



**TRUE  
VISUALS  
MEDIA**

# Real Estate Marketing *Redefined.*

**PREP GUIDE AND POLICIES  
AS OF JANUARY 2023**





## What To Do Before The Shoot

Ensure the property is photo ready as it is not True Visuals Media's responsibility to stage or clean. "Photo Ready" means the following:

- Replace all things broken that are noticeable in a photo or video. Such as; lights, blinds, glass, blemishes (wall, carpet, furniture, etc.).
- Declutter all rooms being shot. Less is more with real estate photography and video.....
- kitchen: Dishes, sponges, rags, etc. should be put away. It's best to remove all magnets, pictures, etc. from the refrigerator and remove throw rugs from the floor.
- Bathrooms: Toothbrushes, razors, and other "personal" items should be hidden. Decorative unused soaps, candles, flowers, etc. are preferred.
- Bedrooms: All bedrooms should have their beds made and items put away.
- Secure or remove pets: I love pets but we can't have them around for your photoshoot. It's also a good idea to hide pet food and water bowls as well.
- Make sure landscaping is on-point. Coordinate to have the gardener/pool/spa cleaner come the day of or before the shoot, with covers removed. Hide hoses. Turn off sprinklers. If you have fountains, waterfalls, etc., please clean them and provide instructions to the Realtor on how to turn them on.
- Clear the cars: Make sure no cars are in the driveway. If possible, also move cars from the street in front of the home. We want as clear a view as possible of your property.
- Clean the house or hire a cleaning company to come in and really make the place shine.
- Put your for sale sign up after our shoot, not before. Visible signs violate MLS photo rules.
- Hide trashcans, make sure to book us NOT on the day the trash is being picked up. Book during street sweeping instead!

## What To Do During The Shoot

- Turn on all the lights. If need-be, please replace all burned-out bulbs at least 24 hours before the photoshoot. If a twilight shoot is happening, make sure all interior and exterior lighting are on and in working order (especially the pool lights!).
- Before I arrive, please make sure all ceiling fans are turned off.
- Open blinds with views: Your indoor photos will show outdoor views if there are views, or just light if a window looks onto a neighbor or other unappealing view.
- Be prepared to move furniture and/or large objects if they need to be cleared for a shot.
- Make sure either you, an assistant, or the home-owner is present to help with any issues. Or give us lockbox information ahead of time.
- Inform us of any amenities that need to be captured (such as; gym, pool, lobby, etc.). Or any other key shots that are important to you.

## What To Do After The Shoot

If you ordered a property website, make sure we have the following details:

- Headshot(s) of you or your team
- Your contact information, license number, etc.
- Property description
- List price, number of bedrooms and bathrooms, lot and property square footage, year built
- What domain name you want us to buy
- Your personal logo and/or company logo
- MLS Number

Give us the email(s) of the person/people who need access to the content we create for you and please pay your invoice if you haven't done so already.



## Photography

**TURNAROUND TIMES:** Regular interior/exterior home photography has a next day turnaround Monday thru Thursday. Any regular photography shot on a Friday or on the weekend is moved to a 48-72 hour delivery schedule. If combining a regular photography shoot with a twilight shoot or doing an a la carte twilight shoot, please allow 48 hours for receipt of all photos. This is due to the fact that twilights extend our shoot time to late into the evening (Note: twilight turnaround time may not apply during early evening winter months Nov-Feb).

**TYPE OF PHOTOS TAKEN:** For regular, unlimited home photography, True Visuals Media takes photos of key interior and exterior spaces. Close-up shots are normally not taken but can be done if told to us in advance. Interior Design photography (like seen in Architectural Digest) is not a part of our regular photography but can be done for an additional charge and advance notice.

**AMOUNT OF PHOTOS TAKEN:** For regular, unlimited home photography, our photographers usually capture a base of 25 deliverable photos for a 3,500 square foot property. Additional +\$40 per 1,000 square feet for homes larger than 3,500 square feet. We do our best to get several angles of each room, but we normally don't shoot the following: hallways (unless it's a grand hallway), closets (unless it's a master or very large), very small bathrooms, basements/attics/garages (unless they are finished). For twilight photography, our standard amount of photos we deliver is between 4-8 photos. For aerial photography, we have two packages - one for 5-7 photos and one for 8-12 photos.

**LEVEL OF RETOUCHING:** All photos are retouched for white balance, color, exposure, straightening, and other basic corrections. Per request, any minor retouching (small blemishes, cameras in mirrors, flash reflections in windows, blurring riders, blacking out TVs, adding fire to fireplaces, replacing skies) is gratis. It is up to True Visuals Media's discretion as to what is considered minor retouching. Examples of major retouching are: fixing cracks, water spots on the ground, object removal, adding visual content to TVs (except screening rooms). Major retouching is a separate charge of \$25/photo for each of the first 4 photos, and \$20/photo per instance after that. Virtual Staging and furniture replacement is considered advanced retouching and is not a part of our standard photography shoots unless requested by the client and does cost additional based on the level of work needing to be completed and level of quality you want the room staged at.

**TWILIGHT PHOTOGRAPHY CAVEAT:** If ordering a twilight session as an add-on to a daytime photo shoot there are two types of pricing. The first, if you roll the regular photography session straight into the twilight session, the fee is \$150. The second, if you split the photography session into two separate times during the day, the fee is \$195. We charge additional for the split because while you may be adding it on to the same shoot, we still have to drive out a second time, like doing a completely new shoot. Keep in mind, while rolling the regular photography session and twilight session together does save you money, doing so may affect the quality of the regular photography session. This is because shooting homes in the late afternoon may result in harsh light and shadows from windows and affect the overall quality of light and color in all spaces.

## Virtual Staging & Replacement Editing

**INITIAL PROCESS:** True Visuals Media will come out and shoot your property's empty rooms for the amount of photos you specify. Once those photos of the empty rooms have been edited and received, the client must choose which/how many photos they would like staged. The client must also relay specifics on style and content for the rooms using True Visuals Media's style guide.

**TURNAROUND TIMES:** After the initial selection process is completed it usually takes anywhere between 24 to 96 business hours for the virtual staging/replacement to turnaround. **LEVEL OF RETOUCHING:** All rooms are staged/retouched to fill the photo with an appropriate amount of furniture and/or objects. Additional rounds of changes after receiving the initial photos are free only if the client is unhappy with the furniture selection/layout if it was not what the client initially asked for. If True Visuals Media completed the task satisfactorily but the client changes their mind on how they want it styled then it would cost an additional \$50 per photo.

## Floorplan

**TURNAROUND TIMES:** All standard floorplans have a 24-hour turnaround outside of holidays and weekends. All 2D enhanced floorplans and siteplans have a 48-72 business hour turnaround. Homes can be measured, on average, at a rate of 4,000 square feet per hour. This depends on the simplicity/complexity of the home's design.

**RESULTS DELIVERED:** All floorplans give basic room dimensions and an overall square footage for each floor. Our method for measuring is fairly exact but typical iGUIDE measurement uncertainty, in distance measurement on a floor plan, is 0.5% or better and the corresponding uncertainty in square footage is 1% or better. True Visuals Media is not responsible for discrepancies with state authorized measurements. Garages that are detached will not be measured as it is not considered livable space. Guest Houses/Pool Houses are the only free-standing buildings that we will measure in addition to the home property. At delivery, these files are in (JPG, DXF, PDF, and SVG).

## Videography

**TURNAROUND TIMES:** All regular videography has a 48-72 hour turnaround. If videography is shot on a weekend day, that may extend the turnaround to 72-96 hours. Lifestyle Series videography and Agent Profile videography may take up to 5 business days to complete. Once editing is completed, an email with a link to all files will be sent.

**TYPE OF FOOTAGE TAKEN:** True Visuals Media's team of videographers have advanced, high resolution cameras attached to gimbal systems that we take to all our shoots. We make it a goal to capture all key rooms, exteriors, and specific features that we think will best highlight the property. We emphasize movement and flow; as such, we do not use static shots. For our aerial footage, we are licensed with the FAA and have our 333 exemption (what that means is we are legal to fly) and make sure to capture the home from several angles and show the home in relation to the surrounding area. Local area footage, either shot on the ground or in the air, is considered an additional charge and not a part of our regular videography.

**EDITING WORK DONE:** True Visuals Media's experienced post-production editing staff have the capabilities to assist in conceptualizing and clearly conveying your brand message. We include all graphics, visual effects, and background soundtracks within each edit at no additional charge. Regular videography receives two types of videos once editing is completed: a non-branded (MLS) version, and a branded (your information) version. The client is entitled to 1 free round of edit requests to help fine tune how they want the property presented. Additional rounds of editing is a fee of \$75/round. Depending on the type of shoot done, most regular videos are between 1-3 minutes long. Instagram videos are between 30-60 seconds long. Aerial videos are between 30-60 seconds long. Lifestyle Series is a custom video with no pre-determined time frame.

## 360° Virtuals

**TURNAROUND TIMES:** All turnaround on 360° Virtual Tours is 24-48 hours. If shot on a weekend that may extend to 48-72 hours. On average, it takes about 1 hour per 1500 sq ft to virtually photograph a property. **DELIVERY METHOD:** An email with links to the tour(s) is sent to the client. Each floor has its own tour, which can be viewed on a desktop, laptop, tablet, or mobile phone. Mobile phones have the added ability to view the property with VR goggles. All agents get a free set of VR goggles with their first VR shoot purchase.



## Cancellations

**BOOKING CONFIRMATION:** Once your shoot is initially confirmed by True Visuals Media, it is considered a fully booked shoot. We will assume the shoot is happening and will not reconfirm with you unless something has changed on our end. You have the ability to reschedule your shoot free of charge any time before the following two instances:

**SAME DAY CANCELLATION:** Within 24 hours of the start time of the shoot is a \$50 charge per employee sent out to your property.

**ONSITE CANCELLATION:** Within an hour of the shoot and up to 20-30 minutes after the agreed upon meet time is a \$75 charge per employee sent out to your property. Automatic onsite cancellations happen if the client is unreachable after 20-30 minutes of being onsite.

**REASONS WE CHARGE A CANCELLATION FEE:** We have these charges in place because it is impossible for us to calculate what we could have scheduled in replace of your cancelled shoot. It is lost business for us and lost time.

**EXCEPTIONS TO A CANCELLATION FEE:** We understand that unfortunate circumstances do happen and we are happy to discuss and possibly make an exception should the reason be warranted. Cancellation due to rain does not incur a fee but a cloudy/grey sky is considered good weather to shoot in and is not exempt (since we can replace the skies for you as needed). The only exception to this would be twilight cancellation, which needs a clear/partly cloudy day for optimum shooting.

## Missing Pictures + Reshoots

**MISSING ROOMS:** If we deliver photos and you find a room missing that's part of the standard rooms we deliver (see Photography Fine Print) the procedure for resolution is as follows:

**IF:** Room was missed in delivery **THEN:** We will update the gallery with the additional photo(s) so long as it's not a part of a limited photo count package.

**IF:** Room was never taken or lost **THEN:** We will discuss with the photographer why it wasn't taken. If no plausible reason is given we will come back out and reshoot free of charge so long as it's not a part of a limited photo count package.

**MISSING ANGLES:** If we deliver your photos and you find a missing angle that you were expecting to get, the procedure for resolution is as follows:

**IF:** Angle was cut from delivery **THEN:** We will review why it was cut (maybe you were locked into a limited photo count package, maybe the quality wasn't good, etc.) and provide an explanation.

**IF:** We told you at the shoot that we would take it but then did not **THEN:** We will discuss with the photographer why it wasn't taken. If no plausible reason is given we will come back out and reshoot free of charge.

**IF:** You expected us to take a photo but never told us you wanted it **THEN:** It is not our fault the photo was not delivered and if you still want it you must pay for us to come out and reshoot.

**IF:** You left us at the property alone during the entire shoot and we didn't get the angle or room you wanted **THEN:** It's not our fault because you were not present to tell us what you wanted.

**QUALITY OF PHOTOGRAPHY:** You hired True Visuals Media for many reasons and one of the main reasons for that is the quality of work we provide. We take that very seriously and hold our employees to extremely high standards. As such:

**IF:** You find the quality of work subpar **THEN:** Cite your reason why and we will review extensively with our internal staff the work and come to a decision whether the shoot warrants a reshoot or not. It is up to our discretion what we think is acceptable work given all the circumstances surrounding your original shoot.

## Photography and Videography Rushes

This regards the additional fee(s) for rush delivery times faster than our next day photography turnaround and our 48-72 business hour videography turnaround:

**SAME DAY EDIT PHOTOGRAPHY:** \$50 for turnaround by midnight.

**WEEKEND EDIT PHOTOGRAPHY:** \$75 for a turnaround by midnight.

**24 HOUR EDIT VIDEOGRAPHY:** \$150 for a turnaround within 24 hours of the end of the shoot.

**WEEKEND 24 HOUR EDIT VIDEOGRAPHY:** \$200 for a turnaround within 24 hours of the end of the shoot.

## Lockboxes

We know that not all properties need a client representative present for us to capture it or maybe you schedule doesn't allow you to make our appointment or maybe you got a flat tire... whatever the reason may be, we at True Visuals Media are fine with accessing the property with just a lockbox code and pertinent entry instructions. The only issue with that comes the additional work of opening/closing a property and ensuring all spaces are photo ready, which can be time consuming and not necessarily factored into our daily schedules. As such, we have a \$35 open/close fee for any home larger than 3,000 square feet in size.

## Parking at Jobsites

True Visuals Media is hired by you to come to a property to work. As such, we most likely will have to drive to get there and park. It is your responsibility to provide us with adequate parking instructions and if necessary pay for our parking if no free parking is available for us. If you tell us to park in a permitted area, you should prepare in advance to give us a proper permit for the time period we are there. If you tell us to park in a permitted area even though you don't have a proper permit to give us and we end up getting a ticket, it is your responsibility to pay said ticket.

## Photography and Videography Rights

True Visuals Media is the owner of any photography or videography taken at your property and may not be resold by the hirer or related parties. By hiring us you acknowledge that you were given express permission for us to shoot at your property. Any work delivered to you may be used by you for any marketing and promotion of your property or for personal marketing and promotion.

