



Copyright & Licensing Information for Real Estate Photography

Welcome to Picture-ItSold! This page provides an overview of the licensing terms for images created by me, Dara Farrar, for real estate agents, FSBO clients, builders, and home contractors. This ensures that all clients understand how they may use these images while I retain copyright ownership.

1. Copyright Ownership

- As the creator of all photos on Picture-ItSold, I, Dara Farrar, retain full copyright over every image, regardless of whether an agent, FSBO client, builder, or contractor commissioned the work. Copyright law protects these images, giving me exclusive control over their reproduction, display, and distribution.

2. Licensed Use for Real Estate Agents, FSBO Clients, Builders, and Home Contractors

- **Usage Terms for Each Client Type:**
 - **Real Estate Agents and FSBO Clients:** Licensed images may be used for:
 - **MLS Listings:** Displaying photos on Multiple Listing Services (MLS) to sell the property.
 - **Promotional Material:** This includes use in flyers, email marketing, social media, and other materials that directly promote the property.
 - **Personal or Agency Websites:** Photos may be shared on the agent's or FSBO client's website or agency platform for property promotion.
 - **Builders and Home Contractors:** Licensed images may be used to showcase your work on:
 - **Company Websites and Portfolios:** Displaying photos to demonstrate project quality and completed work on business websites or online portfolios.
 - **Promotional Material and social media:** Use in brochures, social media posts, and marketing materials to highlight specific projects.
 - **Third-Party Showcases:** With written consent, images can be used in industry publications, home design showcases, or third-party websites to represent your work.
- **Limitations for All Clients:** Unless specified in a written agreement, the following restrictions apply:
 - **No Third-Party Transfers:** Images cannot be given or transferred to third parties (e.g., other agents, contractors, or platforms) without permission.
 - **No Resale or Alteration:** Images cannot be resold, substantially altered, or used in ways that suggest endorsement beyond the agreed promotional purposes.



3. Extended or Exclusive Rights

- Please contact me if you need broader usage rights, such as exclusive ownership or long-term use for multiple projects. Extended or exclusive rights require a separate agreement and may involve additional fees.

4. Photographer Credit

- For online display and public use, crediting “Photography by Picture-ItSold” is appreciated and helps ensure quality photography is recognized.

5. Portfolio Use

- I reserve the right to feature images from completed projects in my own portfolio, on my website, and on social media to highlight my work. If you prefer otherwise, please let me know, and we can include this in our agreement.

6. Copyright Infringement

- Any use of images beyond the agreed terms may constitute copyright infringement. Unauthorized use could result in legal action to protect my work and copyright ownership.

For questions or to discuss specific licensing needs, please feel free to reach out:

Dara Farrar

Phone: 434-941-8950

Email: dara@integritydesign.marketing

Thank you for choosing Picture-ItSold for your real estate photography needs!