVATE WITH CONFIDENCE

your face turned towards natural light produces the best results. If that is not possible, make sure there is ample light in the room and that your face is clearly visible.

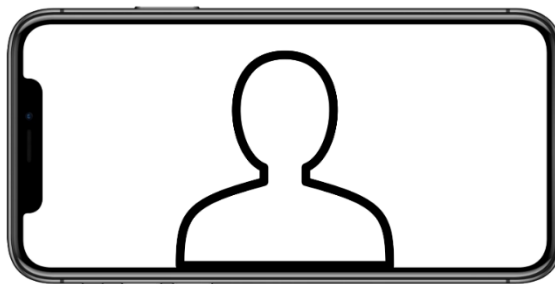
- **Clothing:** Avoid loud patterns or tiny prints which can be distracting and make it hard for the webcam to focus. Do a quick test to make sure your clothing has enough contrast from the background and does not disappear into it.
- **Environment:** To limit distractions, it is best to find a quiet space for the video to take place. Turn off the phone and computer notifications to minimize distractions.
- **Positioning:** Make sure your face is centered in the frame, and do not sit too far or too close to the webcam. Ensure that you are **looking at the camera** when speaking.

Ideal frame:



- Try to stabilize your phone as much as possible when recording. Putting it on a stable surface or using a tripod is ideal.
- **Audio:** Assess your computer audio in advance to make sure everything is working properly and that the sound is clear.
- **Lighting:** Avoid being backlit or having a light source directly on your face. Having your face turned towards natural light produces the best results. If that is not possible, make sure there is ample light in the room and that your face is clearly visible.
- **Clothing:** Avoid loud patterns or tiny prints which can be distracting and make it hard for the webcam to focus. Do a quick test to make sure your clothing has enough contrast from the background and does not disappear into it.
- See the ideal framing below for how to center yourself in the screen.

Ideal frame:



Sending the file:

- Once the recording is complete and you are happy with the result, email the file to renomark@chba.ca. If it's too large to be emailed directly, use file transfer software. We recommend WeTransfer: it is free and very easy to use with no sign-up required.