



## Real Estate Services Price Sheet 972-771-1440 or 817-428-259

**FULL-SERVICE APPROACH** Matrix Tours' focus is to provide all the dynamic visual content needed to successfully market an agent's listings. We offer our clients:

- **Professional FULL TIME Photographers** - Customized *Full View Panoramic* Imaging - High Resolution Photography - High Impact Marketing Floor Plans - Electronic Marketing

Collateral **E-Cards** - Posting to Realtor.com - Access to a selection of "on-demand" printable flyers formatted for desktop publishing - Automatically Import High Resolution Images directly into Xpressdocs for the printing of professional quality graphics and direct mail - Access to Post Tour to 40+ Social Networking Sites - YouTube.com Posting - Premium Video Walkthrough - Address Specific URL/website (i.e., www.1313ChaseOaks.com) - Elevated & Drone Photography

Matrix Home Imaging's commitment to value and quality service includes: - Quick turnaround on the scheduling, production, and posting of your tours - Self schedule, self-entry Supra Key service - Assistance in posting tours to multiple web sites, including Realtor.com - Private Client Portal to Access Tour Traffic Data - *Two years FULL service and support. We will repost tours if the MLS number should change, **At No Additional Fee!***

### STANDARD SERVICES

**Basic** - Digital Photo Package - **(\$110)** This package includes up to **25** still photographs. The photographs are made available in high resolution format to be used in printed graphics, as well as web sized for easy upload to MLS. As part of Matrix Tours service, we will upload a select number of the still photographs to the agent's website/agency website, if permission is given.

Upgrade to **36** still images – **(\$140.00)** Upgrade to **50** still images – **(\$200.00)**

## **PREMIUM PACKAGES** *Include Access to a Full Range of Marketing Service*

**Silver Package:** HDR 25 - Image Interactive SlideShow – **(\$145.00)** Interactive Slide Show Tour with a **25** Digital Still Photo Suite Package *(Includes many of the benefits of a panoramic VR tour.)* The photographs are made available in high resolution format to be used in printed graphics, as well as web sized for easy upload to MLS. As part of Matrix Home Imaging's service, we will upload the slide show tour, plus a select number of the still photographs to the agent's website/agency web site, if permission is given. Tour will also be linked to Realtor.com

**Silver Plus Package - 36 still images – (\$180.00) Double Silver Package - 50 still images – (\$255.00)**

**Gold Package: 5 - 360° Panoramic VR Tour, Plus 25 - Image Interactive SlideShow - (\$175.00)**

This package includes **five** of the moving "Virtual Reality" panoramic images, plus up to **25** HDR still photographs. The photographs appear on the virtual tour in a slide show display and are made available in high resolution format to be used in printed graphics. As part of Matrix Home Imaging's service, we will upload the virtual tour, plus a select number of the still photographs to the agent's website/agency website, if permission is given. Tour will also be linked to Realtor.com

**GoldPlus Package: 5 - 360° Panoramic VR Tour, Plus 36 - Image Interactive SlideShow - (\$210.00)**

**DoubleGold Package: 5 - 360° Panoramic VR Tour, Plus 50 - Image Interactive SlideShow - (\$275.00)**

**Marketing Floor Plans** A *High Impact* professionally rendered floor plan displaying the layout and room dimensions of a property and associated amenities. This is a great tool to help visually orientate potential buyers to a listing's unique features.

**Floor Plan A**, Under 1200 Square Feet - ( **\$99.00**)

**Floor Plan B**, Under 2500 Square Feet - (**\$139.00**)

**Floor Plan C**, Under 4500 Square Feet - (**\$179.00**)

**Floor Plan D**, Under 6000 Square Feet - (**\$229.00**)

**Floor Plan E**, Over 6000 Square Feet - (**\$269.00**)

(Add **\$40.00** per 1000 Square Feet)

**Standard Video Walkthrough** for Zillow or YouTube This is true motion video taken of key rooms/settings within the home. Uploaded to Zillow via the Zillow App, or edited for upload to YouTube. Create a complete visual story of the property by adding a **25 HDR** still photograph slide show + **(\$130.00.)** Package can be upgraded to include additional video segments & HDR images for larger properties.

4 Key Rooms/Settings - **(\$155.00)** 6 Key Rooms/Settings - **(\$195.00)** 8 Key Rooms/Settings - **(\$250.00)**

## AVAILABLE UPGRADES

**Drone Photography/Videography** – Above 30ft, to 400ft., *Add-On Upgrade* – **(\$235.00)** *Shot in combination with a Virtual Tour or Slide Show.* A branded copy of the video will be provided to the agent. A non-branded version will be added to the Virtual Tour or Slide Show. Still images provided for MLS.

--Single launch location/set up for capture device - +/- 10 aerial photos captured from different angles of interest. For use in virtual tour and MLS - Short video segment, **up to 2-minute runtime**, consisting of 3 to 4 flyover segments. Selected from: One “take off” segment in front of home (As indicated by below) 4 to 5 base “flyover” segments (As indicated by below) - Time on location for aerial work less than one hour. Should the subject property require additional visual coverage? (i.e., Farm & Ranch properties) Additional hour of Aerial “Drone” Photography/Videography - **(\$150.00)**

**Drone Photography/Videography ONLY** – Above 30ft, to 400ft., - **(\$295.00)** *No other serviced ordered at time of Shoot.* A branded copy of the video will be provided to the agent. Still images provided for MLS. (See *IMPORTANT NOTES & RESTRICTIONS*)

**Drone Photography** – Above 30ft, up to 400ft., *Add-On Upgrade* – **(\$180.00)** *Shot in combination with a Virtual Tour, Slide Show, or Digital Photo Package.* Still images provided for MLS.

“**Baby Drone**” **(\$99.00)** Uses a smaller drone taking images comparable to cell phone images. Good quality for web photos and our best seller. Same height restrictions.

### To include:

--Single launch location/set up for capture device - +/- 10 aerial photos captured from different angles of interest. For use in virtual tour and MLS (As indicated by below) - Time on location for aerial work less than one hour. Additional set of Elevated “Drone” photography - **(\$85.00)**

**Drone Photography ONLY** - Above 30ft, up to 400ft., **(\$220.00)** *No other services ordered at time of photography.* Still images provided for MLS. (See *IMPORTANT NOTES & RESTRICTIONS*) **Elevated “Sky**

**Pole” Photography – Up to 30ft. Add-On Upgrade – ( \$80.00) Shot in combination with a Virtual Tour, Slide Show or Digital Photo Package**

+/- 10 elevated photos - Images shot from 6 to 8 different perspectives to capture angles of interest (As indicated by below) Should the subject property require additional visual coverage? (i.e. Farm & Ranch properties) Additional set of Elevated “Sky Pole” photography - **(\$65.00)** Elevated “Sky Pole” Photography

ONLY – Up to 30ft, **(\$95.00)** No other services ordered at time of photography. (See *IMPORTANT NOTES & RESTRICTIONS*)

## **MISCELLANEUS SERVICES**

**Front & Back Shots - (\$50.00)** This package includes 4 to 6 images of the front elevation of the home, as well as the backyard. The photographs are made available in high resolution format to be used in printed graphics, as well as web sized for easy upload to MLS. As part of Matrix Tours service, we will upload a select number of the still photographs to the agent’s website/agency website, if permission is given.

**Front Elevation Shots - (\$40.00)** This package includes 2 to 3 images of the front elevation of the home. The photographs are made available in high resolution format to be used in printed graphics, as well as web sized for easy upload to MLS. As part of Matrix Tours service, we will upload a select number of the still photographs to the agent’s website/agency website, if permission is given.

YouTube.com Video Conversion *Add-On Upgrade* - Available with a Virtual Tour or Slide Show Images from a virtual tour or still image slideshow can be converted into a movie for posting to YouTube.com. A branded copy of the video will be provided to the agent or posted to Matrix Tours’ YouTube account.

25 Still Image Video – **(\$45.00)** 36 Still Image Video – **(\$55.00)**

**Address Specific Domain URL & Web Site Add-On Upgrade** (i.e. [www.1313ChaseOaks.com](http://www.1313ChaseOaks.com)) Matrix Tours can register a property’s address as a web URL. Available with Premium Packages 1 Year Domain Registration – **(\$25.00)** 2 Year Domain Registration – **(\$35.00)**

Digital Editing Services – **\$29 Green Grass** (Up to 7 images) or **(\$5.00 per image)** Covers work to **green grass** or add blue sky to images. **(\$7.50 to perform both on a single image)** NOTE - We do not perform editing work that would change the physical nature of the property. We do not green **Golf Courses**.

Off Hour Photography Surcharge– (**\$75.00**) Updated 07/01/2018 Assessed on appointments scheduled after 5pm on weekdays, or for work requested on Saturday. NOTE - Matrix Tours does not shoot on Sundays.

### **IMPORTANT NOTES & RESTRICTIONS:**

Aerial “Drone” Photography/Videography - Above 30ft, up to 400ft

- When shooting Aerial photography/videography it is NOT POSSIBLE to prevent the capture of surrounding properties. Due to privacy concerns, neighboring homeowners may object to content that includes views of their dwelling and belongings. It is the AGENT’S responsibility to determine if privacy concerns will present an issue PRIOR to shooting. Should objections be raised that prevents the use of the aerial content the AGENT will be responsible for all related charges. - Subject property cannot be within 5 miles of a major airport - Wind speed cannot exceed 12 to 15 mph. Additional charges may apply in areas requiring extra insurance, i.e., close to airports or restricted/limited height areas.

Elevated “Sky Pole” Photography – Up to 30ft.

- Elevated Photography may capture partial views of surrounding properties. However, as this type of photography is shot at a lower height, concerns from surrounding homeowners should be limited. It is the AGENT’S responsibility to determine if Elevated Photography will present privacy concerns PRIOR to shooting. Should objections be raised that prevents the use of the photo content the AGENT will be responsible for all related charges. - Wind speed cannot exceed 12 to 15 mph

Focus of Photography/Videography

- Shooting image & video content from a higher elevation presents opportunities to capture different perspectives and visual story lines. The AGENT must communicate any specific views they feel important to capture & include as part of the final photo package and/or video prior to shooting.

Pricing Discounts

- To qualify for the pricing discounts. All requested photography must be completed on the same visit by the same photographer.