

professional real estate videos & photographs

High quality, professional video and photographs to impress clients and buyers. Superior quality images entice more views, get more inspections, and helps get more genuine interest; which leads to faster sales and higher prices.

Video:

Standard house/unit video tour \$200*

Fly-through video of a standard house/unit. May also include static or panned video components.

Prestige video tour \$320*

Fly-through video of larger prestige property or standard property with expansive views that need inclusion. May also include static or panned video components.

Photographs:

Standard unit photography \$175*

Daytime photo coverage of standard unit. Includes appropriate external images and views. Up to 10 images.

Standard house / Dual-key unit photography \$200*

Daytime photo coverage of standard house or dual-key unit. Includes appropriate external images and views. Does not include additional coverage of unit complex common facilities. Up to 15 images.

Prestige home and resort unit photography \$255*

Daytime photo coverage of larger prestige home or resort-style unit. Includes external images and views. Up to 25 images.

Packages – Video & Photography:

Standard video tour + photographs \$350*

Fly-through video of standard house. May also include static or panned video components. Up to 15 photographs.

Prestige video tour + photographs \$420*

Fly-through video of larger prestige house or resort-style unit. May also include static or panned video components. Up to 25 photographs.

Sunset video tour + photographs \$125*

Additional to video and photography packages.

Inclusions (no cost):

Elevated 6 metre Tripod photos/videos

Musical background to videos

Your video introduction to camera at time of shoot (with radio microphone)

Extras (additional cost):

Sunset photography \$100*

Sunset videography \$150*

Image declutter (per image - subject to suitability) \$40

Additional video of local area or unit complex \$50
Daytime video coverage of local area

Additional photo of local area or unit complex \$50
Daytime photos of local area – including lifestyle photos

Travel to Kuranda \$50

Travel outside Cairns (beyond Palm Cove or Edmonton) - per hour \$65

Add your own voice-over to videos \$50

Professional voice-over Subject to quote

Notes:

An average Standard Video and Photography package takes approximately 90 minutes to shoot.

Average Standard Photo-only shoot takes approximately 30-45 minutes.

Most videos and photographs are completed within 48 hours of the shoot.

Videos are posted to Youtube and can be embedded into realestate.com.au or other real estate websites.

Videos are supplied in different qualities up to Full HD 1920/1080p and viewable on computers, tablets and smartphones. Most videos are usually about 3 minutes in length.

All images are colour balanced, enhanced, corrected and supplied in sizes suitable to signage, print and web usage. We can assist you in the design of marketing brochures and flyers.

Unprocessed and RAW image files will not be supplied.

* Prices and times are based on being able to attend the property and complete the work unhindered.

Delayed access or having to await cleanup of properties prior to photography will incur additional fees levied at \$25 per 15 minutes or part thereof. Cancellation or postponement of the photoshoot within 12 hours of the agreed time will incur a charge of \$100.

** More images may be supplied at no extra cost if the property requires it.

This agreement is with the Real Estate Agency and not with the property owner. My invoice will be made out to the agency only.

Prices include GST and are subject to change. Prices valid from 1 May 2017 and subject to change.

Watch my promotional video: <https://youtu.be/2wPmPLoocG4>

See samples on my website: www.imaginationphotography.com.au/videos/



where vision meets technique...

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PHOTOGRAPHY

DIGITAL PHOTO+VIDEO

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Real Estate Photography and Videography – Conditions of Usage

1. Ownership of the completed images and videos will be automatically transferred to you for use only on completion of the contract and payment of all monies owing. This includes usage on agency or other real estate or websites for the purpose of promotion of the property.
2. Any image and videos placed onto social web sites such as Facebook must be credited to Imagination Photography.
3. Subsequent to the sale of the property, images and videos pertaining to this property cannot be transferred the new owner without the written approval of Imagination Photography.
4. Images and videos relating to lease, rental or holiday-let properties may be used on a continual basis for ongoing promotion of the property whilst the ownership remains unchanged. Subsequent to the sale of the property, images and videos pertaining to this property cannot be transferred to the new owner without the written approval of Imagination Photography.
5. Images and videos relating to common areas of a unit complex or resort may be used in the promotion of any property owned by the same owner.
6. No other party is granted the right to reproduce the photos and videos nor can be given a copy of the images and videos without specific approval from Imagination Photography.
7. Images and videos supplied to you are not to be digitally manipulated and presented as representing Imagination Photography's work. We pride ourselves on producing quality work.
8. Images and videos may be used by Imagination Photography for reasonable general promotional advertising on our own website and printed promotional material.
9. The digital files will be kept on file a period of five years.

Ethics in Real Estate Photography

Providing high quality, enticing photographs that are not misleading or disappointing is the primary responsibility of real estate photographers.

My job is to accurately but flatteringly present the house and property to the potential buyer, to attract those who will be attracted to this property instead of turning them off. And stimulate them to call the agent. But this is true of all advertising photography. My job is to get people to stop flipping the page or scrolling down the screen and focus on the property long enough to look at more photos, then get to the verbal description and then, if it meets their interest call the agent. When they then see the property, they will make up their own mind if the pros outweigh the cons.

Real estate photographers are challenged to motivate home buyers or renters to visit a property in person, but not to disappoint those visitors on site. When home buyers are disappointed because the photographs were largely misleading, it reflects poorly on the listing agent or owner.

Real estate photography requires digital adjustments, and those tweaks can be an area of ethical concern.

Real estate photographers should not modify images of properties such that the images no longer truthfully and fairly represent that property.

In particular permanent physical features of the property should not be modified. On the other hand, real estate images are intended for marketing purposes and therefore present the property in the very best way possible. So image enhancements that do not materially change permanent physical characteristics of the house or surrounding environment are considered standard practice.

Some people say that any Photoshopping of an image was misrepresentation.

WRONG: NOT using Photoshopping is a misrepresentation, with most photos taken with an iPhone or Point and Shoot camera misrepresenting the property. Essentially, no camera/film/sensor, no matter how good it is, has been created yet that comes close to camera known as the eyes and brain, and it takes Photoshop to correct and bring close to the eyes/brain look. Cameras blow out windows with correct exposed rooms or show windows in dark dungeon-like rooms that the eye/brain adjusts automatically. Similarly, slanting walls, cabinets, doors, windows misrepresents a perfectly sound home as structurally unsound where the eye/brain automatically make the correction. Some may contend that “people know” the walls are not actually slanted, at which point I reply: “3 seconds in Photoshop/Lightroom will correct that (I’m not joking). Aren’t you willing to invest 3 seconds in your client?”

A photo is, right from the start, a misrepresentation of reality, being a two dimensional representation or you could say interpretation of anything, especially a house and grounds. Different lenses will represent the house and grounds in different levels of distortion making closer features larger in proportion to those further away; they can change the feeling of room proportions and size; colour can be changed by the camera itself depending on its ability to judge the colour balance of the light and render the colours inherent in the dyes of fabric and colours in the paint.

Similarly, using a wide angle lens to show what is in a room isn’t a distortion of the truth, as viewers want to see that room. When they are actually in the room, they turn their head to survey the whole area. A wide angle lens merely puts that all into one two dimensional photo.

For example, if the camera has rendered a pink rendered wall as orange in a pre-sunset light, is it wrong to manipulate the photograph to bring it back to pink, which is the correct colour but not the colour captured by the sensor? The colour balance of daylight is different at different times of day and different weather conditions, so is it wrong to bring that into line? Your eye and brain automatically corrects colour, but the camera records it accurately. Indoor light globes are generally warmer in tone than daylight. That produces an inviting warm tone, but it seldom match nicely with cooler outdoor natural lighting. Plus indoor light vary in colour temperature between different types of globes, and sometimes within the one room. Correcting the colour balance to make the house realistic is essential.

Removing permanent structures such as power lines or neighbouring houses is widely considered unethical. I can work around visual obstacles in order to best present the property. HOWEVER, you must understand that deliberately hiding an item that you know would probably be unappealing to potential purchaser is unethical. As soon as they actually visit the property, all will be revealed. What do you think that person will do if they feel that they have been deceived?

I will not take out neighbouring houses, power lines, water tanks or any other permanent structure, etc. But if you persist, I will either refuse straight away, or advise you two things:

1. It will cost a lot. I will charge my standard commercial hourly rate to do it; and
2. The agent will sign a waiver advising what they are asking to be done. This will need to be signed and the full account paid BEFORE the images are delivered.

Now, even if a photo is delivered to the agent for them to post on their listing site, it is still possible for them to crop it further (to eliminate undesirable elements) or to further enhance colour, etc. I have no control over that. However, I will not be happy if my work is misrepresented and I have proof of what was delivered to you prior to the changes.

The listing agent ultimately has the responsibility for all aspects of the presentation of the home for sale and in the worst case they probably risk more than just their reputation.

Enhancing the existing appeal of a property is my main goal for each photo shoot. Shooting rooms from pleasing perspectives, adjusting lighting, correcting white washed or blown out windows are examples of ways that the property photos can ethically be improved. If enhancing the existing appeal of a property means making adjustments on temporary or non-permanent aspects of the property, image editing is generally accepted.

These enhancements are standard on all of my images.

Standard Practice

- Removing temporary objects like garbage cans, cars, etc.
- Changing image saturation, brightness, dynamic range ¹, contrast or colour balance
- Fixing converging verticals, lens barrel distortion or colour fringing
- Removing refrigerator clutter i.e. the photos, post-it’s etc sellers typically have on refrigerators or removing furniture that is not part of the house.
- Sky replacement or enhancement ²
- Use of ultra-wide-angle lenses ³
- Some greening of grass that patchy ⁴
- Critical framing to minimise distracting permanent structures – wires, neighbours, etc., but subject to concerns about deliberate misrepresentation.

Not done

- Removing or modifying power lines, antennas , power poles or any other permanent structure.
- Modifying any part of the house or landscaping that would not naturally change within a few weeks. This includes carpet stains or damage, holes in the wall, broken windows, etc. It repairs are definitely to be done, these can be fixed in Photoshop, but additional costs may be incurred. Alternately, wait until after the repairs are done.
- Using Telephoto Lenses to Enhance Views. This seems to be a borderline practice. Some magnification of part of a view may be acceptable, but it needs to be a realistic representation of what a person will see from the property with the naked eye.

Notes:

1. Use High Dynamic Range (HDR). Adjusting and expanding the tonal range is standard practice.
2. Sky Replacement. The sky is not always perfect on the day of the photoshoot. If it is raining, outdoor shots usually need to be rescheduled. However, dull and cloudy days do not preclude taking outdoor shots. Replacing a washed-out grey sky with a nice blue one with soft, fluffy clouds is not deceptive. After all, the sky seen by a visitor to the house will be different tomorrow, the following day and the day after that. It is not hiding or relaxing something to be deceptive. Sky replacement is simply a way to make the property more appealing.
3. Use of Ultra-Wide-angle Lenses. Although some people find the use of ultra-wide angle lenses (below 24mm effective focal length) to visually overstate the size of rooms, use of ultra-wide-angle lenses is generally standard practice. It should be done with discretion. I try my best not to be at the widest setting all the time, but in some cases (especially small rooms) it’s required to get the shot. I think most buyers understand this kind of wide angle shot when they see it. I do not use it to make items like pools or spas look bigger than they really are.
4. Modifying the grass. Some feel that grass is a temporary property feature and modifying irregularities or bare spots is acceptable. However, this does not entail replacement of a poorly maintained grass with a full, luscious lawn.

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