



REAL ESTATE PHOTOGRAPHY

# **COLUMBIA RESIDENTIAL PRICELIST**

*as of 1/1/2024*

# Main Products

## THE FLORES PACKAGE

- *Properties that exceed 4 acres require the "Large Acreage Exterior Options" add-on.*
- From 24-60 images of high-quality real estate photography (based on sqft)
- Drone Photography (6-8 images)
- Matterport Virtual Tour with 3D Dollhouse view (accessible for 6 months)
- Property Walkthrough Video with drone video intro
- Agent Video and/or voiceover of 2 scenes up to 30 seconds each
- Floor Plan
- Amenities photos (Up to 4 images)
- Sky Replacement done automatically if needed

**0-1500sqft - up to 24 images: \$425**

**1501-3000sqft - up to 36 images: \$495**

**3001-4500sqft - up to 48 images: \$595**

**4501-6000sqft - up to 60 images: \$745**

## PREMIER PACKAGE with Virtual Tour

- Properties that exceed 4 acres require the "Large Acreage Exterior Options" add-on.
- From 36-60 images of high-quality real estate photography (based on sqft)
- Drone Photography (6-8 images)
- Matterport Virtual Tour with 3D Dollhouse view (accessible for 6 months)
- Floor Plan
- Amenities photos (Up to 4 images)
- Sky Replacement done automatically if needed

**0-3000sqft - 36 images: \$315**

**3001-4500sqft - 48 images: \$405**

**4501-6000sqft - 60 images: \$495**

## **PREMIER PACKAGE with Video Walkthrough**

- Properties that exceed 4 acres require the "Large Acreage Exterior Options" add-on.
- From 36-60 images of high-quality real estate photography (based on sqft)
- (increases by 6 images for each tier beyond 0-3000sqft)
- Drone Photography (6-8 images)
- Video Walkthrough
- Amenities photos (Up to 4 images)
- Sky Replacement done automatically if needed

**0-3000sqft - 36 images: \$295**

**3001-4500sqft - 48 images: \$375**

**4501-6000sqft - 54 images: \$455**

## **Photography Packages**

- Properties that exceed 4 acres require the "Large Acreage Exterior Options" add-on.
- Receive from 16 to 60 images of high-quality HDR real estate photography. Each set of images have a square footage maximum shown in the title. Photo packages are for a single residence, as opposed to multiple residences in a single building/structure.

**Up to 15 Images - 1000sqft or less: \$100**

**Up to 24 Images - 1500sqft or less: \$115**

**Up to 36 Images - 3000sqft or less: \$135**

**Up to 48 Images - 4000sqft or less: \$165**

**Up to 60 Images - 5000sqft or less: \$195**

## **Drone Aerial Photography ONLY**

- We have various options based on size and what is needed. We have options with and without ground photography. Ground photography is for when photos are desired showing "from the street view" and situations like a lake or other related ground views.
- One image can come with property lines superimposed onto a drone photo if a plat with property lines is provided as a source.

**0-10 ACRES (Up to 10 images): \$130**

**0-10 ACRES (Up to 15 images) - Drone & Ground photography: \$160**

**11-25 ACRES (Up to 10 images): \$160**

**26-50 ACRES (Up to 15 images): \$195**

**51-75 ACRES (Up to 20 images): \$250**

**75-100 ACRES (20 images): \$305**

## **Drone Aerial Video ONLY**

- 30-45 seconds of drone footage of the property's exterior professionally edited with the agent's name and contact information. 24-48 hour turn-around time.

**0 - 10 Acres: \$140**

**11 - 25 Acres: \$205**

**26 - 50 Acres: \$270**

## **Portrait Photography (headshots)**

- Turn-around time: 48-72 hours.
- We offer wonderful headshot photography, where you'll receive 1 final, professionally edited photo of yourself chosen by yourself at the photoshoot.

**\$135**

# *Add-ons*

## **Drone Aerial Photography ADD-ON**

- You will receive 6 OR 12 photos of drone aerial photography of the property's exterior.

**6 images | 0 - 10 Acres: \$60**

**10 images | 11 - 25 Acres: \$105**

## **Drone Aerial Videography ADD-ON**

- 30-45 seconds of drone footage of the property's exterior professionally edited with the agent's name and contact information. 24-48 hour turn-around time.

**0 - 10 Acres: \$105**

**11 - 25 Acres: \$170**

## **Matterport Virtual Tour ADD-ON**

- We use Matterport™, the gold standard for our industry
- Turn-around time is around 24 hrs
- Virtual tour remains active/accessible online for 6 months (180 days)

**0 - 3000 sqft: \$135**

**3001-4500 sqft: \$185**

**4501-6000 sqft: \$235**

## **Floor Plan ADD-ON**

- Turn-around time is around 24 hrs
- These floor plan measurements ARE NOT exact, however, they are done with Matterport's Pro 2 scanning system which typically produces relatively accurate scans.

**0 - 3000 sqft: \$70**

**3001-4500 sqft: \$115**

**4501-6000 sqft: \$150**

### **Property Walkthrough Video ADD-ON**

- Turn-around time is up to 48 hrs.
- This is a video walkthrough of a property that will last between 1-3 minutes, depending on the size of the house.

**0 - 3000 sqft: \$135**

**3001-4500 sqft: \$185**

**4501-6000 sqft: \$235**

### **Agent Video/Audio Voice-over ADD-ON**

- As an add on to our walk-through video, we take footage of the agent speaking about the property, and if desired, an audio voice-over for some of the video.

**One video clip: \$75**

**Two video clips: \$100**

**Three video clips: \$125**

### **Blue Sky Replacement ADD-ON**

- We can replace all exterior photos (up to 6-8 images) with a better sky option, like a blue sky, or a lightly clouded sky, or even with a twilight sky.

**\$15**

### **Community Amenities Photography ADD-ON**

- We have various options for this add-on based on your needs. All of these community amenity packages are available to purchase with a commercial license instead, which licenses you to use the photos as many times as you'd like (useful if you sell other homes in that neighborhood). Simply increase the quantity of the package to "2" to purchase that commercial license.

**1-2 Ground photos - All in one location within 1-2 blocks from house: \$7**

**3-5 Ground photos - All in one location to drive to: \$15**

**3-5 Aerial photos - All in one location to drive to: \$25**

**3-5 Aerial photos - 2-3 nearby driving locations: \$45**

**7-10 Aerial photos - Multiple nearby driving locations: \$70**

**12-15 Ground & Aerial photos - Multiple nearby driving locations: \$95**

## Large Acreage Exterior Options ADD-ON

- These add-on options are for when the property size is beyond a typical neighborhood plot size, therefore requiring more photography for the extra exterior features typically found on larger plots, which aren't accounted for in the base packages.

**5-15 Acres (PHOTOGRAPHY) - Up to 12 extra images: \$45**

**5-15 Acres (PHOTOGRAPHY & VIDEO) - Up to 12 extra images & up to 6 extra video clips: \$80**

**16-30 Acres (PHOTOGRAPHY) - Up to 24 extra images: \$85**

**16-30 Acres (PHOTOGRAPHY & VIDEO) - Up to 24 extra images & up to 12 extra video clips: \$165**

## Twilight Photography ADD-ON

- This shoot is for EXTERIOR photos only and will be scheduled according to the twilight hours of the day chosen.
- This shoot takes place separately from all other shoots since it must be at a certain time of the day.

**\$105**

## Virtual Twilight Photography ADD-ON

- This option uses 3 existing exterior shots from our regular photo shoot, and turns them into a twilight version of that same shot. The results can be surprisingly good. Please reach out to use to see some samples: [kevin@palmettofocus.com](mailto:kevin@palmettofocus.com)

**\$155**