

PRO REAL ESTATE IMAGES

REAL ESTATE PHOTOGRAPHY SERVICES

An additional Mileage Charge may apply to these costs.

Standard Shoot still photos: \$185 For homes up to 3,000 sf, includes 25 finished images AND a high quality large image slide show that can be used as an online home tour. This shoot will take approximately 1.5 hours.

- **Large home shoot:** \$275 For homes 3,001 – 5,000 sf, includes 25 finished images AND a high quality, large image slide show that can be used as an online home tour. This shoot will take approximately 2.5 hours
- **Twilight or Sunrise shoot, or repeat visit for exterior shots:** \$150 Twilight shots are done between sunset and approximately 30 minutes after sunset. Sunrise are done approx. 15 minutes either side of sun-up. All lights in the home must be turned on and there may be added lighting. Twilight & sunrise shots give a dramatic and elegant look to the home. Direction the home faces determines best time of day for exterior photography.
- **Image editing:** \$60/hr Image editing allows cars and garbage cans to be removed from driveways and make other improvements to photos. We do not change any of the physical characteristics of the home with image editing.
- **Branded or unbranded online slide show:** \$75 This slideshow is made from digital images supplied by the agent. Copyright release must be provided from photographer. The slide show displays automatically but can be controlled by the viewer.
- **Just Sold Postcards:** \$35 (made from our photos only already on file for the property.) Twenty five 4" x 6" postcards feature a photo of the home personalized with Buyer name(s) and new address. Selling agent photo & contact information will appear under the words, "These postcards provided by our agent, xxxxxxxxxx." Subtle sphere penetration & excellent Buyer closing gift.
- **Seller/Buyer gift DVD:** \$35 This is a version of the online slide show that plays on a standard DVD player and large screen TV. Excellent keepsake gift for Seller or Buyer.
- **Flyer design:** \$100 Design of a home sale flyer. Flyer is delivered in PDF form.
- **Postcard design:** \$100 Design of a home marketing postcard delivered in PDF form.

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TERMS OF SERVICE

- **Scheduling:** Please contact us via telephone (916-790-6544) OR e-mail (rita@ProRealEstateImages.com) no less than 24 hours before your preferred shoot time. The shoot will take between 1 and 2 hours. Most homes can be shot in 1.5 hours although some shoots may take longer.
- **Payment:** Required in full before shoot commences. We accept cash & credit card.
- **The Shoot:** The homeowner or someone authorized by the homeowner (the agent) should be present at the shoot to give access to the home and to discuss any special considerations such as what should be included or excluded in shots. Our goal at the shoot is to provide 25 quality photos that include a front exterior (reasonable effort will be made to elevate this image approx. 4' – 10' above the normal street level), back exterior and all the major rooms such as living room, dining room, family room, kitchen, master bedroom, master bath and bedrooms. Powder rooms, small bathrooms, utility rooms or garages are not a shooting priority unless you give us direction otherwise.
- **Pets:** Please make sure pets are contained during the shoot. Pets are never included in photos and need to be out of the way during the shoot.
- **Cancellation Policy:** If cancellation or rescheduling is necessary, please give us 24 hours notice.
- **Photo delivery:** Once the photos are shoot they will be edited and optimized for quality and delivered to you via our web site within 24 hours. You will receive an e-mail with a link and instructions on downloading your photos. You will also receive a CD with all photos on it for your records.
- **Photo Rights and Usage:** All photos produced for the client may be used by that agent for all marketing associated with the current sale of the property in accordance with local MLS rules. Please note that the photos will be copyrighted by the photographer and a license granted only to the agent and NOT to any third party. **Any usage of the photos by a third party, including but not limited to architects, builders, stagers, designers, sellers or buyers is prohibited unless approved in writing by the photographer.**