



## FAQ'S

### HOW DO I SCHEDULE A SESSION?

TEXTING IS THE QUICKEST MEANS TO REACH ME. YOU MAY ALSO EMAIL, BUT KEEP IN MIND THAT I TYPICALLY CHECK MY EMAIL A COUPLE OF TIMES A DAY. SO, YOU MAY NOT GET A RESPONSE AS FAST. PLEASE LEAVE THE ADDRESS, APPROXIMATE SQUARE FOOTAGE (THIS HELPS GIVE ME AN IDEA OF HOW LONG I MAY NEED TO BE IN THE HOME) AND IDEALLY WHEN YOU WOULD LIKE TO SCHEDULE.

### WHAT IF I NEED TO RESCHEDULE OR CANCEL?

IF YOU NEED TO RESCHEDULE OR CANCEL FOR REASONS NOT RELATED TO INCLEMENT WEATHER, I ASK THAT YOU NOTIFY ME AT LEAST THE DAY BEFORE OUR SCHEDULED SHOOT. IF YOU WISH TO RESCHEDULE DUE TO BAD WEATHER, I MUST BE NOTIFIED AT LEAST 2 HOURS IN ADVANCE OF OUR SCHEDULED SHOOT. NOTE: INTERIORS OFTEN PHOTOGRAPH VERY WELL WHEN THERE IS A GENTLE RAIN OR LOOKS LIKE IT WILL RAIN. YOU MAY WISH TO CONTINUE WITH THE SESSION AND SCHEDULE ANOTHER SESSION FOR EXTERIORS. I WILL LEAVE THIS DECISION UP TO EACH AGENT. FAILING TO RESCHEDULE / CANCEL WITHIN THESE GUIDELINES WILL INCUR AN ADDITIONAL 30% FEE OF THE TOTAL SERVICE CHARGE. IF I HAVE ALREADY LEFT FOR OUR SESSION OR HAVE ARRIVED AT THE HOME AND YOU WISH TO CANCEL, THERE WILL BE AN ADDITIONAL FEE OF 50% OF THE TOTAL SERVICE CHARGE. IF DRIVING CONDITIONS ARE UNSAFE, I WILL REQUIRE RESCHEDULING. (THERE WILL BE NO FEES ADDED NOR WILL I BE HELD LIABLE IN THESE CIRCUMSTANCES AS THEY ARE OUT OF OUR CONTROL)

## SCHEDULED PHOTOSHOOTS

### DOES SOMEONE NEED TO BE PRESENT?

NO. I ACTUALLY ASK THAT NO ONE BE PRESENT AND THAT THE HOME **BE READY WHEN I ARRIVE**. THIS HELPS ME TO STAY ON SCHEDULE. WAITING ON HOMEOWNERS / REALTORS TO CLEAN, STAGE, TIDY AND HAVING TO ASK THEM MOVE FROM ROOM TO ROOM ADDS UNNECESSARY TIME IN THE HOME, EXTRA TIME IN EDITING AND ULTIMATELY DELIVERING IMAGES.

MAY I SCHEDULE EXTRA TIME FOR OUR SESSION FOR SPECIAL CIRCUMSTANCES?

ABSOLUTELY!!! I UNDERSTAND THAT THERE ARE MANY EXTENUATING CIRCUMSTANCES WHERE THE HOME CANNOT BE PREPARED PRIOR TO ARRIVAL AND THAT YOU ARE SIMPLY TRYING TO GET YOUR LISTING TO SALE QUICKLY. I AM HAPPY TO WORK WITH YOU. JUST LET ME KNOW AHEAD OF TIME SO THAT I CAN PLAN ACCORDINGLY. THERE WILL BE AN ADDED FEE FOR THIS SERVICE BASED ON THE SIZE OF THE HOME AND THE EXTRA TIME SPENT. IF I ARRIVE WITHOUT BEING NOTIFIED AHEAD OF TIME, I MAY HAVE TO LEAVE DEPENDING ON MY SCHEDULE, AND YOU WILL NEED TO RESCHEDULE INCURRING ADDED CHARGES.

WILL YOU TIDY ROOMS IF THEY ARE NOT PREPARED?

AS MUCH AS I WISH FOR ALL OF MY IMAGES TO LOOK BEAUTIFUL, I DO NOT PICK UP AFTER THE HOMEOWNERS. I WILL ASSESS THE CONDITION OF THE HOME WHEN I ARRIVE. IF THERE HAS BEEN A CLEAR EFFORT TO PREPARE FOR PICTURES, I AM HAPPY TO ADJUST A FEW THINGS THAT WERE LIKELY OVERLOOKED SUCH AS STRAIGHTENING CHAIRS, FLUFFING THROW PILLOWS, ADJUSTING LAMPSHADES.

## DELIVERY OF IMAGES

WHEN WILL I RECEIVE IMAGES?

I DELIVER IMAGES WITHIN 24-48 HOURS DEPENDING ON MY SCHEDULE. THAT BEING SAID, MOST OFTEN YOU WILL RECEIVE THEM THE SAME EVENING / NIGHT OF THE SCHEDULED SHOOT. IF I HAVE A SHOOT ON A FRIDAY (PARTICULARLY AN AFTERNOON SHOOT, YOU WILL LIKELY NOT RECEIVE IMAGES UNTIL THE FOLLOWING MONDAY.

HOW MANY IMAGES WILL I RECEIVE?

EXPECT TO RECEIVE ANYWHERE BETWEEN 20 - 40 IMAGES DEPENDING ON THE SIZE OF THE HOME AND SPECIAL DETAILS IF THE HOME WARRANTS CAPTURING THEM. SOMETIMES I HAVE EXTRA IMAGES THAT I DO NOT DELIVER. IF YOU FIND THAT THERE WAS AN IMAGE THAT YOU WERE HOPING FOR (PERHAPS A ROOM FROM A DIFFERENT PERSPECTIVE) AND IT WAS NOT INCLUDED IN YOUR ALBUM, BY ALL MEANS, ASK ME. IF I DO, I WILL HAPPILY GET THIS TO YOU AT NO EXTRA CHARGE.

#### HOW WILL I RECEIVE MY IMAGES?

YOU WILL RECEIVE 1 (POSSIBLY 2) EMAILS FROM HEIRLOOM IMAGES STATING THAT YOUR ALBUM IS READY TO DOWNLOAD. FROM HERE, YOU MAY CLICK THE LINK TO YOUR GALLERY OF IMAGES. YOU CAN DOWNLOAD THEM ALL OR SELECT THE ONES THAT YOU WISH TO USE FOR YOUR LISTING. SIZING OPTIONS ARE AVAILABLE FOR YOU TO CHOOSE FROM.

**\*\*IMPORTANT\*\*.** I DO NOT HOLD IMAGES INDEFINITELY. THEY MAY EXPIRE WITHIN 3 MONTHS. IT IS THE AGENTS RESPONSIBILITY TO DOWNLOAD THE IMAGES AND SAVE THEM. I MAY HAVE THEM STORED ON A HARD DRIVE, BUT I DO NOT GUARANTEE THIS.

#### **\*\*COPYRIGHT INFORMATION\*\***

##### DO I OWN THE IMAGES?

SIMPLY PUT, NO. WHEN YOU HIRE A REAL ESTATE PHOTOGRAPHER, YOU ARE PURCHASING A LICENSE TO USE THEIR IMAGES OF THE HOME **“AS DELIVERED”** TO MARKET YOUR LISTING ONLY. THE PHOTOGRAPHER STILL OWNS THE COPYRIGHT TO THE IMAGES. **IMAGES MAY NOT BE SHARED WITH OR SOLD TO ANYONE ELSE WITHOUT THE PERMISSION OF THE PHOTOGRAPHER. DOING SO IS COPYRIGHT INFRINGEMENT AND IS ILLEGAL.**

##### WHAT IF I WOULD LIKE TO VIRTUALLY STAGE THE IMAGES?

SPECIAL PERMISSIONS MAY BE PURCHASED TO ALLOW FOR VIRTUAL STAGING. YOU MUST PURCHASE THE PERMISSION AHEAD OF TIME. THE NAME OF THE VIRTUAL STAGING COMPANY BEING USED AS WELL AS THE FILE NUMBERS OF ALL IMAGES TO BE STAGED WILL BE REQUIRED. PERMISSION WILL BE GRANTED FOR A ONE TIME STAGING. WHEN I RECEIVE REQUIRED PAYMENT AND INFORMATION, YOU WILL RECEIVE NEEDED PERMISSIONS TO ALLOW FOR ALTERING IMAGES (VIRTUALLY STAGING ONLY) WHICH WILL NEED TO BE SIGNED ELECTRONICALLY BY THE LISTING AGENT AND MYSELF.

# CONTRACTS

## WHY DO YOU REQUIRE THEM?

THE FAST PACE OF REAL ESTATE MAKES SIGNING CONTRACTS TO LICENSE A PHOTOGRAPHER FOR EACH LISTING A BIT CUMBERSOME. I WISH THAT I COULD AVOID THEM. HOWEVER, IT HAS BECOME NECESSARY FOR ME TO USE THEM IN ORDER TO PROTECT MY BUSINESS. IN AN EFFORT TO MAKE THE PROCESS EASIER FOR AGENTS, I HAVE IMPLEMENTED ONE BLANKET CONTRACT THAT WILL BE EFFECTIVE FOR ALL HOMES YOU BOOK ME TO PHOTOGRAPH FOR THAT CALENDAR YEAR. THE CONTRACTS WILL BE EMAILED, AND YOU WILL BE ABLE TO SIGN ELECTRONICALLY AT WHICH POINT, I WILL COUNTERSIGN AND YOU WILL RECEIVE A COPY WITH BOTH SIGNATURES. **NOTE: YOU WILL SEE IN THE CONTRACT THAT THIS IN NO WAY OBLIGATES YOU TO EXCLUSIVELY USE MY SERVICES.** I ASK THAT YOU PLEASE READ THE CONTRACT CAREFULLY, AND LET'S LOOK OUT FOR ONE ANOTHER.



## PRICING

### REAL ESTATE PHOTO SHOOTS

HOMES LESS THAN 2000 SF	\$172
HOMES 2000 - 2999 SF	\$251
HOMES 3000 - 3999 SF	\$328
HOMES 4000 - 4999 SF	\$412
HOMES 5000 - 5999 SF	\$473
HOMES 6000 - 6999 SF	\$538
HOMES 7000 - 7999 SF	\$573
HOMES 8000 - 8999 SF	\$625
HOMES OVER 9000 SF	INQUIRE

### EXTRA SERVICES

EXTERIOR PHOTOS	\$75
ADDITIONAL TIME NEEDED @ SESSION	\$50 PER HALF HOUR
VIRTUAL STAGING PERMISSIONS	\$50 PER IMAGE