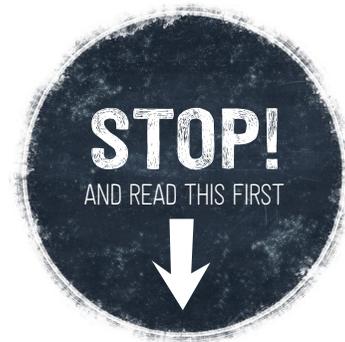


GETHIN COLES  
PHOTOMATOGRAPHER & VIDEOLOGIST



NOW WITH  
AERIAL PHOTOS

# REAL ESTATE PRICING 2017



Pricing is based on how long it will take to complete the job to the same standard whether your house is a 2 bed flat or a mansion on acres. The bigger the house - the more features it has - the longer it takes. Plus we'll need more photos and a longer video to describe it properly. This is why bigger, more expensive homes cost more than littler ones.

And as for the cost - **there are no cookie cutter sausage factory services here!**

**Every home is unique.** Every home has something special. It's our job to make your buyer fall in love with it, and in love first impressions make all the difference.

**Your marketing is an investment that will reap rewards...**

# REAL ESTATE PRICING WINTER/SPRING 2017



## URBAN PROPERTIES

Most properties in town require only house and garden photos.

\*Nothing to pay for 90 days or until settlement  
By prior arrangement @ 5% per month

	SMALL	MEDIUM	LARGE
			
PHOTOGRAPHY	\$275	\$335	\$390
What you get Your home exquisitely photographed	15 images 20-30 minutes on site	20 images 45 minutes on site*	25 images 1 hour on site*
VIDEO	\$300	\$480	\$620
What you get Video tour of the property, set to music and titled	60 second video	90 second video	2 minute video
EXTRAS: add to bundle or item pricing			
DRONE <sup>1</sup>	Photos OR video add \$120. Photos AND video add \$200		
VIDEO VOICE OVER <sup>2</sup>	\$175	\$175	\$175
FLOORPLAN <sup>3</sup>	\$120	\$140	\$160
VIRTUAL STAGING <sup>4</sup>	\$60pp	\$60pp	\$60pp
<b>Photos &amp; Video</b> Bundle discount	<b>\$550</b> SAVE \$25	<b>\$750</b> SAVE \$65	<b>\$950</b> SAVE \$60
<b>As above with voice over</b> Bundle discount	<b>\$700</b> SAVE \$50	<b>\$900</b> SAVE \$90	<b>\$1100</b> SAVE \$85

\*Your agent will be able to suggest which of these is most suitable for your property. Extra time on site @ \$99 per hour, this is sometimes necessary if you have a large property but choose a smaller bundle.

<sup>1</sup>Five+ still shots of the property and/or dynamic video shots showing property and location. <sup>2</sup>We turn the copy written by your agent into a voice over, see our youtube channel for examples. Add \$75 for "voice talent". <sup>3</sup>Floorplan of main house and connected structures only. <sup>4</sup>For floorplan of main house, verandahs, decks, pools, parking and adjoining buildings add \$80. <sup>5</sup>We digitally add furniture to empty houses. Ask for examples! Introductory cost per photo.

## RURAL & PREMIUM

Most rural properties have extra things to photograph - rivers, paddocks, views, and out-buildings.



	SMALL ACRES	LARGE RURAL
		
PHOTOGRAPHY with drone	\$560	\$660
What you get Your home exquisitely photographed, plus land & property features inc. ~5 aerial shots	30 images 1.5 hours on site*	35 images 2 hours on site*
VIDEO with drone	\$800	\$960
What you get Video tour of the whole property, set to music and titled	2 minute video	3 minute video
EXTRAS: add to bundle or item pricing		
NO DRONE (VID+PHOTO)	Subtract \$200	Subtract \$200
VIDEO VOICE OVER <sup>1</sup>	\$200	\$200
FLOORPLAN <sup>2</sup>	\$160	\$180
VIRTUAL STAGING <sup>4</sup>	\$60pp	\$60pp
<b>Photos &amp; Video with drone</b> Bundle discount	<b>\$1200</b> SAVE \$160	<b>\$1500</b> SAVE \$120
<b>As above with voice over</b> Bundle discount	<b>\$1400</b> SAVE \$160	<b>\$1700</b> SAVE \$120

\*Extra time on site @ \$99 per hour (rarely needed)

## TALKING ABOUT DRONES

Rural properties usually have the most to gain from aerial photos and video - hence we've included the cost in the totals. Some urban properties can benefit from it too, especially if the location warrants it. We'll shoot at least 5 extra aerial stills including an overhead "plan view" of your property. Video: you'll get a variety of dynamic shots showing the best aspects of your home and its location.

For premium properties over \$2M ask for a quote!