



# Mike Zigon Photography

Photos • Video • Virtual Tours • Drone

## REAL ESTATE MARKETING SERVICES PRICE LIST

Mobile: 610-291-9763

Email: [mikezigon@gmail.com](mailto:mikezigon@gmail.com)

### Deluxe Listing Marketing Package (\$475)

- 36 Still Photos
- 3-5 min walk through video
- 1 Virtual twilight photo

### "Insta" Listing Marketing Package (\$400)

- 36 Still Photos
- 1 min teaser marketing video
- 1 Virtual twilight photo

### Photos

High quality still photos provided in web-friendly sizes for MLS use, and higher-resolution sizes for use in printed brochures. Delivered via Dropbox link within 24 hours.

- 36 Photo Package \$155 (most popular)
- 25 Photo Package \$135
- 50 Photo Package \$180

### Virtual Tours

We offer three ways for prospective buyers to view your listing prior to or instead of visiting in person. With the corona virus eliminating open houses and reducing in-person visits, these options allow your buyers to experience the property from their phone or laptop.

- **3 to 5 Minute Walk Through Video \$300**  
When a prospect wants more information on a property prior to arranging a visit, this 3-5 min edited video with music allows them to experience how it feels to be in the space, how the rooms are organized and showing details that still photos don't capture.
- **1 Minute Promotional Teaser Video \$200**  
60 seconds of edited video footage with music that highlights the most attractive features of the space. Can be uploaded to MLS and Instagram to increase your reach.
- **360° Virtual Tour \$175**  
High-quality wrap-around photos of each room allow the viewer to see the entire space in 360°. Prospects can tour the home using their phone, "walking" from room to room to get a better understanding of how the space is organized.

## **Drone Photography and Videography**

For properties where the setting, neighborhood or view from above enhances the attractiveness of the listing.

- **Drone Exterior Photos \$75 (5 photos)**

5 to 10 exterior daytime aerial photos, edited to enhance composition, color and lighting. Best for large properties where a view from above shows size and location of features like out-buildings, distance to a lake, ocean or golf course, or large vistas.

- **Drone Exterior Video \$TBD**

Included in the 3-5 min Walk Through Video, but can be purchased separately when required. Content and length of the video depends on what you need to show. A cost will be quoted based on your requirements.

## **Virtual Staging**

When you have an empty property where furniture will help a potential buyer visualize the space, but the budget doesn't allow for physical staging, virtual staging is the answer. Typically a living room, family room and master bedroom are virtually staged to show how the space can be used.

- **Virtual Staging \$35/photo**

We will provide you with a PDF catalog of furniture types that can be added to any photograph of room. Requires an extra 24 hours to complete the staging once the still photos are finished.

## **Virtual Twilight Photo**

When you want an eye-catching sunset photo of a property but the budget doesn't allow for a separate trip to shoot the property at dusk.

- **Virtual Twilight Photo \$75/photo**

Typically the photo of the front of the house is edited to appear to have been taken at dusk. The sky is darker and the windows of the home are lighter. Requires an extra 24 hours after the exterior daytime photos are edited for delivery.