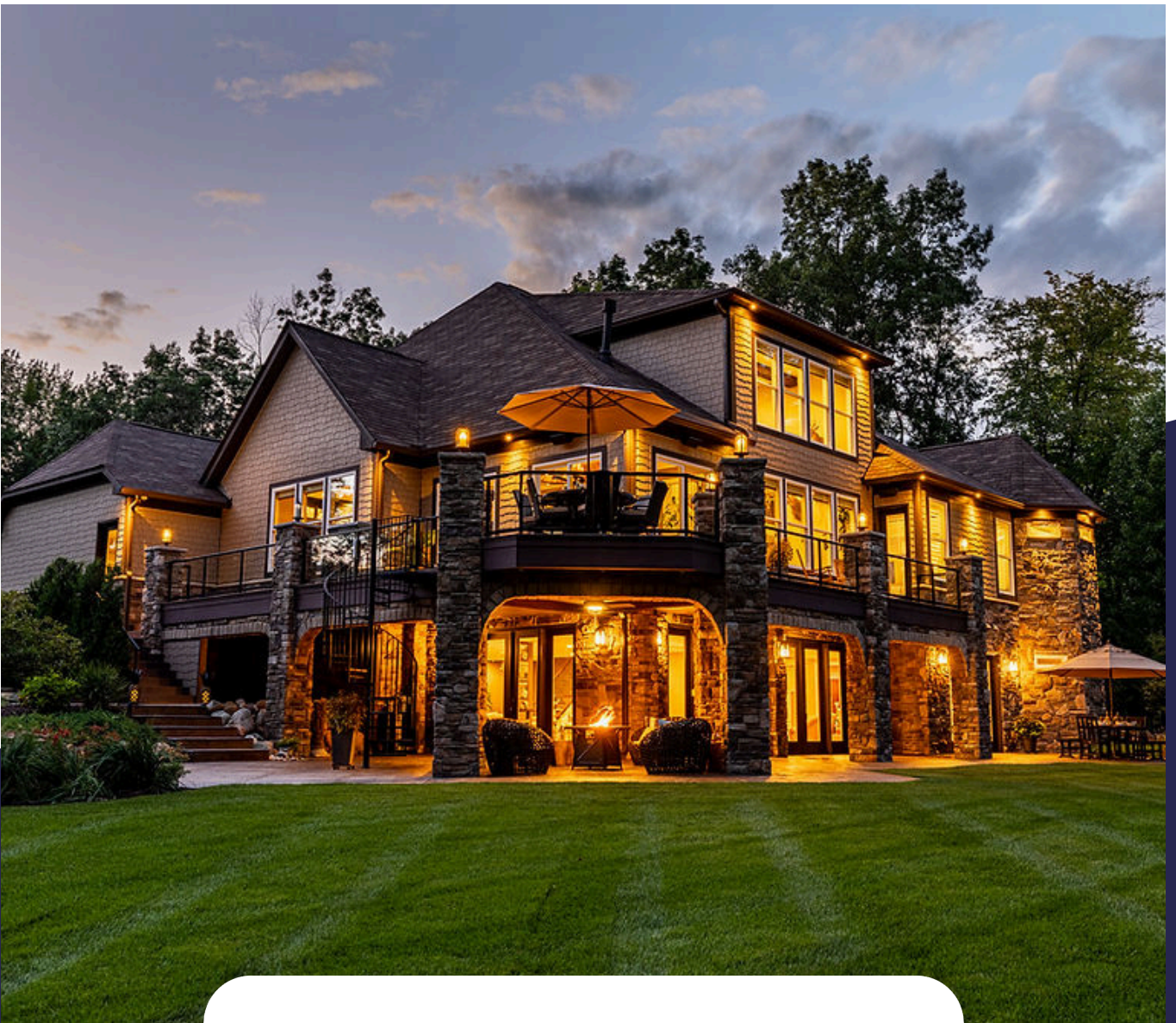




INFORMATION PACKET



WHAT TO EXPECT

While you received a pre-photo checklist in your confirmation, these are other things you may want to know prior to your photography appointment:

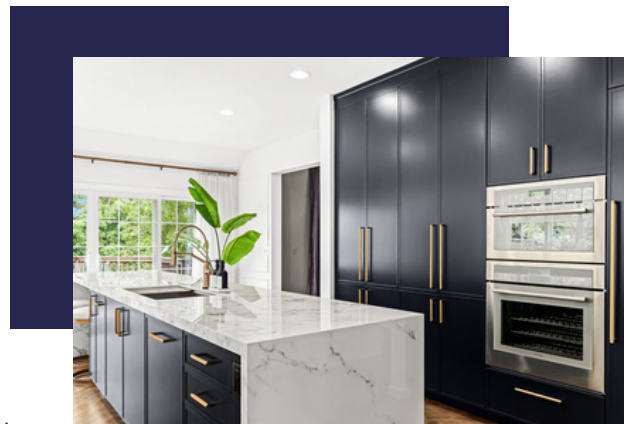
- ✓ **24- HOUR TURNAROUND ON PHOTOS**
Photos are guaranteed to be delivered to you email within 24 hours or less of your appt time. Video and other services may take up to 72 hours. Saturday appointments are excluded.
- ✓ **INVOICING PRIOR TO RECEIVING MEDIA**
You will receive your invoice once your appointment is confirmed. You have the option to pay via credit or debit card with our online invoicing or cash/ check at the appointment. We require full payment prior to accessing your media.
- ✓ **SATISFACTION GUARANTEE**
We want you to be 100% happy with your final product. If you need edits to your photos, video, etc., we are happy to do them free of charge until you are satisfied with the product.



PHOTOGRAPHY SERVICES

LISTING PHOTOS

Professionally edited photographs of the interiors and exteriors of the property. Community photos taken upon request at an additional charge



DRONE PHOTOS

Aerial photos of property and surrounding area. 8-10 photos provided. Some area restrictions

TWILIGHT SESSION

Full exterior photoshoot taken right before the sun goes down. 8-10 photos included in the session



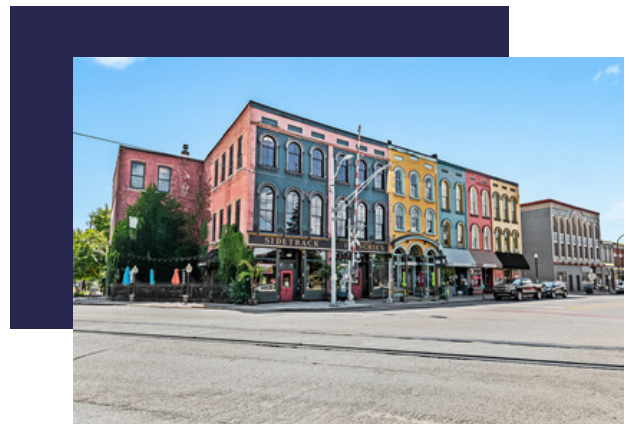
TWILIGHT EDIT

1 photo of the front or back of the property digitally edited to look like it was taken at twilight

PHOTOGRAPHY ADD-ONS

COMMUNITY PHOTOS

If you need the photographer to leave the property for additional photos (Clubhouse, pool, downtown photos, etc.), there will be a \$25 charge. This is capped at 5 photos



DETAILED PHOTOS

If you would like detailed shots of the interior or exterior of the property, there will be an additional \$25 charge. This is capped at 10 photos

EXPEDITED TURN-AROUND

We offer expedited turn-around for \$50. This will move your property to the top of the editing priority list and delivered by 12:00 pm the next day.

MLS PHOTO UPLOAD

AP Photography will upload the edited photos directly to the MLS for a fee of \$10. Client to provide us the Remine link within 24 hrs. of the appointment



LOT LINES FOR DRONE

If you would like the property lines to be highlighted / drawn out in the photos, there will be a \$25 charge. Recommended for vacant lots

Prices vary - Please see website for the most up

VIDEOGRAPHY SERVICES

VIDEO WALKTHROUGH

Full video walkthroughs of the property with optional branding or intro/outro with the agent.

DRONE VIDEO

Aerial video footage of the property. Can be added onto video walkthrough and/or social media reel.

SOCIAL MEDIA REEL

Quick continuous walkthrough of the property. Typically 30 - 60 sec. in length. You can add aerial footage for an additional \$75

PROMOTIONAL VIDEO

Real estate agent, private event and small business video marketing services. Charged hourly based on filming and editing time.



ADDITIONAL SERVICES

FLOOR PLAN

2D layout of the property on all levels. Sent as .jpeg photos. Upgrade to a 3D Floor Plan for just \$50.

VIRTUAL TOUR

360 images taken throughout the property and stitched together in virtual tour.

MEASUREMENTS

Basic dimensions of all the rooms on the property. Sent via email.

VIRTUAL STAGING

Digitally inserted furniture to a vacant room to look as though the room is professionally staged

OBJECT REMOVAL

Digitally remove any unwanted furniture in a room to look as though it was never there.



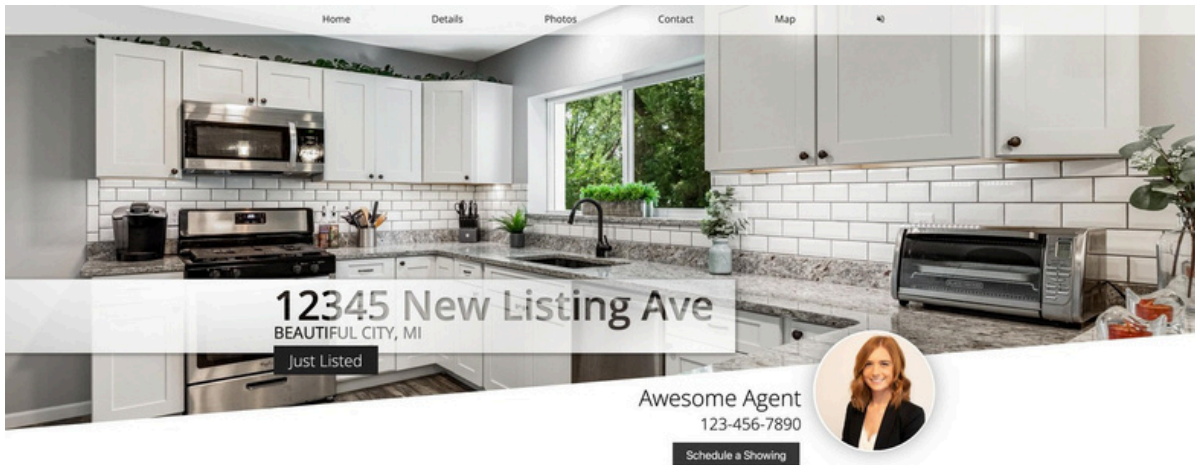
MARKETING TOOL KIT

APP photography offers a fully-branded listing website and marketing toolkit free of charge when you purchase any of our photography packages. This includes customizable flyers, social media graphics, teaser videos and much more!

*also available for purchase with any of our individual photography services for +\$25

LISTING WEBSITE EXAMPLE

<https://hd.pics/799399>

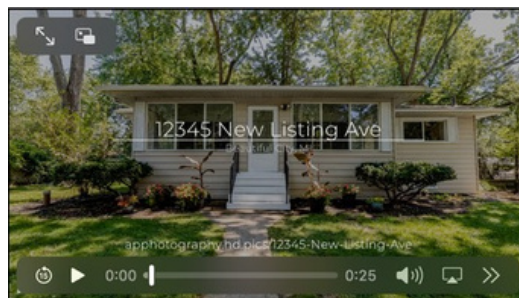


12345 New Listing Ave Beautiful City, MI

Welcome home to this fully, updated elevated ranch located in Beautiful City, MI with lake access.



FLYERS



VIDEO
SLIDESHOWS



GRAPHICS

PHOTO QUANTITY RANGES & APPOINTMENT TIMES

0-2K

0 - 2,000 SQ.FT.

- Approx. 25 Photos
- 45 min. - 60 min.

2-3K

2,000 - 3,000 SQ.FT.

- Approx. 35 Photos
- 60 min. - 75 min.

3-4K

3,000 - 4,000 SQ.FT.

- Approx. 40 Photos
- 75 min. - 90 min.

O

OVER 4,000 SQ.FT.

- 45+ Photos
- 90 min. +

D

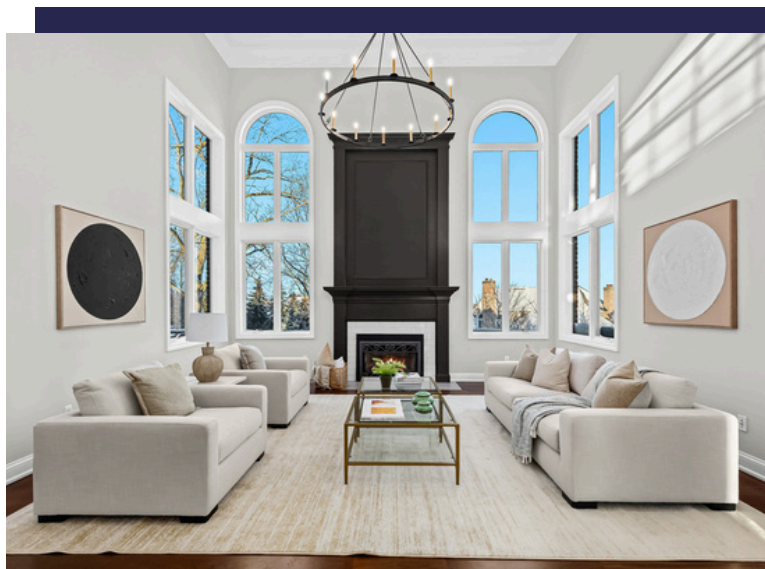
DRONE PHOTOS

- 8 - 10 Photos
- Add 30 min.



THINGS TO NOTE

- 01 APPOINTMENT TIMELIMIT** We only have so much time dedicated for each appointment. Please be prepared and have the property ready to photograph. If property isn't ready, photographer will photograph it "as is" or ask to reschedule.
- 02 SERVICES REQUESTED AHEAD OF TIME** The photographer does not carry all the equipment to perform every service we offer. Please pre-order all services you would like ahead of time. You can change these up to 24 hrs in advance.
- 03 VOLUME PRICE REDUCTIONS** We do offer discounts for multiple appointments in one month. Individuals receive \$25 off after two appointments, while real estate teams receive this after five.
- 04 INTERIOR/EXTERIOR DISCOUNTS** If only the exterior photos are requested, the cost will be only \$100 per product. If only interior photos are requested, the cost will be only \$25 off the full price based on the sq.ft.



AP POLICIES

CANCELLATION/ RESCHEDULE

You will receive a \$50 cancellation fee if the appointment is cancelled or rescheduled within 24 hrs of the scheduled appointment time. Certain exceptions apply

MILEAGE CHARGE

If the property is located more than 50 miles from our office in Milford, MI there will be a charge added onto the final invoice. Charges start at +\$25 based on total travel time.

EXTRA TRIP CHARGE

If an appointment requires multiple trips to the property to complete the services requested, there will be a \$25 extra trip charge added onto the final invoice. Exceptions apply to full twilight shoots.

CHARGES BASED ON SQ. FT

Services charged based on sq.ft. includes all finished areas of the property. This may include basements, attics, bonus spaces, pole barns, out buildings, etc.

MARKETING NOTE

AP Photography reserves the right to use any photographs/videos that we produce for marketing and social media purposes.



THANK YOU!

We look forward to working with you on your newest listing! If you have any questions and/or changes to your appointment, please contact us below:

Office Hours: M - F 8:00 am - 5:00 pm EST

 Email	aprealstatephotography@gmail.com
 Phone	248-716-0129
 Website	www.apphotoandvideo.com