

# WHY USE A PROFESSIONAL PHOTOGRAPHER?

**BEFORE**



**PROFESSIONAL PHOTOGRAPHY**



**+ VIRTUAL FURNITURE**



In the current competitive real estate market, it's more important than ever to use a professional photographer, to increase your online enquiry rate and to get more people in the door to see your property.

Professional photos can mean the difference between weeks on the market or leasing it first go! For the cost of just 1 or 2 days rent, professional photos can help reduce your vacancy rate and secure a quality tenant fast.

It may seem like an additional cost but should be considered as a guarantee to secure your next tenant. It's a great investment!

- ✔ **We use wide angle lenses to capture the entire room.**
- ✔ **We take multiple exposures and use advanced blending and retouching techniques to deliver a superior quality image.**
- ✔ **Your professional photos can be used again & again to market your property well before your current tenant leaves.**
- ✔ **Professional photography is a tax detectable expense.**
- ✔ **Stand out from the crowd!**



[Property Photos]



[Aerial Drone]



[Video]



[Dusk]



[Floor Plans]



[Commercial]

# VIRTUAL FURNITURE.

**EMPTY ROOM**



**VIRTUAL FURNITURE.**



## SELL THE LIFESTYLE OR PERFECT FURNITURE LAYOUT

Sometimes the current tenant's furniture may not promote the best image you desire for your property. 'Virtual furniture' solves this and makes it look highly desirable in the process. Firstly, we photograph the property while vacant and then style it using 'virtual furniture'. It so realistic - It's unbelievably flawless!

### WHAT ABOUT A FLOOR PLAN?

A floor plan gives the full picture of what your property has to offer that perhaps may not be captured in a photo - another great sales tool!



## WHAT DOES IT COST TO GET STARTED?

- ✓ **For just \$150 you get a standard set of 5 professional photographs including retouching to give your property that competitive edge. Additional images are just \$20 each.**
- ✓ **Virtual Furniture images are charged additionally at \$65/render.**
- ✓ **Bonus: Include an internal floor plan for just \$65. (Rental Property bundle only)**

- **5 PHOTOS \$150 + ADDITIONAL \$20EA**
- **INTERNAL FLOOR PLAN \$65**
- **VIRTUAL FURNITURE \$65/RENDER**




Talk to your managing agent to discuss what marketing options may be best for your property.

**Photography & Floor Plans (9am next day delivery)**

	1 2 3 bed Unit	3 4 bed Home	5 bed+ Mansion
<b>SALES &amp; COMMERCIAL</b>	<b>250</b>	<b>350</b>	<b>450</b>
<i>Highest quality. Web &amp; Print resolution.</i>	<i>(5 images)</i>	<i>(8 images)</i>	<i>(11 images)</i>
<b>15 min RENTALS</b>	<b>150</b>	<b>+20</b>	<b>+20</b>
<i>Cost effective option. Web resolution only.</i>	<i>(5 images)</i>	<i>(per image)</i>	<i>(per image)</i>
<b>Floor plans (bundled)</b>	<b>95</b>	<b>165</b>	<b>220</b>
<b>+ site plan</b>		<b>55</b>	<b>75</b>

**Photo Extras / Add-ons / Bundles**

Virtual Furniture	2 x Dusk Photo	Aerial Photos	Plan Redraw	
Per render	Return visit	Site/elevated/district	Avoid Copyright	
<b>65</b>	<b>190</b>	<b>250</b>	<b>95</b>	

**Matterport™ 3D Virtual Tours**

Your 1st 2 properties hosted FREE for 6 months

2/3 Bed Unit	3/4 Bed Home	5+ Bed Mansion	Floor Plan	Unlimited Photos
<b>290</b>	<b>390</b>	<b>490</b>	<b>+50</b>	<b>FREE</b>
<i>(&lt;120m<sup>2</sup>)</i>	<i>(&lt;250m<sup>2</sup>)</i>	<i>(250+m<sup>2</sup>)</i>	<i>(Export)</i>	<i>(Export)</i>

**Video production**

<b>Social Media Grab</b>	<b>195</b>
<i>Sell yourself with an agent Intro &amp; Outro integrated into a video of dynamic images with music. Including Google™ fly-over of suburb key attractions. 60-90 secs.</i>	
<b>Property Video</b>	<b>695</b>
<i>The property that needs no agent introduction! A complete walk-through of every room including fixtures &amp; finishes set to energy lifting music. 90-120 secs. Video capture time: 2 hours.</i>	
<b>Property Showcase</b>	<b>895</b>
<i>Agent intro &amp; outro including voice over narration. Creative story flow with attention to key features. Your additional creative input is welcome! 90-120 secs. Video capture time: 2-3 hours.</i>	
<b>+ Suburb Profile</b>	<b>245</b>
<i>Add on additional location &amp; lifestyle footage montages. Suburb profile &amp; key attractions. Public transport, shopping centres, sporting facilities, etc. Video capture time: 1 hour.</i>	
<b>Auction Profile</b>	<b>795</b>
<i>Showcasing the auction hype &amp; agency branding, staff in action and build up to the fall of the hammer. Brand identity. Agent summary. Optional vendor, agent &amp; auctioneer interviews.</i>	

**Aerial Photo & Video (CASA Licensed)**

<b>Aerial Photo + Video and/or Dusk</b>	<b>350</b>
<i>Licensed pilot for night photos. CASA Airspace applications - not including CASA fees.</i>	
<b>Birds Eye Photo Package (bundle only)</b>	<b>250</b>
<i>1. Birds eye view (site plan) 2. Elevated property view 3. Relative location.</i>	

**Staff portraits**

<b>Individual Staff Portrait</b> <i>(Portable backdrop system &amp; lighting, or location)</i>	<b>190</b>
<b>Staff portraits bundle</b> <i>(5 Staff photos)</i>	<b>250</b>