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## Real Estate Photography & Videography Guide

## welcome to the introductory guide!

First and foremost, thanks for considering us! We not only pride ourselves over producing beautiful imagery but also building great relationships with our clients. We know you have a busy schedule, so we've made this guide accordingly in order to give you the most info possible in the smallest amount of time.

In this guide we will explain how we provide photo and video services for realtors and homeowners so that you have a full understanding. If you are ever in doubt after reading this we are only a call, text or email away. Let's get started!

### **TOPICS COVERED IN THIS GUIDE:**

- Why you should use us.
- Our photo & video packages.
- Additional services.
- How to hire us.
- Payment options.
- FAQs.
- Our Terms & Conditions.

## why use us?

Your appearance as a realtor is vitally important. Your listings' visuals are key to drawing in potential buyers quickly and efficiently, and that's where we work for you. Our new (and sometimes skeptical) clients can usually be categorized into one of two categories based on these questions:

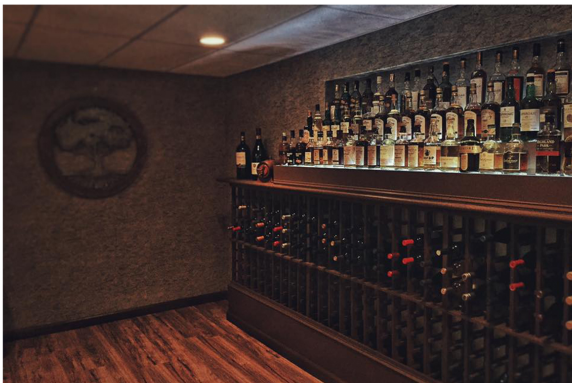
- *MY IPHONE CAMERA IS PRETTY GREAT, SO WHY DO I NEED SHOTS / VIDEOS FROM YOU GUYS?*
- *WE CURRENTLY USE A DIFFERENT STUDIO AND THEY DO A GREAT JOB ALREADY. WHY SWITCH TO YOU?*

## let's answer those for you!

- While phones are advanced nowadays, they simply do not have the ability to capture the required level of dynamic range a real estate shot needs. They are too narrow, forcing you to take 5-6 photos of a single room that only needs one solid shot. They do not take raw images for essential editing and correction. You don't have the ability to shoot a steady shake-free photo. You probably also don't have much time to *edit* the 200 shots you took of a home, right? The same can be said for the video features, with jarring low quality handheld shots that make a home look more like a horror movie than anything else. Using your phone is actually doing more harm than good because it's not giving the property justice, it's taking up all your valuable time, and it isn't working for you. Oh and you can't get it up in the air for aerial shots last we checked either... Maybe unless you tied it to a balloon, but we don't recommend that. Not very great statistics stacking up for the phone anymore, huh? Put it away and let us handle all of that so you can *call* your clients and book showings, not take mediocre visuals.
- There are some great photographers and videographers in the area, but beware – they may not be giving you the best you could be getting. Many photographers boast that they use a technique called HDR (high dynamic range). This may *sound* good, but the photos have a very fake unnatural feel to them and your buyers will know that the property *doesn't* actually look that way in real life. Doesn't that defeat the purpose? They also may not be thinking about the best composition, lighting and straight lines. We cover each of these issues, shooting in a signature architectural style that looks real and speaks to viewers.

- Videographers may also have a decent camera and a tripod, but we shoot our videos not only on a DSLR, but also offer the option to shoot on an *actual* Motion Picture cinema camera and creatively edit our videos so that your potential buyers literally watch a movie about your property. Most real estate videos have nothing but out of place music in them, but we take the time to handpick a song perfect for *that* home, and also script and professionally record a voiceover of the details within the home. You simply can't beat that, and don't your buyers deserve the best when working with you?

### some examples of edited iphone shots vs our professional shots:



## our photography packages:

Photography is everything in today's world of real estate. People are online, right now, looking at homes. If you don't have incredible photos that stand out of the crowd – regardless of the market being good or bad – you're losing business. We offer two different photography packages for your needs:



- **silver package**

Consists of a full exterior & interior shoot, making sure to capture great angles of every important room. The shots are then *lightly* retouched and edited, correcting small issues and making sure the shots are highly appealing to the viewer. You receive *up to 25* images, delivered online.



- **gold package (the most popular)**

Consists of a full exterior & interior shoot in which we apply our signature shooting style normally reserved for high-end architectural shoots. This style takes careful planning and conceptualization for each shot and demanding editing and retouching work, fixing things like nails in walls, annoying cords, and even swapping a dreary sky out with a beautiful sunset, giving each photo the warm welcoming look that emotionally attracts a buyer. You receive *up to 25* images, delivered online.

If you'd like the images delivered on a Thumb Drive that option is available for an additional \$20.

## our aerial drone options:

Aerial views are a very special weapon when applied to real estate. Give buyers a whole new perspective they could never get any other way. Drones provide a current up close and personal view of a home from above, helping map out the whole property. For 2018 we offer 2 add-on photo packages and 1 video add-on you can include in your order:



- **“bird’s eye”**

If you'd like to add 2-4 additional exterior photos of the property from above, this is it. For a small additional cost you can choose between 2 aerial photos or 4, and we will shoot them alongside your photo package. Just like with the Silver and Gold photos, we will edit the aerial images so that the grass looks green and any unwanted annoyances such as trash cans and playsets are edited out of the yard.



- **“flyby”**

Want to add a quick aerial video teaser of a property to your package without ordering a full video tour? Our Flyby add-on is your perfect solution. In addition to your photo package, we will bring our drone out and shoot a few videos of the property from above, cutting it into a 20-60 second video perfect for social media marketing. This is the perfect option for a home that's not *quite* nice enough for a full video, but has a great exterior or surrounding area.

Please note: For drone work we may *not* be able to provide this service in some areas that are restricted NFZs, such as near airports.

## our elite package (new for 2018):

This is the best deal we offer for realtors. When you know you want it all and you want the best for your sellers, this is the absolute best bang for your buck. By ordering the Elite package, you get the following:



- **Gold package photography.**
- **HD video tour of home with music and custom scripted voiceover narration.**
- **Aerial photography and video. 4 photos and HD video edited into the video tour.**

This is a new package we are now offering in 2018, due to the realization that many realtors wanted photos *and* video, but did not need Hollywood quality video. We met in the middle, offering gorgeous quality HD video at a fraction of the price, allowing us to offer a deal that's hard to say no to.

## our “hollywood” video package



Our "Hollywood" package is for when you want to go big. This is the perfect video option for a luxurious mansion or home with numerous custom features. We bring our RED cinematic camera (yes, a true *Motion Picture* camera) and film everything in 4K, delivering a sharp high-detail HD video that looks straight out of a movie. We also bring our drone along and shoot clean 4K aerial video of the exterior. When it comes to editing we script the information for the property and include professional narration along with handpicked music. We also cut a 15 second teaser of the video in 9:16 ratio upon request, for realtors who share listings on Instagram's "Stories" platform. No one else in this part of Pennsylvania offers such a package for homes. If you want a specific property to look like it came straight out of the movies, this is how it'll happen.

If you'd like the video delivered on a Thumb Drive that option is available for an additional \$20.



## our head shot portrait sessions



Need to update your head shots with something sleek and modern, getting away from the outdated photo you've had far too long? We've got you covered. We can travel to your office with studio lighting and backdrops and take professional shots that will make you stand out. Our turnaround time is fast too, meaning you'll get those classy new shots right away. If you'd like a different location for your shoot such as outside at a park or urban setting, we can accommodate that, however the rate may change and delivery time may be slightly affected. There isn't a photo limit: you will receive however many shots we took that we felt were quality enough for delivery. No holds, no extra charge. Simple.

## additional services

Because we're a full-blown creative studio, we can do anything you need. Whether you're looking for new a business card design, a sleek listing packet, brochures and flyers, shirts, or something else like testimonial videos, talking head videos, or team photos, we can do it.

## how to hire us:

Ready to book us for a property? There are a few ways to get in touch with us, but we politely ask that all job requests are booked by filling out the simple form on the bottom of our real estate page:

- [sxemediapa.com/realestate](https://sxemediapa.com/realestate)

This form gives us all the info we need to know in one clean email. We can then check to make sure that date is available. If it is, we will confirm the job with you, but if that date is already booked we will provide you with our next available date.

Due to popularity, our peak season (Spring thru Fall) can get very busy, so we suggest all our clients try booking jobs 1 full week ahead of time, or longer if possible, and provide us with a preferred date & backup date.

## payment options:

You can pay either straight from the invoice with a credit card, in-person at the property with a check, or by mailing a check prior to the day of the shoot. Please make checks out to "StraightEdge Media" and mail to the following address:

*StraightEdge Media*  
2691 Valley Rd.  
Orefield, PA 18069

Payment is expected either prior to the shoot or within 14 days of receiving the invoice. Failure to do so will result in late fees and/or interest applied, as well as a hold on your shots/videos.

## FAQs (frequently asked questions):

### *WHY AREN'T YOUR PRICES IN THIS GUIDE OR ONLINE?*

We keep our pricing hidden due to competitors. Our pricing also occasionally changes depending on the job. To get the most current pricing structure simply give us a call at 856-649-2692 or email us at [sxemediapa@gmail.com](mailto:sxemediapa@gmail.com).

### *WHAT HAPPENS IF I PAID FOR A JOB AND THE WEATHER IS TOO BAD?*

We try to keep an eye on the weather but sometimes it throws a curve ball. We will either reschedule the shoot, refund you your money back, or forward it to a future shoot. Your choice.

### *HOW LONG DOES IT TAKE YOU TO SHOOT A PROPERTY?*

We tell realtors to notify homeowners that we will probably be there 2hrs for photography, or 4hrs for photos *and* video. Depending on the size of the property, the cleanliness of it, and a number of other conditions it could take longer or shorter. This is also for a standard-size home. If it is a large luxury property the time will be considerably longer.

### *WHY ONLY 25 PHOTOS? CAN YOU SHOOT MORE?*

We feel that 1 good shot per room is better than 5 shots. People don't want to scroll through endless photos. However many rooms are in a property is typically what we'll shoot, plus 2-4 exterior shots. If we reach 25 photos and there are more opportunities at the property for more shots, we will take additional shots for \$15 per shot. Most properties don't have enough appealing sections for extras. Please let us know prior to the shoot if you'd like us to try and get extra shots. We don't guarantee this but we can try.

### *I GOT THE FINISHED VIDEO AND I'D LIKE TO MAKE CHANGES. CAN I DO THAT?*

Yes, however any additional edit costs \$75. This is a very time-consuming process, regardless of how "small" the edit is, so you will be charged for them. If there are certain parts of a property you don't want in the video, please tell us before we shoot! We also cannot send you a "preview" of the video prior to it being finished and uploaded. We shoot each room a couple times in different ways so that we have the best options to make a perfect cut. We realize you may have some differences though, and will re-edit if it is necessary. Editing the video yourself is strictly prohibited.

### *HOW DO I ACCESS MY PHOTOS, AND HOW LONG ARE THEY DOWNLOADABLE?*

You will have a personal password-protected page on our website once you start using us. When you log in you'll find a preview of the home and a link to Dropbox where you can download them. They are up for 7 days. After that the link expires. Please download them within that timeframe, however if you missed it just let us know and we will put it up for you again briefly. Keep in mind the Dropbox link is *only* for downloading the photos, not for directing people to look at them there.

### *HOW MANY PROPERTIES ARE YOU ABLE TO SHOOT IN A SINGLE DAY?*

We will shoot up to 2 properties in a day. We do not go beyond that number so that we have the proper time to go through the images/videos back at the office.

### *WHAT IS THE AVERAGE TURNAROUND TIME TO GET THE CONTENT?*

We keep turnaround times down to 2-5 days for photos and 5-7 days for videos, per project. If we can deliver faster than that we will, but it all depends on our workload and how many properties are being shot.

### *WHAT IF I NEED IT WITHIN THE NEXT DAY?*

We simply don't offer this due to the amount of work we get.

## *WHEN DOES YOUR PRICING CHANGE DUE TO THE HOME'S SIZE?*

Our pricing is for standard homes of 3500 square feet or less (including basements). Large homes that are 3500-5000+ square feet are priced slightly different, and luxury homes that are 7000+ square feet or more require pre-shoot discussion.

## **our terms and conditions:**

- The photographs and/or video can only be used for listings, until sold. Magazine and/or brochure publication is strictly prohibited unless agreed upon in advance.
- StraightEdge Media owns all rights to the media during and after the property sells.
- StraightEdge Media will be the sole media business shooting photos and/or video on the agreed date of the job.
- StraightEdge Media cannot guarantee the sale of any property. Our role is to simply provide professional visuals.
- StraightEdge Media holds the right to postpone and/or cancel a shoot due to "Acts of God", i.e: fire, heavy winds, rain, sleet, snow, excessive heat etc. If the environment is deemed too dangerous for the photographer/videographer and/or equipment.
- It is not StraightEdge Media's responsibility to have the property's exterior/interior clean prior to the shoot. It is the realtor's responsibility to notify the homeowners of our arrival time, length of time there, and that the property needs to be completely clean and organized.
- It is not StraightEdge Media's responsibility to have the property staged. Minimal staging may be done with the homeowner's belongings if it will improve the image. If our team must clean for over 30 minutes, a \$75 fee will be applied to the job automatically. If our team deems the property too messy to take quality photos/video, the realtor will be contacted about rescheduling.



**This guide was created for  
you by StraightEdge Media.**

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