



***Narrated Videos, Aerial Images and Descriptive Interior and Exterior Photographs for Commercial and Residential Listings and Land Sales***

*Effective May 2022*

***Package 1. Aerials and Exterior Photographs***

***\$250***

***The Realtors® Aerial and Exterior Photograph Package (minimum of 15 Aerial and Exterior Photographs) includes the following Media Kit:***



***A Minimum of 15 High Resolution JPEG Aerial and Exterior Photographs***

A minimum of 15 high resolution JPEG *Aerial and Exterior* photographs are included. These fully processed and color corrected photographs may be used for press releases, brochures or any digital or printed media as needed. Copies of these photographs may be formatted into more compressed MLS versions if required for internet submission.



***Delivery of the Aerial and Exterior Photographs Will Be Uploaded in a Dropbox® Folder***

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

## **Package 2. Aerials, Exterior and Interior Photographs**

**\$325**

***The Realtors® Aerial, Exterior and Interior Photograph Package (minimum of 30 Aerials, Exterior and Interior Photographs) includes the following Media Kit:***



***A Minimum of 15 High Resolution JPEG Aerial and Exterior Photographs***

A minimum of 15 high resolution JPEG *Aerials and Exterior* photographs are included. These fully processed and color corrected photographs may be used for press releases, brochures or any digital or printed media as needed. Copies of these photographs may be formatted into more compressed MLS versions if required for internet submission.



***A Minimum of 15 High Resolution JPEG Interior Photographs***

A minimum of 15 high resolution *Interior* photographs are included. These fully processed and color corrected photographs may be used for press releases, brochures or any digital or printed media as needed. Copies of these photographs may be formatted into more compressed MLS versions if required for internet submission.



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

Delivery and Publication for the *Realtors® Aerials, Exterior and Interior 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.

# Package 3. Full Narrated Videos, Aerials, Exterior and Interior Photograph Package

## \$895

**Realtors® Full Narrated Videos/Photograph Package Includes the Following Media Kit:**



**A Minimum of 15 High Resolution JPEG Aerial, Exterior Interior Photographs**

	<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 Storyboard. The Descriptive Script Delivered in Word® and PDF**



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

**Two finished Narrated HD videos using Aerials, Exterior and Interior videos and photographs.** Before editing, a storyboard will be submitted for approval. Prior to publication, the videos will 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 30 high resolution JPEG Aerials, Exterior and Interior photographs are included.** These photographs may be used for press releases, brochures or any digital or printed media as needed. Copies of these photographs may be formatted into more MLS compressed versions if required for internet submission.

**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 digital or printed media as needed. This *Descriptive Script* is usually a collaborative effort with the listing agent and will also used as the narration in the videos.

**Delivery and Publication for the Realtors® Full Narrated Video/Photograph Package:** The Listing Agent and the MLS version videos will be uploaded and hosted on our *VIMEO® Pro* channel...the URL address 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.

## Customized Packaging

A customized combination beyond the scope of these packages can be negotiated.

## Included Services

Two hours of on-site filming with *DJI® Mavic 2 Pro Drones, Sony HD Video Cameras, Sony Mirrorless Cameras, Panoramic Cameras, LED Lighting and Audio Technica Sound Recording Equipment* for interviews and narration as applicable.

- Scriptwriting and Storyboard production using supplied information from the *Realtor®* or Listing Agent *Realtors® Full Narrated Video/Photograph Package*
- A Professional Quality Voice-Over Narration for the video for the *Realtors® Full Narrated Video/Photo Package*
- All Post Production Editing including Color Correction and Graphics 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 \$75.00 per hour

Payment may 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. **Please visit my websites to review samples of my work.**

Best,

William Landon Farrell  
Farrell Video Productions and Photography  
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<http://www.farrellvideoproductions.com>



*William Landon Farrell (Remote Pilot Certificate # 4214233, issued December 2018) is a fully insured FAA licensed commercial drone operator, videographer, photographer, editor, writer, narrator and producer. My practice includes producing Web-based Promotions, Broadcast Quality TV Commercials, Documentaries and Real Estate Photography and Videos.*



DJI Photo Academy  
Graduate, June 2019



GREATER KEENE &  
PETERBOROUGH  
CHAMBER