



Mike Zigon Photography

Photos • Video • Virtual Tours • Drone

2022 REAL ESTATE MARKETING SERVICES PRICE LIST

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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 \$175 (most popular)
- 25 Photo Package \$155
- 50 Photo Package \$200

Floor Plans

Floor plans showing all rooms of the home and how they connect to each other. Plans can be displayed with or without room dimensions (95% accurate), and I include a floor plan for each level of the home and one image with all floors combined. Pricing assumes a photoshoot during the same visit. Add \$50 if the floor plan is a separate visit.

- Up to 2,500 sf: \$85
- 2,501 to 4,000 sf: \$115
- Over 4,000 sf: call for pricing

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 \$350**
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 \$225**
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.

Property Website

Every property includes a **FREE website** for one-click linking to the photos, floor plans, video, 360° tours, a location map and agent contact information with an email contact form.

Drone Photography and Videography

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

- **Drone Exterior Photos \$90 (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 \$45/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.

Twilight Photos

When you want an eye-catching sunset photo of a property to increase clicks on your online listing.

- **Virtual Twilight Photo \$75/photo**
Typically a daytime 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.
- **Real Twilight Photo \$150**
This photo of the front of the house requires a separate trip (or staying later until dusk) and is taken approximately 10 minutes after sunset. It produces a more realistic and eye-catching image. Requires the homeowner to turn on all the lights in the home 30 min before sunset.