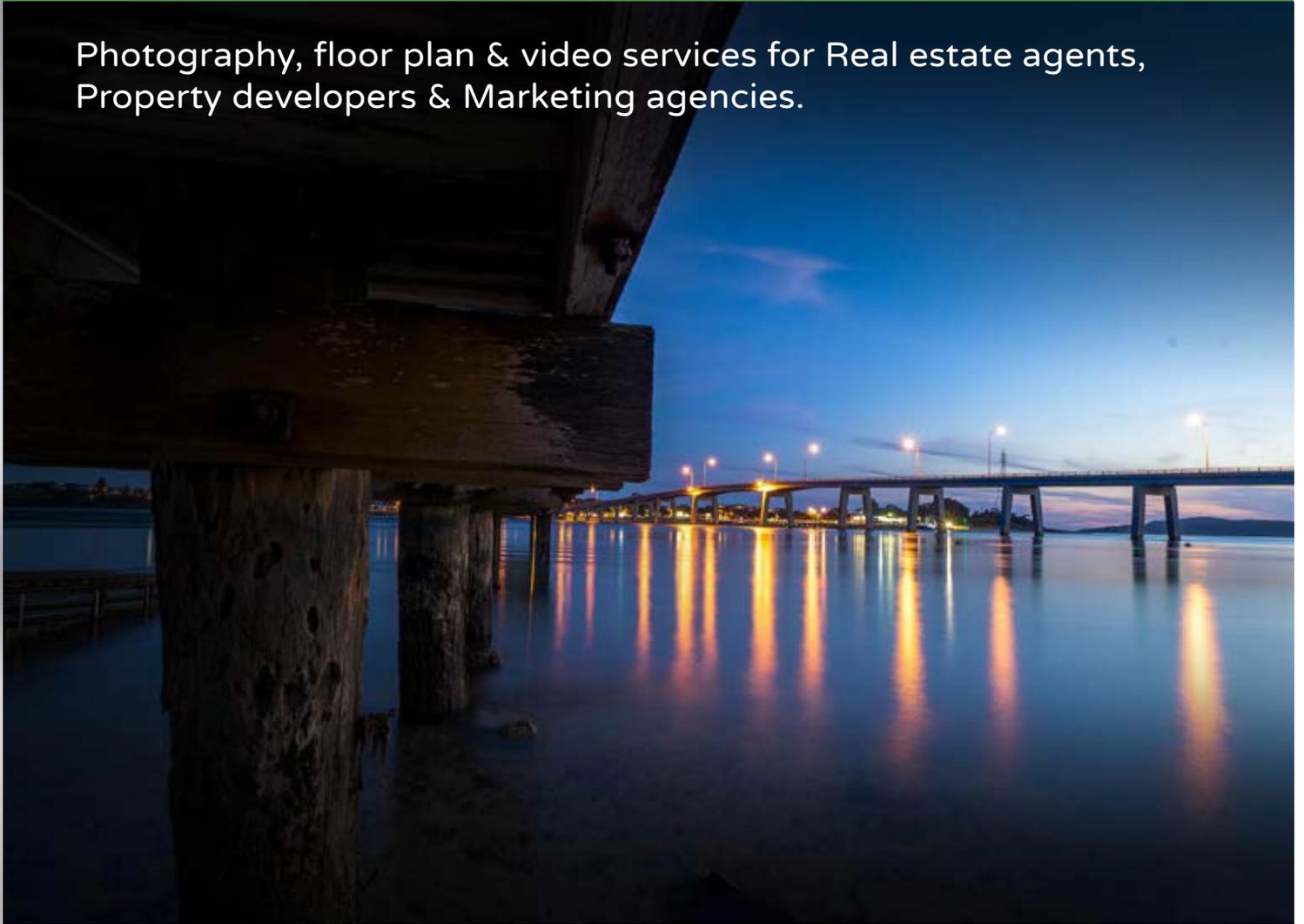




Photography, floor plan & video services for Real estate agents,  
Property developers & Marketing agencies.



# Real Estate Marketing

## Photography + Media Service Price Guide

2021 - 2022

# The Advantage



Builders, real estate agents and developers have been using Property Snaps since 2006.

## Fast Turn Around Times

Speed and efficiency is so important in the online advertising world. We are proud of our fast turn around times without compromise on quality.

## On-line Delivery

Simple on-line delivery and archive system so you can access your photos anywhere and anytime.

## Fully Insured

Nothing worse than when you're about to hand a house over and a tradesman damages something. We are not only careful on site, but fully insured up to 10 million dollars.

## High Quality Editing

Over our 13 years in business we have developed our editing process to provide one-of-a-kind high quality images that will make your competition ask "who did your photos?"

## Choice Of Options

Being a media solutions provider means we don't just stop at photography. We produce video, floor plans and other digital services.

## Easy Account Terms

Simple billing terms from us. We simply send you an invoice on completion, once you are 100% happy with everything. No upfront or split payments required.

# REAL ESTATE PHOTOGRAPHY



We cater for all real estate agents. We have small rental shoots all the way through to clever day 2 dusk twilight shoots or our premium twilight option. We supply high resolution images with high end editing ready to be used on your website, Facebook, Instagram and print advertising. Watermarking and fast next day turn around on all shoots.

## CHOOSE ONE OF OUR FOUR PHOTO SHOOT OPTIONS

### RENTAL SHOOT



Our cost effective quick option for rental listings.  
6-10 final images  
Internal & External

**\$110**  
Inc gst

### FULL DAYTIME SHOOT



The most popular option for new listings. Full house shoot.  
20-30 final images  
Premium Editing

**\$179**  
Inc gst

*Popular Choice*

### DAY 2 DUSK FULL SHOOT



The daytime shoot with day to dusk conversion on external photos.  
20- 30 Final Images  
3 X Day 2 Dusk images

**\$220**  
Inc gst

### PREMIUM TWILIGHT SHOOT



Our most premium twilight shoot for when only the best will do.  
20-30 Twilight Images  
Premium Editing

**\$349**  
Inc gst

All shoots can be combined with floor plans, aerial and video for discounts. See our full range of discounted packages.

# RENTAL SHOOT - \$110

## DETAILS



The rental shoot is for when you need to get a rental listing on-line fast and looking its absolute best. We provide 6 - 10 final edited images. A typical shoot will include:

- 2 - 3 External photos (Front & Rear)
- 4 - 7 Internal photos
- Supplied in web size and print size with optional watermark
- Hand editing and colour correction on each photo
- Next day turn around

### Optional Extras

- Option to add aerial photos for \$99 (Normally \$250)
- Option to add virtual furniture to empty rooms from \$55
- Option to add digital de cluttering \$10 per photo]
- Option to add floor plan \$77 small homes or \$110 for up to 30 sqrs

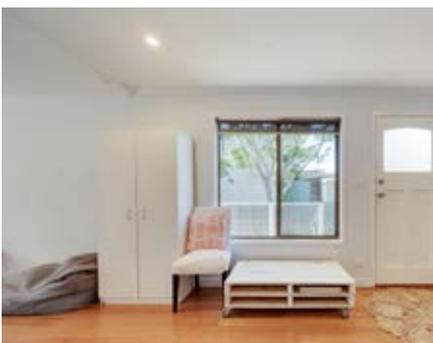
## SOME EXAMPLES

*\*Some areas may attract a small travel fee*

### External Photos



### Internal Photos





# FULL DAYTIME SHOOT - \$179

## DETAILS



Our most popular option for real estate agents. This is a full daytime shoot. We shoot absolutely everything and get your vendor's home looking its absolute best. We provide 20 - 30 final edited images and the shoot will include:

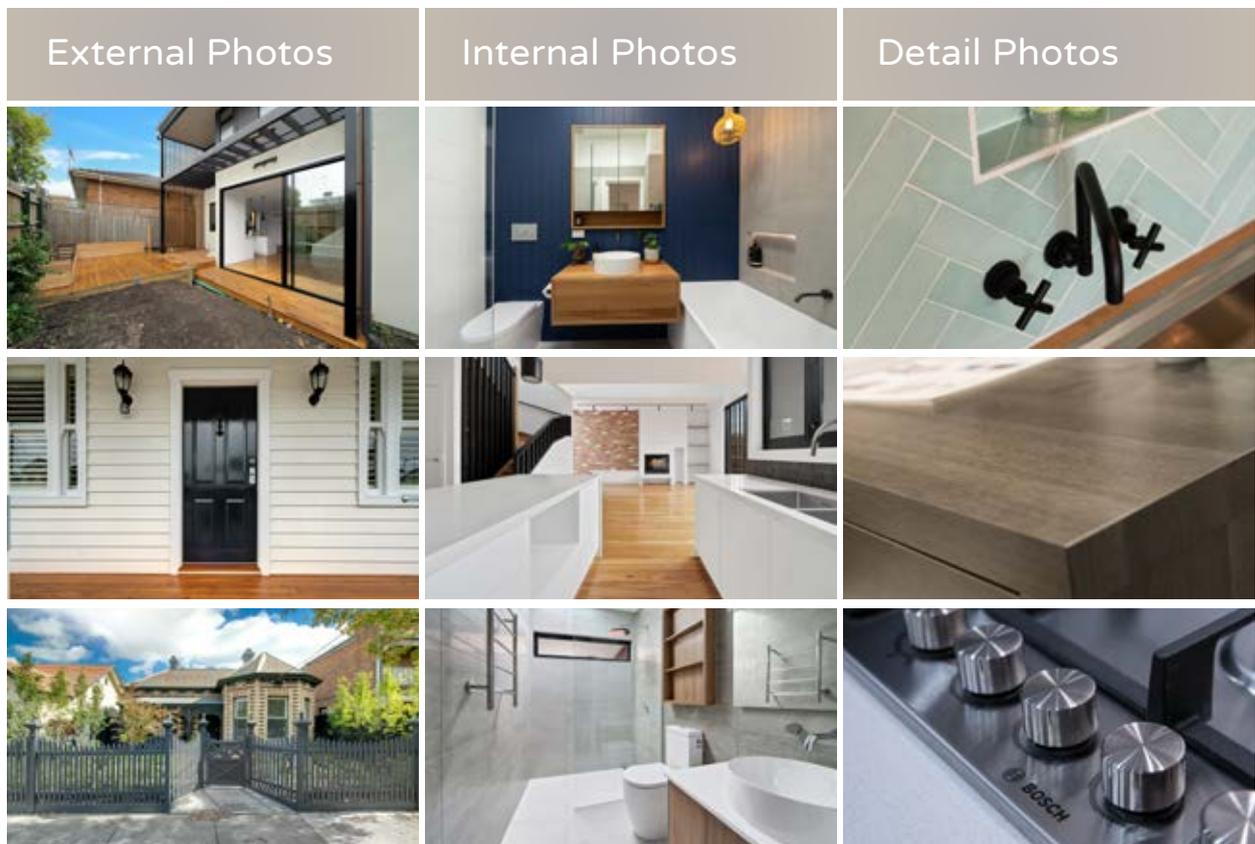
- 5 - 10 External photos (Front & Rear)
- 12 - 15 Internal photos
- 3 - 5 detail photos
- Supplied in web size and print size with optional watermark
- Hand editing and colour correction on each photo
- Next day turn around

### Optional Extras

- Option to add aerial photos for \$99 (Normally \$250)
- Option to add virtual furniture to empty rooms from \$55
- Option to add digital de cluttering \$10 per photo
- Option to add floor plan \$77 small homes or \$110 for up to 30 sqrs

## SOME EXAMPLES

*\*Some areas may attract a small travel fee*





# DAY 2 DUSK FULL SHOOT - \$229

## DETAILS



The Day 2 Dusk option is a smart value option if you want to elevate your brand, make your listings stand out while still providing vendors with great value marketing options.

Everything as included in the full day time shoot but with our day to dusk conversion editing on the external photos. Hence emulating a premium twilight shoot!

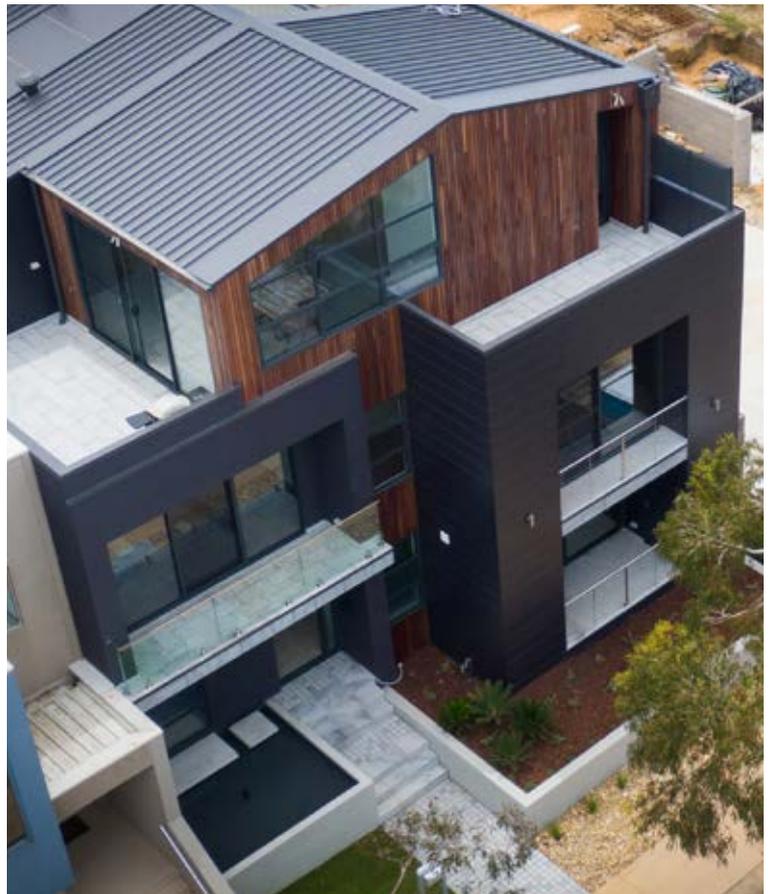
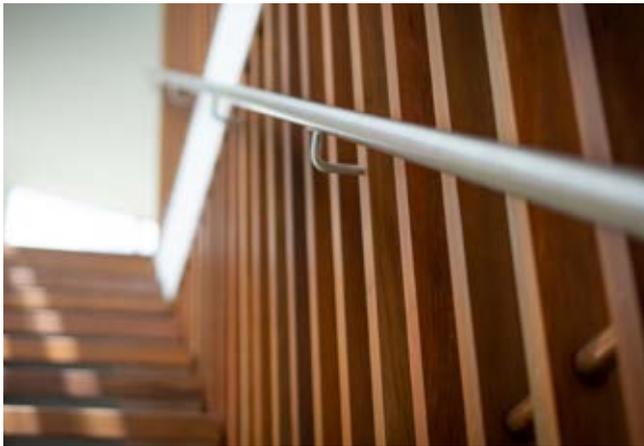
- 5 - 10 External photos (Front & Rear)
- 12 - 15 Internal photos
- 3 - 5 detail photos
- 3 External day 2 dusk images
- Supplied in web size and print size with optional watermark
- Hand editing and colour correction on each photo
- Next day turn around

### Optional Extras

- Option to add aerial photos for \$99 (Normally \$250)
- Option to add virtual furniture to empty rooms from \$55
- Option to add digital de cluttering \$10 per photo
- Option to add floor plan \$77 small homes or \$110 for up to 30 sqrs

## SOME EXAMPLES





# TWILIGHT PACKAGE - \$349

## DETAILS



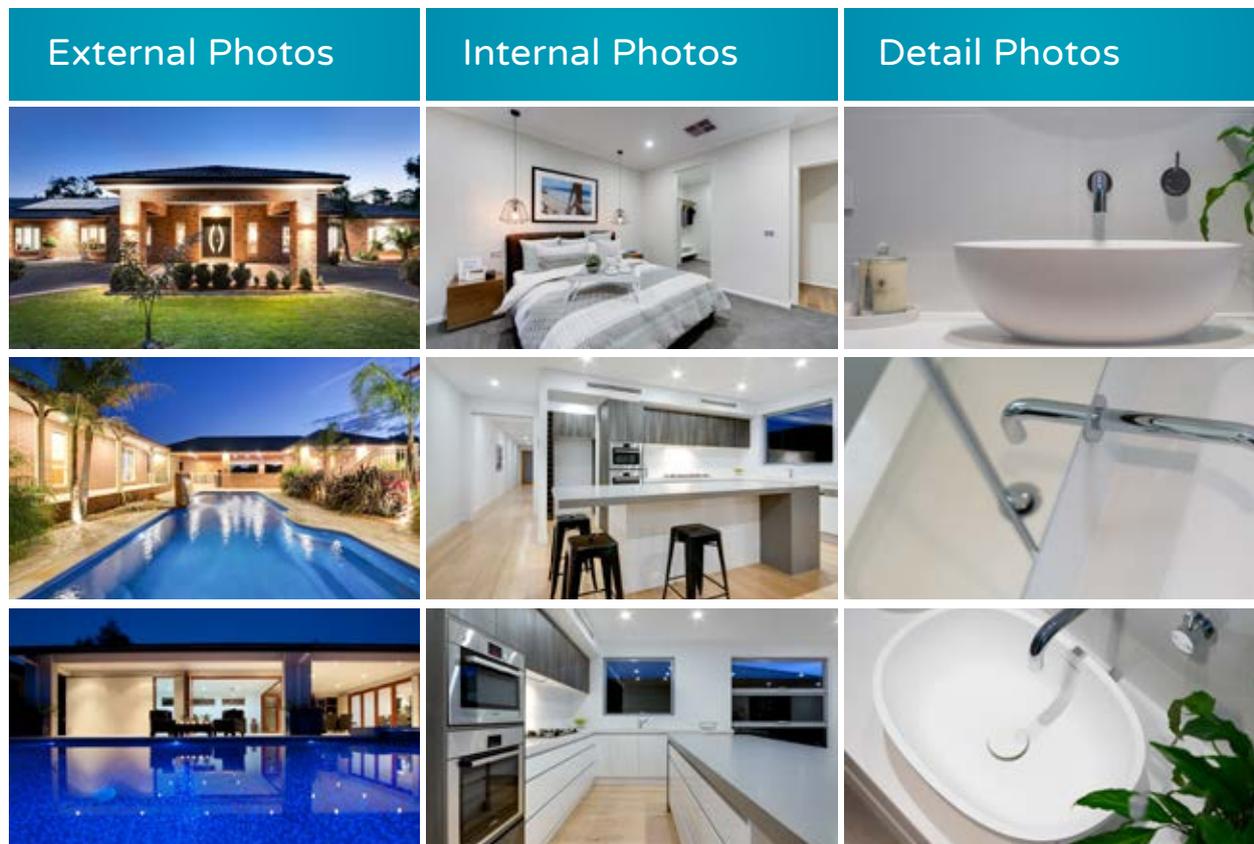
The twilight photo shoot package is the premium option for real estate listings. We provide 25 - 35 final edited images that include:

- 6 - 8 External photos (Front & Rear)
- 4 - 7 Close up detail photos
- 15 - 20 Internal photos
- Supplied in web size and print size
- Hand editing and colour correction on each photo

### Optional Extras

- Option to add aerial photos for \$99 (Normally \$250)
- Option to add virtual furniture to empty rooms from \$55
- Option to add digital de cluttering \$10 per photo
- Option to add floor plan \$77 small homes or \$110 for up to 30 sqrs

## SOME EXAMPLES





# 'Free' just listed Social media cards

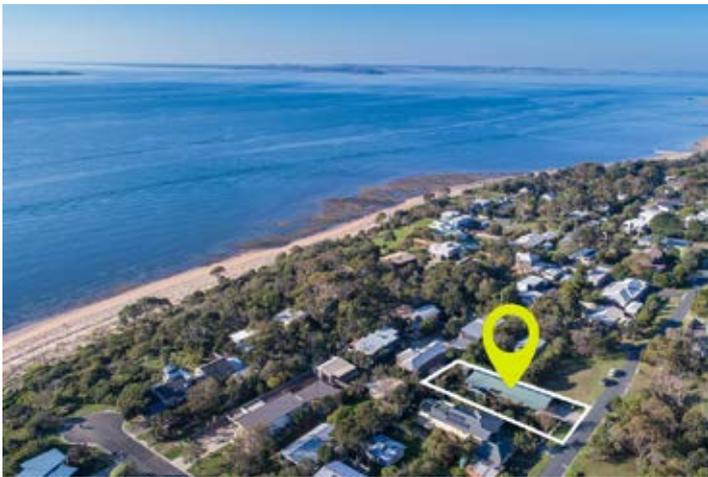


All our shoots include “Freebies”

# Free 'SOLD' Cards







# Free Branded Check-lists



Our clients success is our success, That's why we like to give our clients more. We help our clients grow their brand and in turn we also achieve our own goals.

We do the 'extra' things like free printed and branded pre shoot check lists to help vendors get their home ready for sale.

**RayWhite** Presenting your house is ultimately the most important thing you as a seller can do to maximise the sale price and assist your home in selling faster.

We've prepared a check list to assist you in presenting your house for photos and open for inspection days.

### Pre Shoot Check List

Your shoot is booked for: \_\_\_\_\_ at \_\_\_\_\_ pm/am

<p><b>1. Kitchen &amp; Meal Areas</b> <input checked="" type="checkbox"/> DONE</p> <ul style="list-style-type: none"> <li>Clear all benches of any clutter</li> <li>Remove and hide appliances (kettles &amp; toaster)</li> <li>Remove all fridge magnets and photos on fridge</li> <li>Clean all appliances (range hood and stove)</li> <li>Hide any loose electrical leads</li> <li>Empty rubbish bins</li> <li>Hide tea-towels</li> <li>Replace range hood light if needed</li> <li>Set table with your best cutlery and plates</li> <li>Add a centre piece such as flowers or candles</li> </ul>	<p><b>4. Bedrooms</b> <input checked="" type="checkbox"/> DONE</p> <ul style="list-style-type: none"> <li>Remove any clothes and clutter from floor</li> <li>Hide any personal items</li> <li>Make all beds and straighten pillows</li> <li>Remove items from bedside tables</li> <li>Remove baby cots if applicable</li> <li>Check globes in bedside lamps</li> </ul>
<p><b>2. Living &amp; Family Rooms</b> <input checked="" type="checkbox"/> DONE</p> <ul style="list-style-type: none"> <li>Hide all TV remotes</li> <li>Turn TV's off</li> <li>Remove magazines and papers</li> <li>Remove gym equipment</li> <li>Hide loose home theatre cables</li> <li>Clear clutter from shelves and coffee tables</li> <li>Arrange furniture to make room look large</li> </ul>	<p><b>5. Outside the home</b> <input type="checkbox"/> PENDING</p> <ul style="list-style-type: none"> <li>Move vehicles from the driveway and front</li> <li>Remove rubbish (small and large)</li> <li>Mow and edge grass front &amp; back</li> <li>Trim back overgrown trees and bushes</li> <li>Sweep up cuttings and leaves</li> <li>Pull away kids toys such as bikes etc</li> <li>Make sure outside lights work</li> </ul> <p><b>On the day</b></p> <p>Before the photographer arrives check over this list one more time and then start to prepare the property for photos by turning on all lights and lamps, open all outside close toilet lids, lock up pets in the garage, turn off all televisions and park all cars in the garage or down the street.</p> <p>If you have small children we recommend that you take the family out for a walk while we shoot your house. This avoids people ending up in the photos and also stream lines your shoot.</p>
<p><b>3. Bathrooms</b> <input checked="" type="checkbox"/> DONE</p> <ul style="list-style-type: none"> <li>Remove toothbrushes &amp; shavers</li> <li>Remove soap bottles from showers</li> <li>Remove kids toys from bath</li> <li>Clean all mirrors and bench tops</li> <li>Set out your best towels and present the room</li> </ul>	

**Gavin Staindl**  
Sales Consultant  
Pakenham Office  
Mobile 0424 227 134  
Office 03 5940 8355



# AERIAL DRONE IMAGES



Aerial photography using our high resolution drone will give your projects an overall scope to show potential clients the size of your projects on your website or social media. Perfect for commercial builders or large homes.



## Drone Photography

Available as a stand alone service or you can add it to any other photo or video shoot for a discounted rate of \$99.



# \$99<sup>00</sup>

\*Price is add-on price. For stand alone job price is \$159 inc GST

# AERIAL SIZE DATA

## INFO OVERLAYS



Size and development information can be overlaid on aerial images to provide buyers with more information. Overlay information is included on one photo free of charge. Extra overlays are charged based on the scope of work



Please provide land size data prior to the shoot.

# AERIAL INFO MAPS

## POI INFO MAPS



Location information maps can be created for any aerial photo. Suitable for residential property or land with development potential.

Overlaid information can include:

- Schools
- Shops
- Education
- Transport
- Recreation
- Important Roads



Information maps are included with all aerial shoots, Advise POI's prior to shoot.

# LAND DEVELOPMENTS \$150

## DATA & SIZE OVERLAYS



If you are a land developer or working with a developer then aerial land overlays can be a valuable tool for selling land “off the plan”. We can take your existing plan of subdivision and overlay it onto existing land. We can add colours, themes and size data in a way that will match your brand or the project branding.

Overlaid information can include:

- Lot layout
- Land size
- Roads
- Parks & facilities
- Sold information
- Variety of view and layout options



Land development project marketing has many different options. Contact us for a quote on this service.



We have been providing floor plans to the real estate and building industry for over 15 years.

## MAKE YOUR FLOOR PLANS MATCH YOUR BRAND.

Our range of styles and themes is endless. We can create a template theme to match your colours and brand. Make your floor plans as simple or as detailed as you like.

## CHOICE OF OPTIONS INCLUDING 2D & 3D

All of our floor plans can be optioned with items such as dimensions, north arrows, sun charts or custom information. We can also provide floor plans in 3D with furniture and matching colour schemes.

# FLOOR PLANS



As a builder or developer it's often handy to be able to show clients potential floor plan ideas or even showcase a design for your own marketing. Our 2D & 3D floor plan options are available for this purpose.



## Small Floor Plan

For small units, apartments and rentals up to 15 sqrs.

- 2D Colour themed to suit
- Optional dimensions
- Optional north arrow

**\$77<sup>00</sup>**



Price based on visitation or re-draw. No discounts for re-draws due to checking in insurances.



## Large Floor Plan & Site Plan

For most listings up to 30 sqrs.

- 2D Colour themed to suit
- Site plan included free
- Optional dimensions
- Optional north arrow

**\$99<sup>00</sup>**



Price based on visitation or re-draw. No discounts for re-draws due to checking in insurances.



## 3D Floor Plans

For most listings up to 30 sqrs.

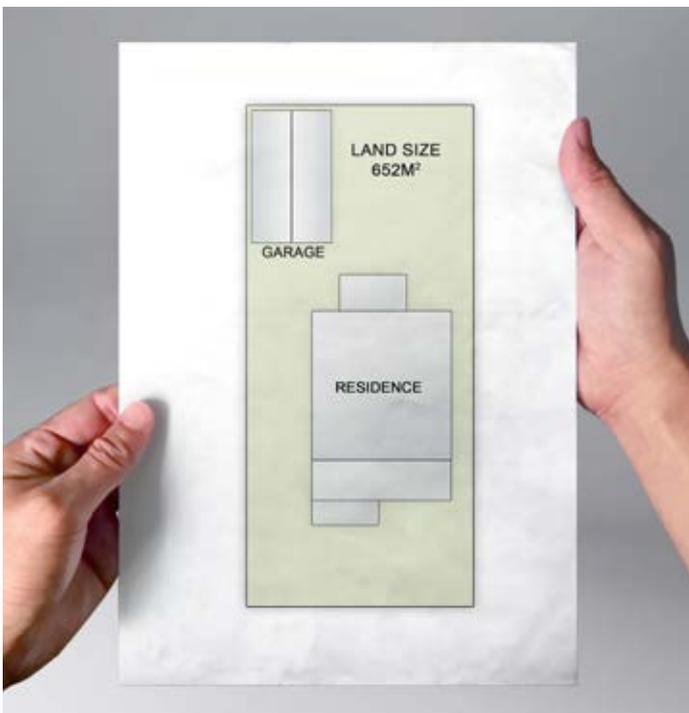
- 3D Views
- Floor coverings to match
- Paint and trims matched
- 3D Furniture

From:

**\$130<sup>00</sup>**



Price based on visitation or re-draw. No discounts for re-draws due to checking in insurances.



## Site Plans Only

For most listings up to 30 sqrs.

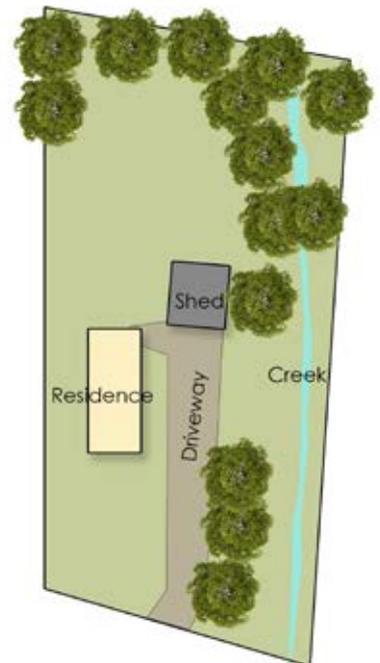
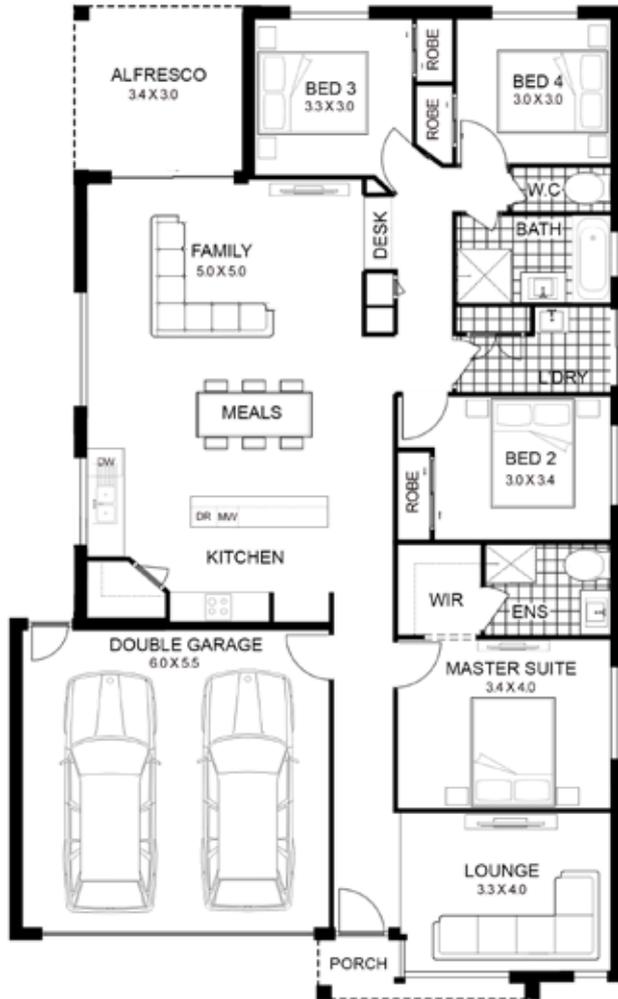
- Colour site plan
- Sheds & structures shown
- Optional landscaping
- Optional dimensions

From:

**\$55<sup>00</sup>**



Price based on visitation or re-draw. No discounts for re-draws due to checking in insurances.



# ADVANCED EDITING

## ADD SOME BLING TO YOUR PHOTOS



Sometimes you can't control landscaping, empty homes, no power or building site rubbish. Our advanced editing service is designed to polish and improve your photos when these problems arise.



### Day 2 Dusk

No power at the house? Or maybe you want daytime and twilight photos. Our digital day to dusk option turns day into night on all external photos.

**\$22<sup>00</sup>**

Price per image, discounts for multiple images - 3 Images \$20 - 6 Images \$18

### Digital Declutter

Not quite finished on the landscaping outside? No problem, our editors can add grass, remove rubbish and add landscaping features to your photos.

**\$10<sup>00</sup>**

Price per image, subject to change based on scope.

# MORE ADVANCED EDITING



Sometimes you can't control landscaping, empty homes, no power or building site rubbish. Our advanced editing service is designed to polish and improve your photos when these problems arise.



## Virtual Furniture

If your completed projects are not furnished, we have a solution to add some styling to those empty rooms and compliment your work.

**\$55<sup>00</sup>**

Price per image, discounts for multiple images - 3 Images \$50 - 6 Images \$44

## Virtual Landscaping

Not quite finished on the landscaping outside? No problem, our editors can add grass, remove rubbish and add landscaping features to your photos.

**\$55<sup>00</sup>**

Price per image, subject to change based on scope.

# VIRTUAL FURNITURE - \$55

## DETAILS



Staging a house to sell it always yields a better sale price than an empty house, As photographers our preference is for vendors to hire furniture prior to shoot, However not everyone can justify the \$2000 - \$5000 cost of getting real furniture. Virtual furniture is affordable at \$66 per image and gets cheaper the more you buy.

## Volume Pricing

1 - 2 Images \$55

3 - 6 Images \$50

6+ Images \$44

## SOME EXAMPLES



# DAY 2 DUSK - \$22

## DETAILS



Day to dusk conversions by Property Snaps are a new and innovative way to convert a day time photo into a premium looking twilight photo.

### Volume Pricing

1 - 2 Images \$22

3 - 6 Images \$15

### SOME EXAMPLES



# VIRTUAL LANDSCAPING - \$55

## DETAILS



Not quite finished on the landscaping outside? No problem, our editors can add grass, remove rubbish and add landscaping features to your photos

## VOLUME PRICING

1 - 2 Images \$66

3 - 5 Images \$55

## SOME EXAMPLES



# DIGITAL DECLUTTERING - \$22

## DETAILS



Your photos are what everyone sees first so clean up your brand with digital decluttering, Messy photos means your brand looks messy.

\*Prices can change on difficult jobs.

### VOLUME PRICING

1 - 2 Images \$22

3 - 5 Images \$20

6 -8 Images \$18

8+ Images \$15

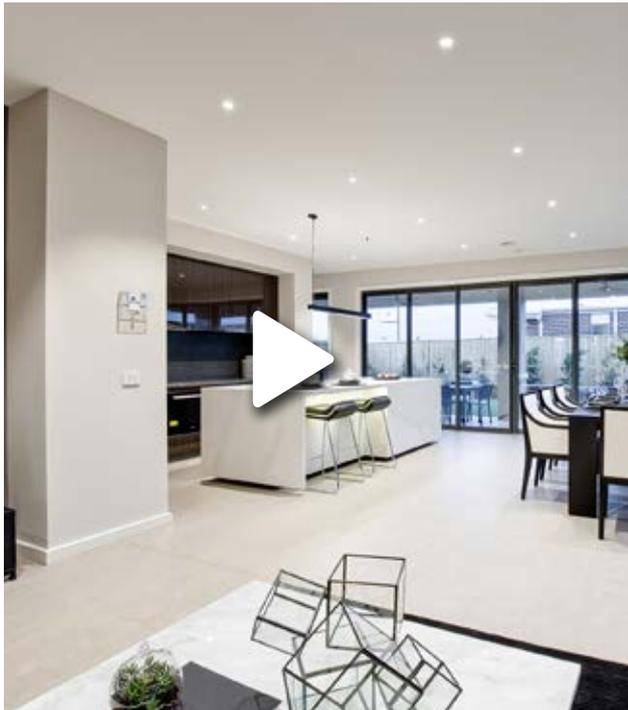
### SOME EXAMPLES



# VIDEO TOURS



Video tours for listing are the perfect way to spruce up your website, social media marketing or emails that you send to potential clients. All our video tours are Full HD and can be branded to match your company.



## Video Tour 1-2 Mins

Get a 1 - 2 minute walk through video with music and editing to showcase your most recent work. Video is supplied in HD format and ready to go live on your website, Facebook or Youtube.

**\$250<sup>00</sup>**



Photo and video packages are also available at discounted rates to save you \$\$\$



## Video Tour With Drone

The same as above but with the added drama and detail using our HD equipped drone.

**\$350<sup>00</sup>**



Combine this with a photo shoot to get a huge discount on all services.

# MARKETING VIDEOS



If you need a monthly market wrap video or a kick ass profile video then consider talking to us about producing high impact video that gets attention.



## Market Wrap Videos

We can film your monthly market wrap videos, or client testimonials. Build your social media content with Professional quality video and become a voice in your local area.

**\$220<sup>00</sup>**



Photo and video packages are also available at discounted rates to save you \$\$\$



## Agent Profiles

We can film your monthly market wrap videos, or client testimonials. Build your social media content with professional quality video and become a voice in your local area.

From

**\$440<sup>00</sup>**



Photo and video packages are also available at discounted rates to save you \$\$\$

# 3D RENDERS



Our 3D artistic renders can be used for 'off the plan' developments, client proposals or for council planning purposes. 3D renders take between 3-4 weeks to complete including consulting, design and amendments.

## Internal Renders

Photo realistic renders based on builder's plan and material selection. All renders include consulting fee, changes and final high res delivery.

**\$550<sup>00</sup>\***

\*Prices are "From" and subject to scope of job. Prices may vary based on terms of engagement.



## External Renders

Our 3D external renders can be used for free standing designs, duplex or even multi unit developments.

**\$880<sup>00</sup>\***

\*Prices are "From" and subject to scope of job. Prices may vary based on terms of engagement.





# THE ULTIMATE PACKAGE



By combining our daytime shoot, drone photos and video services you get huge value and can save \$128 on individual services.

You Save  
**\$128<sup>00</sup>**

## Photos + Drone + Video + Floor Plan

The ultimate package for agents wanting a simple cost effective one stop solution with HD video, photos, floor plans and all the photos you will ever need.

# \$599<sup>00</sup>

TWILIGHT OPTION \$699



20-25 Daytime Photos



10 Drone/Aerial Photos



1-2 Minute HD Video



2D Floor plan & site plan

# DAYTIME VALUE PACKAGE



By combining our daytime shoot, drone photos and floor plan services you get huge value and can save \$128 on individual services.



You Save  
**\$128<sup>00</sup>**

## Photos + Floor Plan + Aerial Photos

The best value and most popular package we offer. All your photos, floor plans and some aerial photos in one affordable package!

**\$249<sup>00</sup>**

TWILIGHT OPTION \$399



20-25 Daytime Photos



10 Drone/Aerial Photos



2D Floor plan & site plan

# Vendor Marketing Price List

<b>Photography / Drone / Video</b>		All price inc GST
Daytime Photos - Rental Shoot	12 - 15 images	\$110
Daytime Full Shoot	25-30 images	\$179
Day 2 Dusk Full Shoot	25 - 30 images	\$220
Twilight Shoot	6-8 images	\$349
Video tour of house - 1-2 minutes (no drone)	1-2 minutes with music	\$250
Video tour of house - 1-2 minutes with aerial footage	1-2 minutes with music	\$350
Daytime Value Package - Photos + Drone + Floor Plan	As packages	\$249
Twilight Value Package - Photos + Drone + Floor Plan	As packages	\$399
Daytime Ulitmate Package - Video + Photos + Drone + FP	As packages	\$599
Twilight Ulitmate Package - Video + Drone + Photos + FP	As packages	\$699
External only - House - Daytime	3-5 images	\$77
Drone only (land)	6-8 images	\$150

<b>Floor Plans/Site Plans</b>		
Small 2D floor plan	Colour & B/W	\$77*
Large 2D Floor Plan	Colour & B/W	\$99*
3D Floor Plan	Colour Plan 3D	\$130*
Site plan only	Colour site plan	\$55

<b>Advanced Editing</b>		
Virtual Furniture 1 - 2 images	Per image	\$55
Virtual Furniture 3 - 6 images	Per image	\$50
Virtual Furniture 6+ images	Per image	\$44
Day 2 Dusk 1 - 2 Images	Per image	\$22
Day 2 Dusk 3 - 6 Images	Per image	\$18
Virtual Landscaping	Per Image	\$55
Digital decluttering	Per Image	\$10

<b>3D Artistic Renders</b>		
Internal 3D Renders	Per render	\$550
External 3D Renders	Per render	\$880

# THIS IS WHAT WE ARE ABOUT



Based on the beautiful Bass Coast we go where we need to be. We are creators of quality images and farmers of fresh ideas.

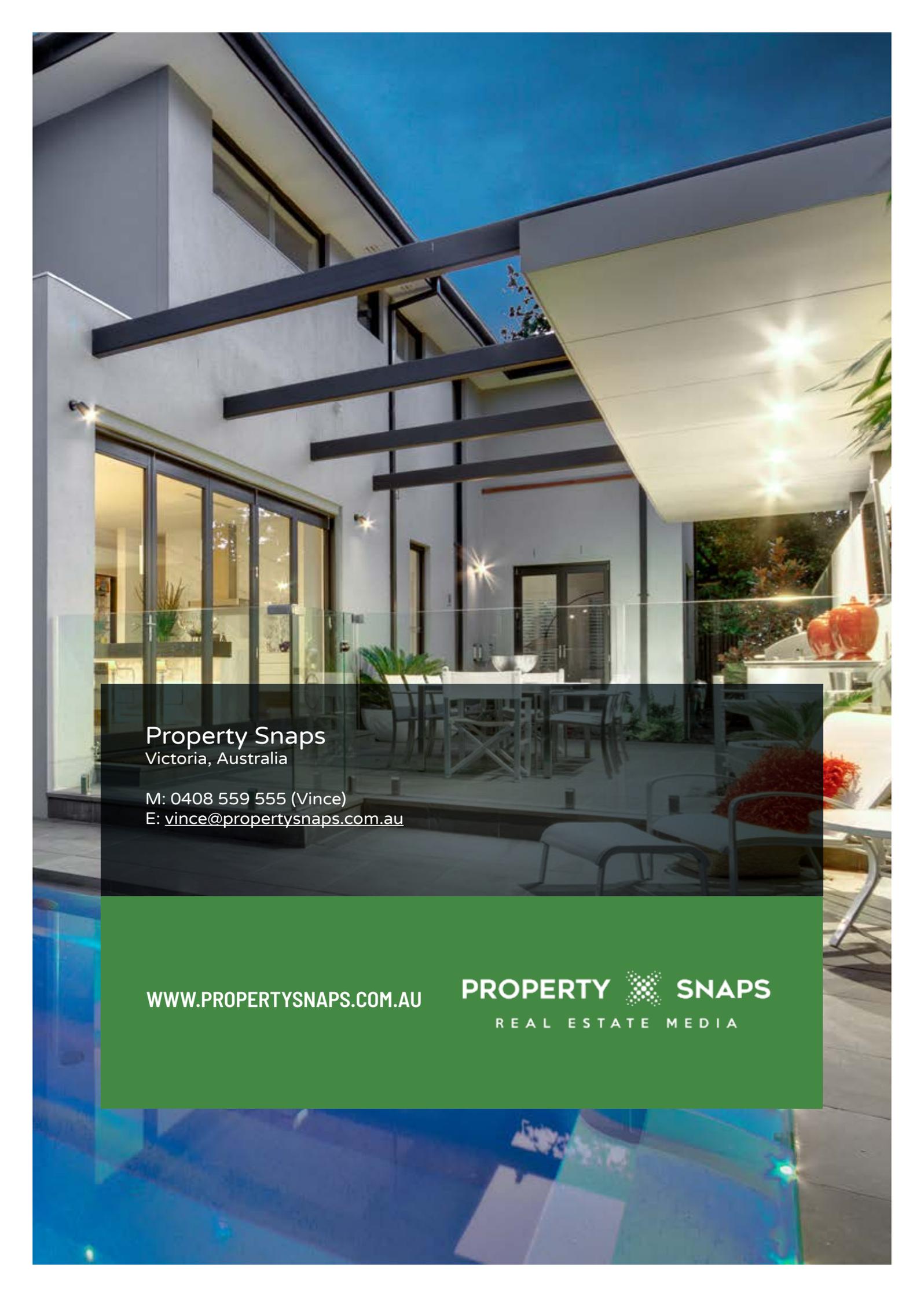
Never have we been content in just “doing” photography.

Property Snaps like organic matter has changed shape and direction many times since inception in 2006. The culmination of experience, mistakes and wins is what sets us apart from the traditional big churn and burn photography companies.

Our focus is simple, Work with people we like, Work with people who will let us experiment with new ideas and always seek and listen to feedback.

The result is a unique, ever changing set of services and relationships that only a privileged few will benefit from.





**Property Snaps**  
Victoria, Australia

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**PROPERTY**  **SNAPS**  
REAL ESTATE MEDIA