

Agent's Guide to Real Estate Media

By: Indiana Sky Pics



Introduction and Why This Guide Exists

STREAMLINING AGENT-MEDIA TEAM COLLABORATION

This guide
aims to
enhance
collaboration
between
agents and
media teams,
ensuring
smooth shoots,
effective
communication
, and optimal
results for
sellers.



Before the Shoot: Preparation

BOOKING EARLY

Schedule your shoot as soon as possible to secure your preferred date, especially during peak seasons with limited availability.

SHARING KEY DETAILS

Provide access instructions, must-have shots, and any special requests to ensure a smooth workflow for the media team on shoot day.

HOME PREP

Send the Listing Photo Prep Checklist to the seller and confirm expectations, ensuring the property is ready for the media team's arrival.



Understanding Agent and Media Team Roles

COLLABORATION DURING THE SHOOT

Clear communication enhances efficiency. Agents can assist with access and staging, while Indiana Sky Pics manages shooting logistics for optimal results.



After the Shoot: Delivery Timelines

TURNAROUND AND REVISIONS

Expect media delivery within **24 hours** for standard photos and **48 hours** for virtual staging, ensuring prompt access to quality images.



Pro Tips for Maximizing Resources

GET THE MOST FROM INDIANA SKY PICS

- Utilize media links for fast sharing
- Batch your requests for efficiency
- Think beyond MLS for marketing potential
- Provide clear feedback for better results
- Choose the right package for your needs

