

Absolute Altitude Real Estate Media Policies

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I. Scheduling

- a. All appointments must be scheduled by the client online or through our app. You will receive confirmation that we received your order. If we have the date and time available, we will schedule the appointment and you will receive an email confirming your appointment day and time. If we do not have the date and time available, our Client Care Coordinator will reach out to you to book our next available appointment slot that works for you. Once scheduled an appointment confirmation will be sent to your email.
- b. We give our photographers a 30-minute-time-frame to arrive. We try our best to arrive as close to our appointment time as possible, but at times there are delays at our appointments or en-route that are out of our control. If for any reason we will be delayed we will call or text to let you know. We appreciate your understanding.

II. Photo Day Prep & Expectations

- a. Our goal is to deliver you the best possible photos to get your listing sold as quickly as possible and make you look like “agent of the year.” Please help us do that by making sure your clients home is photo ready prior to the appointment! A comprehensive photo prep guide is sent out with the confirmation of each appointment. Please refer to this guide prior to photo day and be sure that homeowners see it as well.
- b. We do not require a vacant house, but it does help the appointment to run much smoother and in a post-covid world helps minimize risk of spreading illnesses. Having an empty house in terms of people, kids, dogs, cats, etc., allows our photographer to focus on capturing the best possible photos for your listing. Therefore, please encourage extra living things to be out of the house prior to the photographer’s arrival.
- c. Please check in with your client and their home prior to photo day. We’ve had many situations where realtors show up to the home on photo day, surprised to learn that their clients are far from ready for photos. This leads to an awkward situation on site for everyone. At times, it has led to an avoidable reschedule/cancellation fee or less than ideal listing photos.
- d. Because we often have back-to-back appointments all day long, we ask that the house be photo-ready when our photographer shows up. Last minute tasks such as moving vehicles from the driveway, trash cans from line of site, dog dishes from the kitchen, etc. should all be taken care of prior to our arrival.

- e. For reasons of liability and safety, our photographers are not permitted to move items around in a clients home. Please have anything that should be moved, done prior to the photographers arrival.

III. Rescheduling/Cancellation Policy

- a. Clients are currently not able to reschedule or cancel through the Aryeo customer portal. If you need to reschedule or cancel an appointment you will need to email, text or call us directly.
- b. If you need to reschedule or cancel for any reason we ask that you provide us with at least 24 hours notice. If a client requests to reschedule or cancel an appointment with less than 24 hours notice, a reschedule/cancellation fee of up to 50% of the total order will be charged. Please note there is no fee to reschedule or cancel as long as you give a 24 hour notice from the scheduled appointment time.
- c. The client may be responsible for up to 100% of the cost of the order if a reschedule or cancellation is requested on site for any reason.

IV. Pricing

- a. Online real estate sites such as Zillow or Redfin often do not always include below grade square footage. All of our pricing is based on above- and below-grade square footage of a home. If the below grade square footage is completely unfinished it does not need to be included in the total cost of the package. However, if you would like photography of the below grade unfinished spaces, then it will be added to the total square footage and cost of the package.
- b. iGuide pricing and marketing packages that include an iGuide is based off of the total above and below-grade square footage as well as finished and unfinished spaces. All of these spaces take time to shoot and expense to process. These spaces are also vital to the home's floor plan, complete square footage and ultimately sale of the home. iGuide measurements are very accurate and adhere to the ANSI-Z765-2021 measurement standard when calculating and reporting GLA and Non-GLA areas in the residential real estate sector. For more information on iGuide, you can visit www.goiguide.com
- c. Pricing for a la carte floor plans, which is a different system than iGuide, are also based on above and below grade square footage, finished and unfinished spaces.
- d. Outbuildings, barns, guest houses and other exterior structures may require an additional fee depending on size and whether or not we will also be shooting the interior spaces.
- e. Clients are responsible for indicating the correct total square footage on their order form. This includes above and below grade. If an iGuide or a la carte floor plan is being shot, then this number must also include finished and unfinished spaces. If the square footage indicated is incorrect whether it be too much or too little, we will adjust the package to reflect the accurate square footage, which could change the pricing.

V. Travel

- As of August 15, 2022. There are no additional travel fees for any requested orders inside of our service area. See our service map. Appointments outside of our service area will be determined on a case by case basis.

VI. Payment and Referral Bonuses

- a. No payment is needed to book an order through our site. Full payment is expected upon delivery of the photos through our delivery system Aryeo. Photos will be watermarked and will not be available for download until full payment is made.
- b. We accept the following forms of payment: Check, Credit Card, ACH Bank Transaction, Cash.
- c. We give a \$100 referral bonus to anyone that refers us. Once the referred client completes a job with us, we will credit your account \$100, which will automatically come off your next order with us. This is our way of saying, thanks!

VII. Delivery of Media

- a. Photos and iGuide will be delivered the next day (typically before noon).
- b. Videos and reels will be completed within 2 business days. For example, if the video is filmed Monday, the latest it will be delivered is Wednesday by end of business. If the video is filmed Friday, the latest it will be delivered is by Tuesday end of business.
- c. Virtual staging will be completed within 3 business days.
- d. With the exception of our reels and gifs, media is delivered via our content delivery platform Aryeo.
- e. Reels will be delivered to you on two platforms. First, via Instagram as a collaboration you will be tagged in. Second, via Dropbox, where you can view or download copies of the reel with and without the pre-selected music track.
- f. Gifs will be delivered via a Dropbox link. We will also send you a video tutorial on how to best utilize them.
- g. If you have recently changed brokers and/or email addresses, please reach out to us as soon as possible so we can be sure your profile is updated.

VIII. Editing and Special Requests

- a. Photo Editing
 - i) Our photography style consists of taking ambient and multiple flash frames and combining them to create one beautiful and natural looking composition.
 - ii) The actual editing process does not modify what is in the original frames beyond replacing a gray sky. This means if there are imperfections such as cracks, dead grass, stains, odd paint colors, bugs, wandering homeowners, etc., in the original

frames, they will also be in the final photos. Therefore renovations and touch-ups are highly encouraged prior to photo day.

- iii) “You can just Photoshop it, right?” Modifying the scene of a photo to add or remove something that was not in the original frame goes beyond a standard edit. We’re happy to provide advanced editing techniques to photos that require it. You may order it from our add-on services when placing your original order or you may discuss it with your photographer on site and they will relay it to our Client Care Coordinator who will add it to your order.

b. Video Editing

- i) Each video we produce is highly customized by our in-house video team. We pride ourselves in building relationships with each of our clients to get to know their preferences and styles. Our team has a wide array of editing experience and knowledge and can produce a variety of edits to appeal to a multitude of audiences.
- ii) All property video packages include a branded and unbranded version. The branded version is meant for the agent to market themselves on social media. The unbranded version is for use on the Bright/MLS system. Keep in mind that we cannot remove items from the video. Therefore, while not always possible, please try to remove signage or delay sign installation until after photo day. If the agent sign is installed we will do our best to work around it for the video, but cannot guarantee it won’t be in some of the video clips.
- iii) All property videos include a royalty-free music track, which is included in the cost of the video. If you have a specific genre of music or song that you would like us to use for your property video such as country, hip hop, rock, etc., you may request it prior to photo day. We do not make changes to the music after the final edit is completed.
- iv) Please review our portfolio of video work. If there is a certain style you prefer or an outside-the-box idea that you would like to discuss, please let us know and we will do our best to make that happen. We encourage outside-the-box thinking and love when our clients get creative!
- v) Please send us any branding assets such as agent headshot, logos, colors, fonts, email, phone number, social media profile links, etc. so that we may brand your video appropriately. Also, please communicate to the Client Care Coordinator when the listing will go live so we don’t post it before you do.

c. Edit requests

- i. Client-requested video edits will be made to property videos and reels that contain typos or incorrect branding at no additional charge.
- ii. Client-requested stylistic revisions such as music changes, adding or removing clips, etc. will be charged at an hourly rate of \$150 per hour.
- iii. When ordering virtual staging: please communicate any special requests [such as traditional or modern design, if you do or do not want a TV in the room, etc]

d. Reels

- Social media reels are edited to popular music that is provided by Instagram. The music license that exists between the social media platform and artist is subject to change at any time. Because the platform is free, any licensing changes that the social media platform makes can affect the music that we use to create your reel, which may result in a muted music track. This is out of our control, however we are able to upload a new version of your reel with a new music track if you would like us to do so. Please understand that if this is the case, all metrics and statistics related to the original uploaded reel will be deleted.

IX. Licensing

- a. Absolute Altitude Llc. retains the copyright to all media produced. Absolute Altitude Llc. may use any and all content for self-promotion, advertising and marketing purposes indefinitely.
- b. Any media purchased for the purposes of a one-time real estate transaction will be granted a non-exclusive, non-transferable marketing license. This means that if a realtor purchases a license to use our content to market their current listing, they may also use the content indefinitely to also market themselves. There is no expiration to when they may stop using the content.
- c. The content may not be used in the resale of the same listing without purchasing an additional license.
- d. The content may not be resold or given to another person or entity including buyers agents, stagers, homeowners, builders, designers, another brokerage, etc.
- e. Media produced for the purposes of short- or long-term rentals fall under a different licensing agreement, which covers use for unlimited transactions. Please see our short- and long-term rental licensing agreement.
- f. A full copy of our licensing agreement is available upon request.