



Avista Media | "Media with a View"

AVM | RES Guide

2021 EDITION

** Revised 2021JAN25 to include our Ordering Page Changes, New Theta 3D Virtual Tours and Floor Plan Upgrade Options*

Welcome to Awesome!



I endeavor to partner with my clients to add value to their brand and lifestyle where I can because I know that **teamwork** makes the dream **work**. This clickable guide was created to help provide an accurate review & reference to the services we provide while offering a few relevant useful resources. I truly do enjoy seeing my clients succeed, so I'm always paying attention to ways I can help you get their listings Seen & SOLD! I enjoy helping my clients gain a better understanding of marketing Real Estate on Social Media from the perspective of a trained Social Media Marketing Professional with one-on-one workshops to group presentations.

I hope you find this guide relevant to your needs and useful enough to save & share!

As a note, we are launching our Social Media Marketing Assistance Program, designed to help busy Realtors with marketing on their own Facebook Business Page and Google+ Profile. If you feel you could use a marketing soldier on your side, please let me know and we will schedule a time to talk shop!

I love what I do and I am so very thankful to every one of my clients for their business and trust! Thank you all so much, I wouldn't be able to do what I do without you!

Kindest regards,
Charles Shaffer | Avista Media

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AVM UpD8

COME & SAY HELLO

at the

2021 MIDDLE TENNESSEE REALTORS® CONVENTION & TRADESHOW



Music City Center – Thursday September 9th, 2021

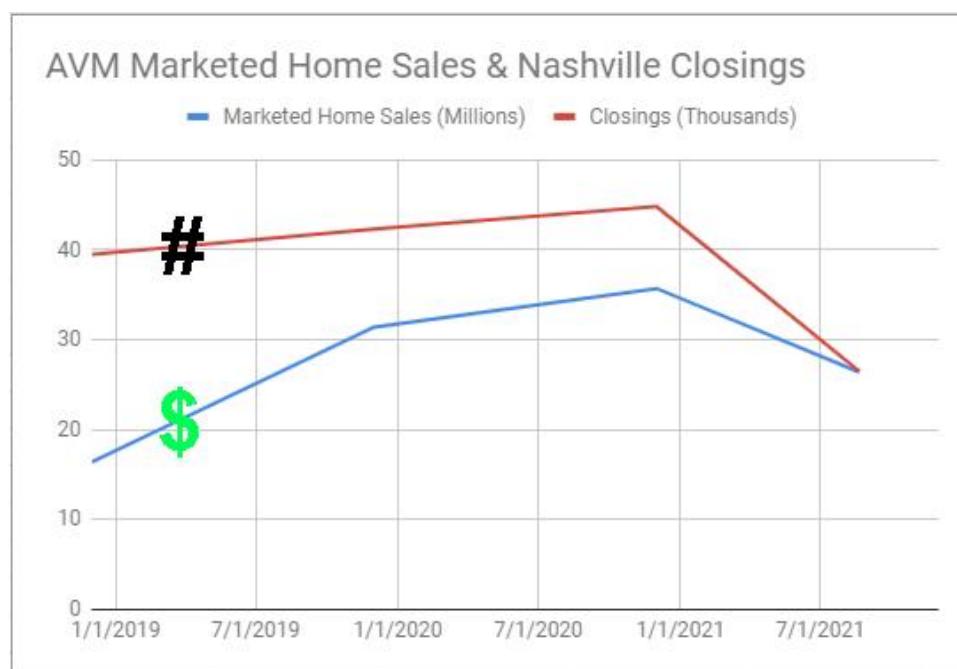
In OCT.2019 we upgraded to a New & Secure Ordering Platform. **Our secure ordering platform does require you to LOG-IN to your account.**

Having an account will make it possible for you to:

- Manage your Orders & Payments
- Update Contact Information, Headshots & Logos
- Customize Property Website Design & Settings for each Project & Defaults
- Edit & Download your Images, Floor Plans, Marketing Graphics & Videos
- Customize & Download PDF Brochures & Flyers
- Download End-of-Year Expense Reports for Marketing Tax Deductions

Our new **Marketing Toolkit Upgrade** equips you with **Ready-to-Go Marketing Media + Customizable Listing Landing Page + Parallel Marketing of Your Listing** in our Social Media Network.

OUR SUCCESS



An interesting comparison of our AVM Marketed Home Sales & Nashville Total Closings since 2018

Since 2018, we have helped our clients Show, Market, and Sell more than \$110.1 Million Dollars in Home Sales with clients commissions (3% est) of over \$3.3 Million Dollars while adding to their brand value, market leverage, and career positions (*and countless hours of additional family time*).

2018: Avista Media launches Real Estate Photography brand “iGUIDE Nashville”.
\$16.4 Million Dollars in Home Sales

2019: The “iGUIDE Nashville” brand was discontinued and the services were adopted into the Avista Media family of services as “Avista Media | Real Estate Services”, accompanied by our [other services](#). A new Menu-Style Work-Order platform (*TNHomeTours.com*) and Marketing Toolkit was added to meet the needs of our clients and business operations.
\$31.4 Million Dollars in Home Sales

2020: This year was mostly chaotic in every aspect as COVID forced new standards for the process of presenting listings, bringing the 3D Virtual Tour element to the front-line of meeting the needs of potential buyers. Interactive 3D Virtual Tours prove to give potential buyers more information about a home in less time while saving agents invaluable “door-dashing” time.
\$35.7 Million Dollars in Home Sales

2021: Not over yet! We launched a new Automated Referral System to offer our clients a tangible bonus for sending us new clients. AVM is scheduled to take part in the 2021 MIDDLE TENNESSEE REALTORS® CONVENTION & TRADESHOW in September.
\$26,469,798 in Home Sales (*as of 08/20*)

TURNAROUND & PRICING

Our typical turnaround is Next Business Day unless the project is large or complicated, or there is an unusual surge in work to process.

We do not publicly publish our pricing to avoid price fixing or influencing the market. Up-to-date pricing for our services can be found on our [Work Order Page](#).

Our Pricing includes the cost of the Service Item plus 1 Round-Trip Travel, Budgeted On-Location Time, Data & Image Processing, 2 hours Editing Time, Social Media Marketing Time and our commitment to your project.

Rental/ AirBnB/ FSBO Projects: Unlike a Home For Sale, where current as-is photos are required per MLS regulations, Marketing Media for Rentals is recyclable, rental projects have a one-time fee to compensate for the extended use of the property tour (*tour hosting is free for 1 year, with the rental fee paid (\$75), we automatically renew the tour hosting each year for as long as needed*). FSBO pays this fee to adjust for “One-Off” Retail Pricing.

Sites & Property Tours can be updated as changes are made.

MEMBERSHIP OPTIONS

NO MEMBERSHIP REQUIRED to use our services!

Want to save even more? Consider investing in a **Membership Account**.
We offer a **Discounted Pricing Schedule** for Members!

- **Individual Membership** offers qualified Real Estate Professionals access to discounted pricing on most of our services. **\$125/Quarter | \$400/Year**
- **Team Membership** (3 to 5 agents) offers Member Pricing for a Team at a reduced Membership Rate. **\$300/Quarter | \$1,000/Year**
- **Group Membership** (6 to 12 agents) offers Member Pricing for an entire Group at a reduced Membership Rate. **\$600/Quarter | \$2,000/Year**
- **Office Membership** (13 to 100 agents) offers Member Pricing for an entire office at a significantly reduced Membership Rate. **\$4500/Year**
- **Custom Pricing Agreements** may be discussed to custom tailor a pricing & service agreement that will best fit the needs of your business.

Want to save even more? We can arrange a Team/ Group/ Office Membership in exchange for a Preferred Vendor Agreement to regularly use our services.

Members also have a Custom NADIR LOGO (where the camera tripod exists) for their iGUIDE 3D Virtual Tours. Team/ Group/ Office Memberships have the respective team logo:



HDR PHOTOGRAPHY

Significantly improve your Brand Value and Listing Potential with Quality Photos!



Signature HDR Photos include a Blue-Sky Guarantee, which means your exterior photos will have pretty blue skies even when the skies are murky or undesirable and have a clean & bright look that gives your listing a touch of VIP



Visit our article about [the 4 Flavors of Real Estate Photography](#) on our website to learn more!

3D VIRTUAL TOURS

3D Virtual Tours are your 24/7 Open House to a Global Market! 3D Virtual Tours enable buyers to self-navigate a property on their schedule and as many times as they wish. Adding 3D Virtual Tours to your Sales Workflow will save you time & money by eliminating “tire-kickers” from your schedule while bringing you more qualified & serious buyers. NAR Studies clearly show that homes with 3D Virtual Tours sell faster and for more. **We now offer 2 Flavors of 3D Virtual Tours:**

iGUIDE® 3D VIRTUAL TOURS



(Click the above image or [HERE](#) to see more info on our 3D Virtual Tours)

Our iGUIDE Brand 3D Virtual Tours include:

- 3D Virtual Tour with On-Screen Measuring Features
- Professional Service Rated Measurements & Floor Area Calculations
- Professionally Drafted PDF Floor Plans (CAD Compatible)
- The Virtual Tour can be embedded into websites & blogs
- 1 Year of hosting Branded & Unbranded 3D Virtual Tours

THETA® 3D VIRTUAL TOURS *(Coming Soon)*

These are simpler, less expensive 3D Virtual Tours that are created using a different camera & processing system *(Not iGUIDE or Matterport)*. They take less time to create and are less expensive than the iGUIDE system. They also do not have the keystone iGUIDE Features *(Measurements, Area Calculations, PDF Floor Plans, On-Screen Measurement Tools, VR Mode)*.



(Click the above image or [HERE](#) to see more info on our 3D Virtual Tours)

THETA® Brand 3D Virtual Tours include:

- 3D Virtual Tour with Photo Gallery
- The Virtual Tour can be embedded into websites & blogs
- 1 Year of Virtual Tour hosting

MEASUREMENTS & SQ.FT.

Our iGUIDE Measurements are considered “Professional Service” Rated! Our measurements are Laser-Accurate because we use an Industrial-class 360 Laser Scanning System with overlapping measurement data captured during the mapping process.

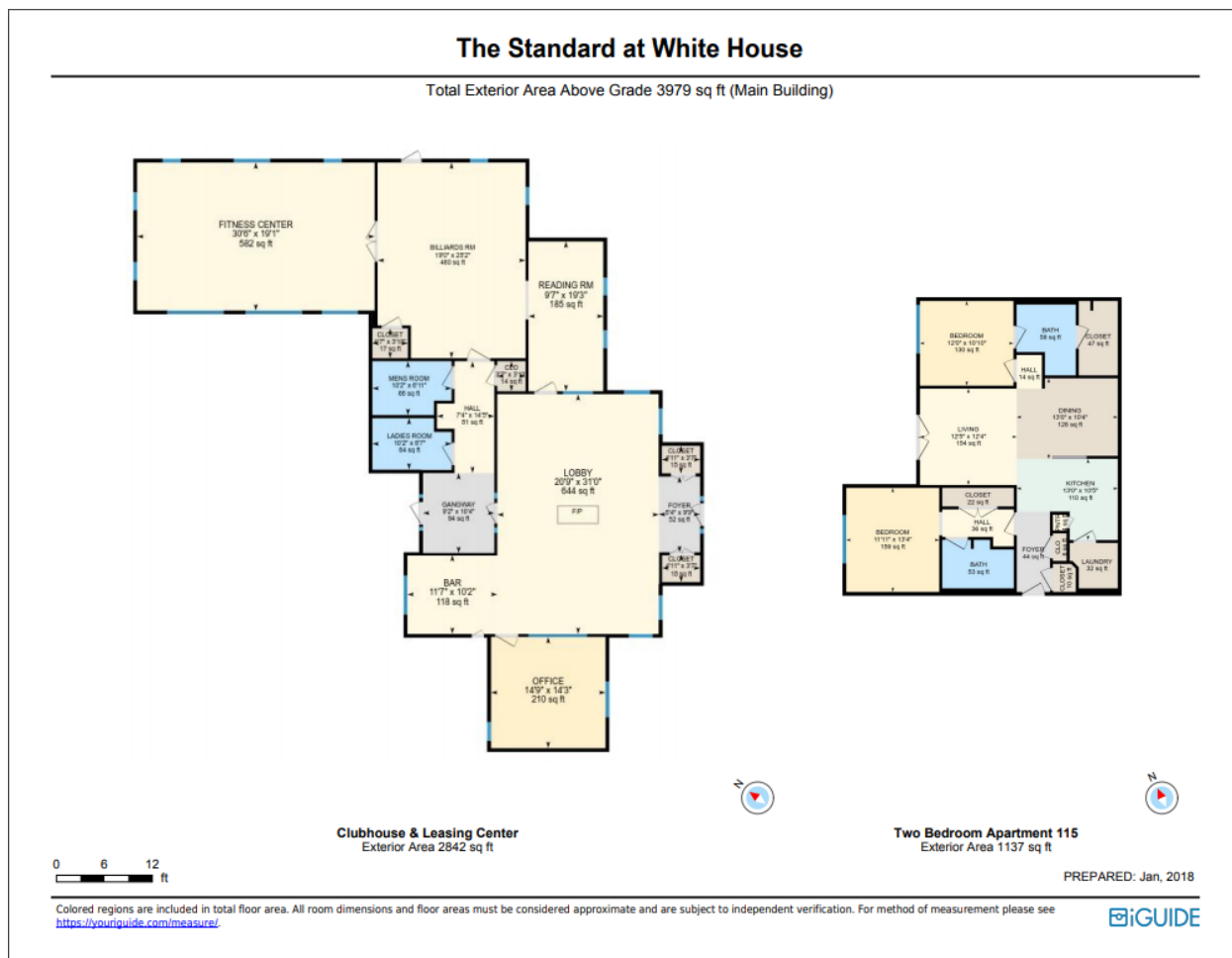
Measurements & Floor Area Calculations are part of every 3D Virtual Tour package!

Property Details		©MMXX Avista Media
Room Measurements Only major rooms are listed. Some listed rooms may be excluded from total interior floor area (e.g. garage). Room dimensions are largest length and width; parts of room may be smaller. Room area is not always equal to product of length and width.	Floor Area Information For explanation of floor area calculations and method of measurement please see https://yourguide.com/measure/ . All displayed floor areas are rounded to nearest integer. Total area is computed before rounding and may not equal to sum of displayed floor areas.	
Main Building 1ST FLOOR Bath: 6'8" x 8'5" 41 sq ft Bath: 11'11" x 13'5" 157 sq ft Bedroom: 11'10" x 11'11" 141 sq ft Breakfast: 14' x 13'3" 180 sq ft Dining: 13'5" x 11'6" 153 sq ft Foyer: 12'5" x 6'11" 86 sq ft Garage: 27'6" x 22'3" 607 sq ft Kitchen: 12'10" x 12'8" 155 sq ft Laundry: 6'6" x 10'1" 60 sq ft Living: 18'3" x 20'3" 350 sq ft Master: 13'11" x 17' 236 sq ft Office: 12' x 11'9" 141 sq ft 2ND FLOOR Bath: 4'11" x 8'11" 44 sq ft Bath: 4'11" x 9'2" 45 sq ft Bath: 5'11" x 2'11" 17 sq ft Bedroom: 19'10" x 13'9" 216 sq ft Bedroom: 13'11" x 11'11" 167 sq ft Bonus: 27'8" x 22'7" 564 sq ft	Main Building 1ST FLOOR Interior Area: 2303 sq ft Excluded Area: 607 sq ft Perimeter Wall Length: 271 ft Perimeter Wall Thickness: 7.0 in Exterior Area: 2461 sq ft 2ND FLOOR Interior Area: 1562 sq ft Excluded Area: 433 sq ft Perimeter Wall Length: 230 ft Perimeter Wall Thickness: 7.0 in Exterior Area: 1696 sq ft EXTERIOR All space is excluded Total Above Grade Floor Area Main Building Interior: 3865 sq ft Main Building Excluded: 1040 sq ft Main Building Exterior: 4157 sq ft	

For more detailed info, visit our article on [Measurements & Mapping](#).

FLOOR PLANS

iGUIDE 3D Virtual Tours include Professionally Drafted PDF Floor Plans.



NAR studies show that Buyers & Investors LOVE Floor Plans and that listings that include them sell faster and for more!

- **Standard Floor Plans** show the Walls, Windows, & Doors.
- **Premium Detailed Floor Plans** include installed features like laundry & kitchen appliances; sinks, showers, toilets & tubs; kitchen counters & islands; attached decks & porches and the like.

“Professional Service” Rated Room Measurements & Floor Area Calculations are included!

For detailed info & Examples, visit the [Floor Plan section](#) of our 3D Virtual Tour article.

Upgrade your Premium iGUIDE Floor Plans!

Have your Premium iGUIDE 3D Virtual Tour Floor Plans transformed into beautifully staged renderings. This option is found in the **Virtual Tour Upgrades** section of our **Ordering Page**. These are sent to processing after the initial iGUIDE Floor Plans are completed and take an extra day to complete (*2 days for the 3D Rendering*). **These upgrades require the Premium iGUIDE Virtual Tour because of the details required to render the drawings (counters, tubs, showers, installed appliances & fixtures, porches, decks, ect.).**



Floor Plan Upgrade: 2-D Textured Flooring & Staged with Room Appropriate Furniture



Floor Plan Upgrade: 3-D Rendering with Textured Floors & Room Appropriate Furniture



Floor Plan Upgrade: 2-D Floor & Site Plan Combo

VIRTUAL STAGING

Capture the imagination of buyers with Virtually Staged Images!



The NAR has repeatedly shown that buyers prefer Staged Homes, and Staged Photos. Most people find it difficult to relate to a blank space, so having a photo staged can help define the size and potential of that space. The two Virtually Staged Images shown here were empty rooms. What a great opportunity to express your own bit of brand style.



Visit our article on [Virtual Staging](#) for more info!

Because of [Copyright Law](#), we can not Virtually Stage photos from other photographers.

VIRTUAL LANDSCAPING

Sometimes, the landscaping isn't ready yet...



* This property **had** pine-straw covering grass seed from the mulch bed to the street.

Just as we can stage a home virtually, we can also stage the exterior (a bit). Our local MLS rules allow for certain types of image editing which includes showing what a property might look like to its potential, as long as it's reasonable. We can edit in grass, small shrubbery and flowers, but not full-grown or mature trees or other landscaping elements that aren't included with a property.

Because of [Copyright Law](#), we can not Virtually Landscape photos from other photographers.

You can order Virtual Staged Images from the EXTRAS column of our menu.

TWILIGHT PHOTOS



Twilight Photos have always captivated viewers, and always will!

There's a certain time of day and specific recipe of photography that has the potential to turn a typically dreary photo of a home into a Thomas Kinkade kind of look, and that's the idea behind Twilight Photos. The LIFE of the property comes ALIVE when the lights are on! They can look equally impressive from inside the home.

Twilight Photos require a Sunset visit to the property and typically takes as long as the sunset lasts to capture. The photos are then processed into the art you see.

These can be found in the EXTRAS column on our ordering system and can be ordered on their own or added to your Listing Media Package.

Our online article is on schedule for publishing in the near future.

ORDERING PACKAGES

We have made some changes to our Order System to make it even easier!

Info-ONLY Package
Interactive iGUIDE 3D Virtual Tour with Measurements & BASIC Floor Plans.

STANDARD 3D Virtual Tours
Interactive iGUIDE 3D Virtual Tour with Measurements & BASIC Floor Plans.

- < 1,450 SqFt. + < 20 SHDR Photos
- up to 3,000 SqFt. + < 30 SHDR Photos
- up to 4,000 SqFt. + < 35 SHDR Photos
- up to 5,000 SqFt. + < 40 SHDR Photos
- up to 6,000 SqFt. + < 50 SHDR Photos
- up to 8,000 SqFt. + < 50 SHDR Photos
- up to 10,000 SqFt. + < 50 SHDR Photos

PREMIUM 3D Virtual Tours
Interactive iGUIDE 3D Virtual Tour with Measurements & 3D/4D Floor Plans, Smart Measurement Tools & Virtual 3D/4D.

- up to 1,450 SqFt. + < 20 SHDR Photos
- up to 3,000 SqFt. + < 30 SHDR Photos
- up to 4,000 SqFt. + < 35 SHDR Photos
- up to 5,000 SqFt. + < 40 SHDR Photos
- up to 6,000 SqFt. + < 50 SHDR Photos
- up to 8,000 SqFt. + < 50 SHDR Photos
- up to 10,000 SqFt. + < 50 SHDR Photos

An appropriate number of **Signature HDR Photos** are now included in each **3D Virtual Tour**. For more detailed info on Package Items, Upgrades and Extras, please visit our website article on using our ordering system [HERE](http://avistamedia.com/2019/11/09/order/). [\[http://avistamedia.com/2019/11/09/order/\]](http://avistamedia.com/2019/11/09/order/)

MARKETING TOOLKIT

Get right down to business with our Marketing Toolkit!



- Listing Webpage (*Various Layouts/Designs*)
 - Just like the ones on our [Active Projects Page](#)
 - Branded & Unbranded
 - Embedded with 3D Virtual Tours or Videos
 - Direct Contact Form on most site templates
 - Optional Free Background Music (*can be changed by you*)
- PDF Brochure & Flyer Creator (*Various Layouts/Designs*)
- Social Media Marketing Tiles & Graphics (*Suite of different templates*)
- Ready-to-Go Slideshow Videos (*Branded & Unbranded*)
- Optional Analytics Reports

Parallel Marketing helps get your listing **Seen & SOLD!** Upgrade your listing package with the **Marketing Toolkit** and your listing is added to our own **Marketing Assistance Program** where we help market your listing through our network! **MORE INFO:** <http://avistamedia.com/2020/04/29/tmt/>

SOCIAL MEDIA MARKETING

We want your client to LOVE you & your marketing super-powers!

Avista Media Real Estate Services
October 31 at 12:36 PM · 🌐

OPEN HOUSE in Portland, TN! Take a tour of this stunning new home here, then call [\[Phone Number\]](#) for more info!

#OpenHouse #RealEstate #NewConstruction #Home #ForSale in Portland, Tennessee #Realtor

103 Wind Wood Dr.
Portland, TN

Open House
NOVEMBER 03
2P - 4P
[Click to View Products](#)

Performance for Your Post

2,434 People Reached

21 Reactions, Comments & Shares

5 Like	0 On Post	5 On Shares
2 Love	0 On Post	2 On Shares
3 Comments	0 On Post	3 On Shares
11 Shares	11 On Post	0 On Shares

154 Post Clicks

22 Photo Views	48 Link Clicks	84 Other Clicks
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NEGATIVE FEEDBACK

2 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

Visit our article on Creating Listing Posts on Social Media!

[\[http://avistamedia.com/2019/11/13/listingposts/\]](http://avistamedia.com/2019/11/13/listingposts/)

Sharing your listing on Social Media REGULARLY is essential for getting your listing in front of as many people as possible. **Significantly improve your post performance** by encouraging your associates to share your posts! It is important to create variations of your listing to avoid Duplicate Posts (*annoyed people will end up hiding your posts, or worse, blocking you.* This is super-easy to do with the suite of various graphics our Marketing Toolkit includes, but you have to start somewhere.

Parallel Marketing can help get your listing Seen & SOLD! with our Marketing Assistance Program! When you add our Marketing Toolkit to your project, we create & share your posts in our network to multiply the amount of times your listing is seen!

OPEN HOUSE IDEAS

Here are a few ideas that have found their way into conversations with clients in the past:

Brochures & Flyers: Provide 2 types of brochures with contrasting layouts. Not everyone will prefer the layout you love; having a 2nd brochure with a different layout may help connect with more people. Brochure designs with a little bit of white-space allows a small spot for you to personalize the brochure with a relevant note.

Concept Displays: For vacant open houses, consider having large Virtually Staged Concept Prints on display in several rooms. These prints can either be mounted on the wall as photos, or better presented on their own easel in the room & point of view it represents. Multiple styles can be displayed from different points of view.

Celebration Treats: Have a few small bottles of Champagne in the fridge for those who submit a signed offer packet at or above asking price. One per/person/year :)

Low-Level Music: Play some music to break up the stale sound of an empty home. Low-level music gives a small amount of audio privacy for buyers (and you) to have “a word” as needed. If you have the equipment, you can easily play different types of music in different rooms to create a dynamic experience. Ideally, it should be loud enough to hear, but not loud enough to bleed into other rooms.

Catering: If you aren't offering crumb-free snacks, fresh brewed hot coffee and cold iced-tea (*Sweet & Un-Sweet*) in the kitchen, then you might be missing out. Studies show that food reduces stress, and buyers need less stress.

Host an old-fashioned BBQ party: Open Houses aren't just for showing a home for sale, they are an excellent opportunity to make a new friend & future client! In the spirit of hosting a Networking Event! With a little planning, just as you would host a weekend party at your own home with your own friends, break out a menu of cold drinks and fire-up the grill out back! Football on the TV, Hot-dogs & burgers on the grill, and new friends stopping by, hopefully to buy. Treat every person that walks in as if you've been expecting them! Market the upcoming event with a custom Social Media Tile and Flyer Design.

Tablet Display: Use a tablet to display the Listing Website & Virtual Tour. Use the contact form on your website to create instant notes about the people you meet so you get the email note for followup action later. **Great as a Door Prize Entry Form!**

LUNCH & LEARN WORKSHOPS

Avista Media has several Lunch & Learn Workshops designed to help train, refresh, or add value to your team's Social Media Marketing skills in your own office or other meeting place.



Allow us the opportunity to help build your team's effectiveness by hosting a Lunch & Learn Workshop! We have 5 Workshop Types that depend on the number of participants and the venue. *(Individual; Team; Group; Office; Special Event)*

Contact us to schedule: Workshops@AvistaMedia.com | 615.266.6181

AVISTA MEDIA
REAL ESTATE SERVICES

SEEN

&



2020 EDITION

GETTING YOUR LISTING SEEN & SOLD

using

Technology & Social Media

A workshop tailored for Real Estate Professionals that are serious about strengthening their Brand Value and Improving their Marketing Strategy

to

Sell Real Estate FASTER & for MORE \$

and

WIN More Listings

Based on a combination of NAR studies, our exclusive experience with marketing on Social Media, and our network of Professional Real Estate Service Providers

** An exclusive Avista Media Real Estate Services production.*

Contact us to schedule a workshop with your team!

workshops@AvistaMedia.com | 615.266.6181

STAGING & COVID-19 CHECKLIST

Anyone working in Real Estate for any length of time knows that preparing a property for photos is a team effort, and in some cases it can be a nightmare.



You want the space to look attractive, inviting, without any visible stress-inducing elements.

Cluttered & messy photos always result in less-serious inquiries & lower offers. Typically, that reason is from not having a checklist to use ahead of time.

Checklists help make it happen! There are plenty of checklists for preparing a property for photography, and we have curated & written a thorough Staging Checklist of our own. It is designed so you can share the checklist with your client to help them better prepare their home for its photography appointment and give them accurate expectations for the appointment. Checklists also show your client that you take your business serious and want them to get the most out of their investment.

Download our **FREE Staging Checklist** from our [Staging for Photos](#) article.

BONUS PROMO OFFER

Thank you for taking time to review our 2021 Guide, and as a gift, we are offering you 10% off of one iGUIDE 3D Virtual Tour Package. Use the promo code "SUMMER21" to get your discount. Promo code expires 11/21/2021.