

## EXPLANATION OF SERVICES

We've created this **EXPLANATION OF SERVICES** document to ensure expectations between our clients and photographers are met. Any request outside of our normal services need to be communicated to the photographer or C&W Photography prior to the photo shoot.

**Photography Style:** We use wide angle lenses to capture as much of a room for interior photography. Our goal is to give a maximum size view of each room whether there is furniture in the room or not, giving prospective buyers and viewers an opportunity to visually measure each room. We generally focus on the ceiling to floor ratio at 60% floor and 40% ceiling in each photo. Giving more attention of the carpet, tile, hardwood, etc.

- **Photos taken:** We generally take at least one photo of every room in a house except for closets, garages, A/C & HVAC rooms, and storage areas unless requested by the client
- **Outside view:** We do sky replacement for all outside photos and offer lawn and driveway clean up for an additional cost. We also offer vehicle. Trash cans & real estate signs are generally removed as a courtesy
- **HDR Photography:** Bracketed photography used to brighten up and increase clarity in each photo. HDR may slightly change the colors of some walls. For example, a light grey wall could appear to be white, or a gold color wall could appear to be yellow. This is all due to the brightness of HDR photography. We do not shoot outside photos in HDR unless requested in advance.
- **Drone Photography:** Elevated views of a property. We generally take 1 front view from 60-90 feet above the ground, 1 view from directly above at 100-130 feet above the ground, 1 rear view from

60-90 above the ground and side views ranging from 40-90 feet above the ground. **Trees, power lines, etc. can affect our ability to get certain viewpoints from the air.**

- **360 Photography:** For Zillow & Matterport 360 photography we have limited control of the final product. We do make sure to take enough scans of each room to include the entire viewpoint of a room. With C&W 360 services we have total control over the final product and ensure that a viewer can walk through each room and clearly see the areas of each room while using their computer.

**Marketing Kit & Website upgrade:** We now offer our marketing kit and website service for \$10. This service was previously provided at no charge.

**Delivery of Services:** Although our photo services are generally delivered by 9a.m. the morning after the shoot, we promise to deliver all photos within 24 hours. Any requested edits outside of our standard explanation of services may incur an additional charge.

Video services are generally delivered within 36 hours, but we promise a 48-hour turnaround.

Zillow & Matterport services are controlled by those companies but are generally delivered within 24 hours. We do not have any control over delays caused by those companies.