

CHARLOTTE REAL ESTATE PHOTOS

Julie@CharlotteRealEstatePhotos.com | 704.287.9628

2023 Real Estate Photography Services February 2023

Standard Photo Shoot (< 3,500 sq. ft.) _____ **\$195.00**

Includes approx. 45 minutes on site and generates up to 30 images after professional editing.

Mid-Range Photo Shoot (3,500-5,000 sq. ft.) _____ **\$225.00**

Includes approx. one hour on site and generates up to 35 finished images after professional editing.

Large Photo Shoot (5,000 sq. ft. to 6,500 sq. ft.) _____ **\$250.00**

Includes approx. 1.25 hours on site and yields up to 40 finished images after professional editing.

Estate Photo Shoot (6,500 sq.ft. and up) _____ **\$275.00**

Includes approx. 1.5 hours on site and yields up to 45 finished images after professional editing.

Twilight Exterior Shoot _____ **\$250.00**

Yields approximately 5-10 images, exteriors and/or views.

Exterior Only / Repeat visit (daytime) _____ **\$125.00**

Yields 5-7 images, exteriors and/or special views.

Professional Headshots _____ **\$200.00**

Includes one hour sitting, professional editing, and 3-5 finished images suitable for print.

Additional Editing by Request _____ **\$60.00 / hour**

All photo packages include professional editing to make each photo look its best. For more complicated requests, additional editing is available. Photo editing should comply with material representation of the property. Complicated editing requests may include removing cars or making concrete look wet or dry.

Same Day Delivery _____ **\$50.00**

In most cases, all photo packages include delivery of photos in one business day. If a same day delivery is needed, please let us know so we can try to accommodate same day delivery.

Travel Time _____ **\$35.00**

If property is >20 miles from photographer's office in Waxhaw, NC near South Charlotte, a fee may be apply.

Pricing and service information is confidential and subject to change. Sales tax applies. Please contact us by email at julie@charlotterealestatephotos.com or by phone at 704.287.9628 with any questions.

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2022 Real Estate Video and Other Services

Property Website _____ **\$35.00**

Tour of home based on the still images. Branded and unbranded links, customer reporting, and social media images are included. Ask Julie for samples.

Custom Property Website _____ **\$300.00**

In-depth, custom informational website. We'll set everything up, including connecting the domain name and making the site "live." Domain name purchase and hosting not included.

360 Tour / Zillow 3D Home Tour _____ **\$175.00**

Interactive 360 Tour so buyers can walk through the home remotely and get boosted on Zillow.

Floor Plan _____ **Per project**

Virtual Staging _____ **\$40 per image**

Drone Photography Only _____ **\$175.00**

Includes 5-7 images and professional image editing.

Cinematic Property Video _____ **Per project**

Cinematic style video featuring the interior and exterior of the home. Videos are approximately 1.5 to 2 minutes in length and include legally licensed music, video hosting via iPlayerHD and delivery of full HD video file for your own hosting.

Neighborhood Vignette _____ **Per project**

Two-three minute (approx.) cinematic style video featuring local neighborhood. Typical shot list includes neighborhood amenities, local parks, views, shopping districts, restaurants and other area attractions, and aerial video. Includes a 30-minute strategy meeting to discuss details of piece. Includes legally licensed music, video hosting via iPlayerHD and delivery of full HD video file for your own hosting.

Direct Mail Post Cards _____ **Per project**

Includes graphic design, mailing lists, printing, postage and delivery.

Julie Shinabery with Charlotte Real Estate Photos can supply additional services beyond those specified above. Pricing and service information is confidential and subject to change. Note that rates for other photography types (builder work, commercial work, interior design, etc.) are different. Please contact us by email at julie@charlotterealestatephotos.com or by phone at 704.287.9628 with any questions. We look forward to working with you!



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2023 SCHEDULING AND POLICY INFORMATION

Due to the ongoing Coronavirus Pandemic, our photographers will not touch anything in the home. Homes should be ready for photography when the photographer arrives. Photographer will remove shoes and wear a protective mask.

Please advise our staff if anyone living in the home has contracted COVID-19, has been exposed to COVID-19, has traveled recently, or has otherwise been exposed or could have been exposed. If our photographer has been exposed or presents symptoms, we will make every effort to find a second shooter to take the appointment to keep your listing on schedule.

Scheduling and Contact Information

Requests for photography appointments should be submitted via email to Julie@CharlotteRealEstatePhotos.com or by phone or text to 704.287.9628. After the appointment is scheduled, the Photographer will confirm the date, time and location of the shoot one day in advance.

At the Shoot

If possible, you or someone you authorize should be present at the shoot to discuss important elements of the property, or areas that should not be photographed. However, the photographer can work independently if needed. The photographer will make a reasonable effort to remove litter, stray objects, etc. from the rooms; however please note that this does not include making beds or arranging furniture. Agents are expected to have the property staging and cleaning completed prior to the photo shoot.

Our goal is to provide exterior front and rear shots, one or more views of each major room, and views of the yard and/or views from the property, if any. Your input is important when choosing the best rooms and angles to photograph. Absent your input, the photographer will use his/her best judgement and experience to decide how best to photograph the property.

After the Shoot

Once the images have been taken, the photographer will edit the shoot and select the best images. These will be optimized for quality and in most circumstances will be delivered to you within one business day of the shoot, unless otherwise specified. All images will be provided in two sizes: 2000 pixels wide and 300 dpi, and 1024 pixels wide and 150 dpi, so you'll have options for best sizes for internet and print brochures. Photographer is not responsible for the storage of files.

Cancellation, No-Show and Inclement Weather Policy

If cancellation or re-scheduling is necessary, please do so with a minimum of 24 hours notice. Any shoot cancelled within 24 hours of a confirmed appointment is subject to a \$150.00 Cancellation Fee. Arriving late beyond 30 minutes to an appointment will be considered a cancellation, and will be billed at the full rate of the shoot. Every effort will be made to accommodate a re-scheduling. In the event of inclement

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weather precluding exterior photography, a pick-up shot of the property exterior will be scheduled at the earliest available time.

Rights and Usage

All images produced for an Agent or Broker [Customer] may be used by the Customer for any and all marketing materials and campaigns associated with the property and for the Customer's self-promotion. The photos may also be used by the Customer's real estate firm for the sole purpose of marketing the specific property photographed only. Please note, however, that the images will be copyrighted by the photographer, and license is granted only to the Customer and the Customer's firm, and not to any third party. Any usage of the images by a third party, including but not limited to architects, builders, stagers, designers, sellers or buyers, is not allowed unless approved by the photographer. This is per federal copyright law.

Payments

Payments can be made by check, Zelle or credit card. Late payments are subject to a \$50 late fee for every 30 days past invoice date. Payments not paid from 90 days of invoice date will be turned over to collections.