



An Integrated Media Approach to Real Estate Marketing

Realtors® Media Packages offered by Farrell Video Productions and New England Drone Productions

Package1. Realtors® Full Video/Photograph Package (Video/Photos/Description)...\$450

The Realtors® Full Video/Photograph Package Includes the Following Media Kit:



Two Videos, Listing Agent and MLS Version Hosted on our VIMEO® Pro Platform

Two finished Narrated HD videos using Aerial Images and 3D Virtual Interior Images. Before editing, a storyboard will be submitted for approval prior to publication; the videos will then be reviewed by the Realtor® and modifications will be made if necessary. These include both the *Listing Agent's Video* as well as the *MLS Version Video*.



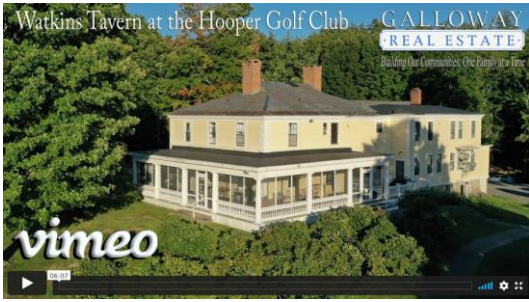
A Minimum of 15 High Resolution JPEG Aerial and Virtual Interior Tour Photographs

A minimum of 15 high resolution JPEG Aerial and 3D Virtual Interior Tour photographs are included. These photographs may be used for press releases, brochures or any printed or digital media as needed. They can also be formatted into more compressed versions if needed for internet submission.

	<p>The three bedroom log home is well constructed, features many amenities and boasts country charm with all of upgrades and amenities of modern living.</p>
	<p>The kitchen includes custom cabinets, a hardwood floor and granite countertops. The adjacent dining room is surrounded by windows so that you can enjoy your breakfast in the morning sunlight.</p>

A Digital Copy of the Descriptive Script of the Property. This *Descriptive Script* will be delivered in both *Word®* and *PDF files*, and along with the photographs, these can be used for press releases, brochures and any printed media as needed. This *Descriptive Script* is usually a collaborative effort with the listing agent and will also be used as the narration in the videos.

A Digital Copy of the Storyboard. The Descriptive Script Delivered in Word® and PDF



Delivery and Publication for *the Realtors*® Full Video/Photograph Package: The Listing Agent and the MLS version videos will be uploaded and hosted on our **VIMEO**® Pro channel...the URL address for these videos will remain the same for the life of the video and changes, such as "Under Contract" or "Property Sold" watermarks, can be made keeping the same URL address. Additionally, a **Dropbox**® Folder will be assigned to the *Realtor*®. This folder will provide access to all videos, photographs, the storyboard, narrative scripts, video embed codes and URL's for websites, **YouTube**®, **Facebook**® and other social media sites. Free hosting on **Vimeo**® Pro and **Dropbox**® for 1 year.



Delivery of Videos, Photographs, the Storyboard, Narrative Script, Embed Codes and URL's will Use our VIMEO® Pro channel and a **Dropbox**® folder.

Package 2. The Realtors® Photograph Package (Aerials, Exterior and Interior Photographs)... \$250

The Realtors® Photograph Package Includes the Following Media Kit:



A minimum of 15 high resolution JPEG *Aerial and 3D Virtual Interior Tour* photographs are included. These photographs may be used for press releases, brochures or any printed or digital media as needed. They can also be formatted into more compressed versions if needed for internet submission.

A Minimum of 15 High Resolution JPEG Aerial and Virtual Interior Tour Photographs



Delivery and Publication for the *Realtors*® Photograph Package : All Aerial, Exterior and Interior Photographs will be uploaded a **Dropbox**® Folder that will be assigned to the *Realtor*®. Free hosting on **Dropbox**® for 1 year.

Delivery of the Aerial, Interior and Exterior Photographs Will Use a Dropbox® Folder

Package 3. The Realtors® Matterport® Interactive 3D Virtual Active Tour Package (3D Scans, an Active Space Model, Several Interior and Exterior Panoramic Photographs)... \$250 includes 1 Month of Free Hosting.. \$20/Month Thereafter

The Realtors® Matterport® 3D Virtual Active Tour Package includes the following:



Matterport®



A Matterport® Interactive 3D Virtual Tour allows a virtual walk through" and screens serious buyers who have narrowed their choice. This avoids the wasted effort of nonproductive showings.

A Realtors® Matterport® Interactive 3D Virtual Tour should be considered as part of your marketing effort. By using our unique panoramic cameras, we capture imagery, collect and process data and use Matterport®, an industry standard, to create a realistic, fully immersive experience for your customers.

A Matterport® Interactive 3D Virtual Tour goes far beyond a traditional 360° tour. Once the Matterport® Tour becomes active, it allows prospective buyers to visit and get an interactive "feel" for your property without being there.

It's like offering an "Open House" 24/7 from anywhere in the world. Buyers get to take measurements, look-around at their own pace and establish an emotional connection. Additionally, 360° panorama photographs of the exterior are also included.

By embracing this technology and publishing their Matterport® Interactive 3D Tours on social media and MLS sites a Realtor® gains credibility with their seller and provides a valuable service for their

Bundle 1. The Realtors® Full Video/Photograph Package bundled with the Matterport® Interactive 3D Virtual Tour Package ...\$500 which includes 1 Month of Free Matterport® Hosting.. \$20/Month Thereafter

Bundle 2. The Realtors® Photograph Package bundled with the Matterport® Interactive 3D Virtual Tour package...\$300 which includes 1 Month of Free Matterport® Hosting.. \$20/Month Thereafter

Note: Custom Pricing for any separate components of these service available upon request

Included Services

Two hours of on-site filming with *DJI® Mavic 2 Pro Drones, Sony HD Video Cameras, Sony DSLR Cameras, a 360° 3D Camera* for capturing the *Matterport® Interactive 3D Virtual Interior Tour*, media, sound recording, interviews and narration as applicable.

- Scriptwriting and Storyboard production using supplied information from the *Realtor®* or Listing Agent *Realtors® Full Video/Photograph Package*
- A Professional Quality Voice-Over Narration for the video for the *Realtors® Full Video/Photo Package*
- All Post Production Editing including Color Correction and Graphics Work for Necessary Branding Needs

Additional Products and Services

- For any additional mileage beyond 100 round trip miles from Keene, NH, my fee is \$0.45 per mile.
- Flash Drive(s) with your media...\$15.00 each
- DVDs can be made as menu driven or continuous running videos for trade shows etc...\$25.00 for the master disc
- For other additional filming and editing my fee is \$67.50 per hour

Payment can be made by check or any the following methods:



Note: I will not submit an invoice until the project has been approved, submitted and is successfully being used for your promotional needs. For work beyond the scope of these packages, I'll be glad to negotiate.

Best,

William Landon Farrell
Farrell Video Productions
New England Drone Productions
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William Landon Farrell (Remote Pilot Certificate # 4214233) is an FAA licensed commercial drone pilot, videographer, photographer, editor and producer. His practice includes producing Web-based Promotions, Broadcast Quality TV Commercials, Documentaries and Real Estate Photography and Videos.

Samples of Listing Agent Videos

[368 Ramsay Hill Road Offered by Galloway Real Estate, Walpole, NH](#)

<https://vimeo.com/443260861>

[Unit 32 at Bear Hill Estates Offered by Goggins Real Estate, Northampton, MA](#)

<https://vimeo.com/425610848>

[Wright Builders, Northampton, MA](#)

<https://vimeo.com/373030314>

[Charlemont Minis Serve, Charlemont, MA Offered by Trademark Real Estate](#)

<https://vimeo.com/425363095>

Samples of Aerial and Interior Photographs

