



*Avista Media | "Media with a View"*

# **AVM | RES Guide**

**2020 FALL EDITION**

## 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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## FEATURED LISTINGS

Click on one of these currently featured listings to see more:



**Randy Lawyer**  
6153891650

**EXIT Real Estate Solutions**  
615-826-0001

111 Maple Row Blvd. Hendersonville, Tenn 37075



**Neely & Redding**  
615-826-0001

**EXIT Real Estate Solutions**  
615-826-0001

111 Maple Row Blvd. Hendersonville, Tenn 37075





**Victor Furdai**  
6159799154

**EXIT Real Estate Solutions**  
615-826-0001

111 Maple Row Blvd. Hendersonville, Tenn 37075



**Lindsay Smith Realtor**  
615-630-3788

**EXIT Real Estate Solutions**  
615-826-0001

111 Maple Row Blvd. Hendersonville, Tenn 37075

**\* This Listing is scheduled for updated photos**

## AVM UpD8

We upgraded to a New & Secure Ordering Platform in Nov. 2019. **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.

## TURNAROUND & PRICING

**Our typical turnaround is Next Business Day** unless the project is large or complicated.

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/ Air BnB/ FSBO Projects:** Considering that the marketing media 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 a fee to adjust for Retail Pricing. Sites & Property Tours can be updated as changes are made.

## MEMBERSHIP OPTIONS

Want to save even more of your commissions?

We offer a **Discounted Pricing Schedule** for Members!

- **NO MEMBERSHIP REQUIRED to use our services!**
- **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 grant a Team/ Group/ Office Membership in exchange for a Preferred Vendor Agreement or if the majority of your team members regularly use our services. \* Memberships are granted to qualifying clients & teams that either use our services often & regularly or send us the equivalent in referral business.



## 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!



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

Our iGUIDE Brand 3D Virtual Tours include:

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

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.

## MEASUREMENTS & SQ.FT.

Our Measurements can be 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!

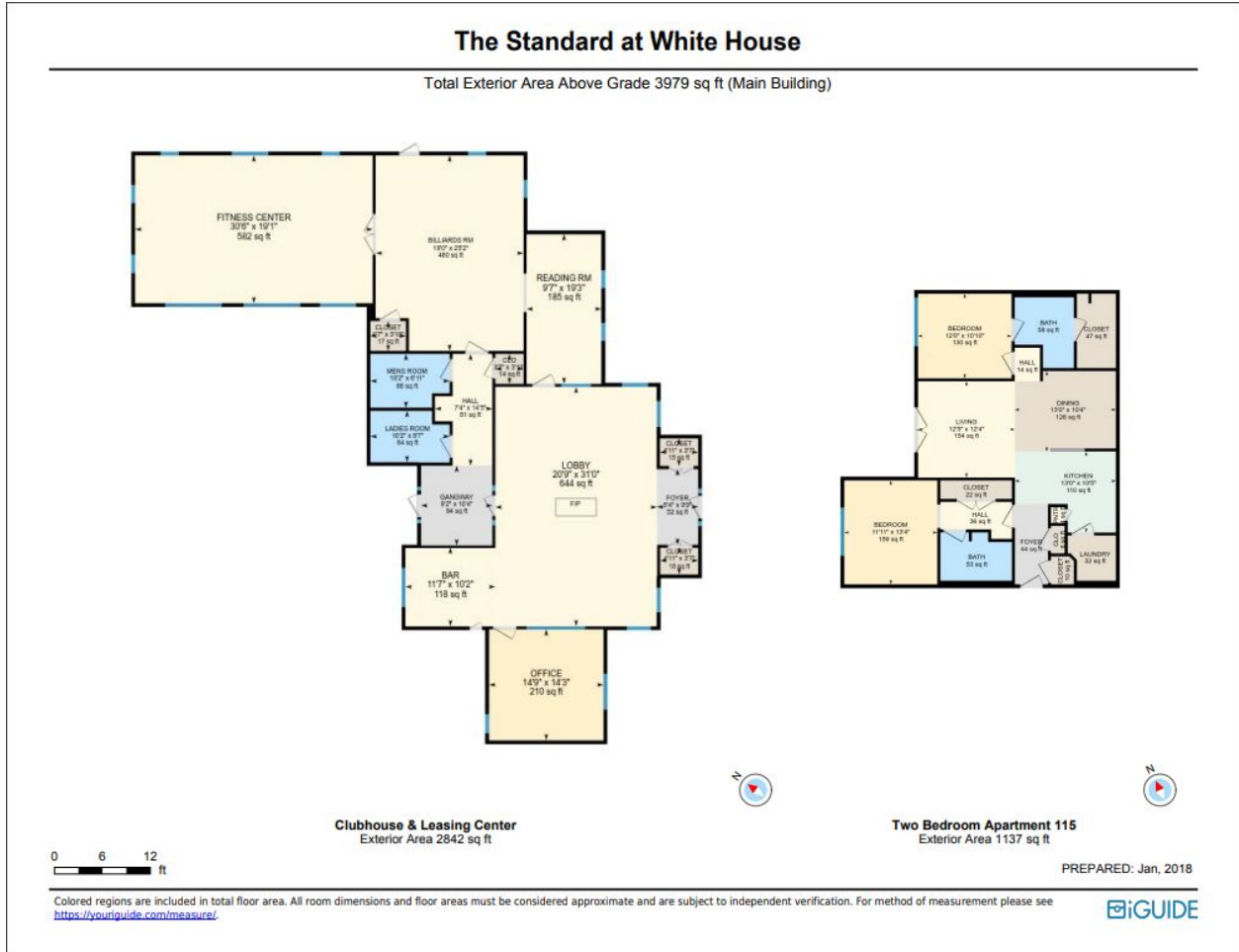
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Property Details		©MMXX Avista Media
<b>Room Measurements</b>	<b>Floor Area Information</b>	
Only major rooms are listed. Some listed rooms may be excluded from total interior floor area (e.g. garage). Room dimensions are largest length and width;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

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

## FLOOR PLANS

Our 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 Measurements & Floor Area Calculations are included!

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



## 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



Show off to potential clients and associates with these beautifully captured creations.

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 Kinkadee 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

Easily customize & pay for your Work Order with our New Order System!

### STANDARD VIRTUAL TOUR + PHOTOS + TOOLKIT

**STANDARD 3D Virtual Tours**  
Interactive 3D Virtual Tour with Measurements & BASIC Floor Plans | Don't forget to ADD-ON Photos.

- up to 1,450 SqFt.
- up to 3,000 SqFt.
- up to 4,000 SqFt.
- up to 5,000 SqFt.
- up to 6,000 SqFt.
- up to 8,000 SqFt.
- up to 10,000 SqFt.
- + 20 HDR Photos
- + 30 HDR Photos
- + 40 HDR Photos
- + 50 HDR Photos
- MARKETING TOOLKIT**  
Listing Website + Marketing Graphics + Videos + Area Information Et Map

**Select SqFt.** →

**Marketing Toolkit Upgrade** →

← **Select Photos**

AVISTA MEDIA  
REAL ESTATE SERVICES

**Create your package VERTICALLY, not Horizontally :)**

For more detailed info and examples, 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/>]

## 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 (*Various Layouts/Designs*)
- Social Media Marketing Tiles/ Graphics (*Suite of different templates*)
- Ready-to-Fly 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!

## SOCIAL MEDIA MARKETING

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

**Performance for Your Post**

<b>2,434</b> People Reached		
<b>21</b> 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
<b>154</b> Post Clicks		
22 Photo Views	48 Link Clicks	84 Other Clicks
<b>NEGATIVE FEEDBACK</b>		
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 a good 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](mailto: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](mailto: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.

# 2020 FALL SPECIAL

Packages with **Signature HDR Photos** qualify for a  
**FREE MARKETING TOOLKIT UPGRADE!**



**Signature HDR Photos : 20 \$150 | 30 \$175 | 40 \$200**

Take a look at our **Marketing Toolkit Overview**: <http://avistamedia.com/2020/04/29/tmt/>

Valid for paid projects in October of 2020 | Economy or Basic HDR photos do not qualify.

\* Members Pricing not shown



## 2020 FALL CALENDAR

2020 / 2021 Avista Media Real Estate Services Calendar Blurred Dates are reserved.

SEPTEMBER 2020							OCTOBER 2020							NOVEMBER 2020							DECEMBER 2020											
Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat					
		1	2	3	4	5					1	2	3	4	5	6	7	8	9	10			1	2	3	4	5					
6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31							
19	20	21	22	23	24	25	26	27	28	29	30	31																				

JANUARY 2021							FEBRUARY 2021							MARCH 2021							APRIL 2021											
Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat					
							1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26
10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31											
17	18	19	20	21	22	23	24	25	26	27	28	29																				
24	25	26	27	28	29	30																										

**Federal Holiday 2020-21**

September 07, 2020	Labor Day	November 26, 2020	Thanksgiving Day	January 01, 2021	New Year's Day	May 31, 2021	Memorial Day
October 12, 2020	Columbus Day	December 25, 2020	Christmas Day	January 18, 2021	Martin Luther King Jr. Day	July 04, 2021	Independence Day
November 11, 2020	Veterans Day			February 15, 2021	President's Day		

Our typical Project Schedule is **Monday - Friday | 10A - 4P**

*The first and last few hours of each day are spent working on business & client projects.*

**Blurred Dates** are "Reserved" and can only be booked in **special** circumstances.

In general, most federal or special holidays are reserved for obvious reasons.

We believe that "Legacy Holidays", like Thanksgiving, Passover, and Christmas, are very important for taking time off to share family & friends.

**We reserve our weekends for God, family, and friends.**

We pause operations at the end of the year into the first week of January for vacation.