



Real Estate Services and Rates

Interior/Exterior Photos

HDR, Flash Ambient, Window Pulls, Sky Replacements, edits for clear and detailed images

Square Feet	Up to 15 photos	32+ photos
500-999	\$115	\$160
1,000-1,999	\$155	\$185
2,000-2,999	\$185	\$210
3,000-Larger	<i>Price calculated by quantity of images and square footage</i>	

Aerial Photos

FAA certified and flight-insured drone photography

Edited HDR photos to help show aerial views, estimated plot lines, and more. Customizable graphics to highlight property lines and nearby amenities. Price covers 1 hour of flight time and average flight insurance* along with the editing time afterwards.

5 Photos:	\$125
10 Photos:	\$150
15 Photos:	\$175
20+ Photos:	Price calculated by quantity of images and size/acreage of project

**More information about flight insurance on Page 4*

Video Tours

Get a cinematic tour and layout of a property, both inside and outside

Edited videos 1-4 minutes in length depending on requests and size of property/acreage. Rates cover homes up to 3,000 sq. ft. and/or 5 acres. *Rates for larger properties will be individually calculated.*

- Standard Video: \$150 Stabilized video camera for interior/exterior filming; Handheld gimbal, tripod, and slider used for filming
- Aerial Video: \$225 Drone used for filming: great for larger acreage, views over trees/roofs, and seeing nearby amenities
- Combined Video: \$275 Every aspect covered: inside, outside, and from the sky

Licensed music is added to videos at no extra cost. If you want to add a voiceover or spoken audio of yourself talking about the property, a rate of \$50 is added for extra editing time.



Virtual Tours & Floor Plans

A great way for people to virtually see and walk through the layout of a home

Key differences between Virtual tours and my Video tours

Video tours:	Virtual tours:
<ul style="list-style-type: none"> • Are like a movie: you click “play” and watch the video go through the property • Can have aerial views (if a drone is used) • Are viewable forever; they never expire • Have music/audio included • Are not as easily/prominently displayed or advertised on sites like Zillow and Redfin 	<ul style="list-style-type: none"> • Are more prominently displayed and advertised on sites like Zillow and Redfin • Require the viewer to explore the home by clicking/tapping on their device • Cannot have aerial views included • Matterport is viewable for 6 months, after which it must be renewed (<i>see “Renewal”</i>)

Matterport 3D Model: \$25 base + 10¢/sq. ft. of property

- Creates a 3D dollhouse model of the house that can be viewed, rotated, and virtually walked through
- 5 “Callouts” to items of the realtor’s choosing (e.g. new appliances, granite countertops, etc.)
- Automatic content distribution to multiple Real Estate partners (Redfin, Realtor.com, Homes.com)

Zillow Virtual Tour: \$25 base + 5¢/sq. ft. of property

- A much simpler/quicker option to Matterport, but does not create a 3D dollhouse model to view
- A bit simpler to navigate around virtually compared to Matterport
- Automatic content distribution to Zillow and Trulia

If a Matterport or Zillow Tour is requested along with any other interior/exterior/aerial photos or video of the property, the Virtual Tour base price of \$25 is deducted from the total

2D Floor Plan Creation: \$30

- Delivery within 2 days in most cases
- A floorplan created by Matterport is more detailed than a floorplan created by Zillow
- *A floorplan can only be requested with a Matterport or Zillow tour*

6-Month Matterport Renewal: \$40

- If the property has not sold or been removed from listings in 6 months, Matterport **automatically** removes the tour. If you need more time, you can request that I renew the tour every 6 months.



Package Deals

Interested in combining standard photos and aerial photos on the same project, or adding a video tour along with some photos? Use these package deals to save on the total cost!

- | | |
|--|--------------|
| 1: 15 Standard & Aerial Photos | \$240 |
| <i>Useful for smaller properties with acreage, scenic views, or nearby amenities</i> | |
| 2: 32+ Standard & Aerial Photos | \$290 |
| <i>Useful for larger properties with acreage, scenic views, or nearby amenities</i> | |
| 3: 15 Standard Photos & Video Tour | \$215 |
| <i>Handheld gimbal and tripod used for video tour</i> | |
| 4: 32+ Standard Photos & Video Tour | \$290 |
| <i>Handheld gimbal and tripod used for video tour</i> | |
| 5: 5 Aerial Photos & Aerial Video | \$265 |
| <i>Only a drone is used to take photos and video with this option</i> | |
| 6: 15 Standard/Aerial Photos & Video Tour | \$300 |
| <i>Video tour will include both aerial and interior/exterior video footage</i> | |
| 7: 32+ Standard/Aerial Photos & Video Tour | \$375 |
| <i>Video tour will include both aerial and interior/exterior video footage</i> | |
| 8: "The Works" | \$550 |
| <i>32+ photos, drone, video tour, PLUS Matterport or Zillow Tour with 2D floorplan</i> | |
| 9: "The Works" Small Property | \$450 |
| <i>If you want everything and the home is under 1,000 square feet
15 photos, drone, video tour, PLUS Matterport or Zillow Tour with 2D floorplan</i> | |

These prices apply to properties under 3,000 sq. ft. and/or less than 5 acres.
Rates for larger properties will be individually calculated, and a quote can be provided.



Extra Services/Rates & Information

Mileage Reimbursement

If the project is further than 20 miles driving distance from my home, there will be an additional 50¢ per mile charged to and from the location (outside of the 20-mile distance).

Example: if a property is 32 miles away from my home, the last 12 miles are charged heading to and from the property (for a total of 24 miles charged, adding \$12 to the project)

12-Hour Project Cancellation/Request

If the project needs to be rescheduled with less than 12 hours' notice, a cancellation/rescheduling fee of \$50 will be charged to the project. If I cancel or need to reschedule within 12 hours, you get \$50 off your next invoice.

Twilight Photo Scheduling (\$75 for 2-5 images)

Twilight hour is great for adding more dramatic and expressive lighting conditions for properties, especially with any exterior landscape lighting the property may have. With this option, I will be on location at dawn or dusk to take some twilight photos.

Twilight Photoshop Editing (\$50 for 2 images)

I can create a digitally edited image to make the home look like the photo was taken at twilight. This include sky replacement to a dusky sky, creating a warm glow from the windows, and adding lighting and shadows around exterior lights.

Drone Flight Insurance (\$0-\$30/hour of flight time)

The normal flight insurance cost is covered as part of my normal rates; however, if the property is located near airports, hospitals, helipads, or other locations the FAA deems hazardous or restricted airspace, the cost of flight insurance may increase. This is not very common. I can provide flight insurance pricing quotes once I know the property address.

4K Video (\$25)

Videos are usually delivered in 1080p. If you need 4K video, this is the extra rate.

TERMS AND CONDITIONS OF COMMERCIAL LICENSE

Photographer/cinematographer (Hans Ogren Photography) grants you (entity or business) a non-expiring, exclusive, non-transferable, worldwide license to use purchased image(s) or video(s) or Matterport tour(s), for permitted commercial purposes, defined as: Advertising, promotion, brochures, packaging, commercial website, prints, posters, flyers, magazines, books, newspapers, other printed materials, video, and broadcast. Not for Resale. Copyright remains exclusive property of Hans Ogren Photography.