

Broker Best Practices

PRIOR TO THE SHOOT

- Obtain a signed listing agreement.
- Prep your clients by explaining what the photo and/or video shoot will entail.
- Walk through the property to limit any surprises for your photographer/videographer at the shoot.
- Submit your Photo/Video Order through the Source or LIV Suite.
- Schedule your shoot directly with one of LIV's preferred photographers or videographers. (Photographers/videographers may be flexible to work outside of their preferred locations.)
- Encourage and assist your clients to follow and implement items on the Pre-Shoot Checklist to achieve extraordinary listing photos and video. Photographers/videographers are not expected to move furniture

Schedule Your Shoot at the Optimal Time

To ensure your photos are bright and saturated with the best color, you will want the sun facing the front exterior of the house.

Suggested timing if the house faces:

- North: Mid-morning to early afternoon (10am - 2pm)
- South: Morning or late afternoon (9am - 12pm or 4 - 5pm)
- East: Morning to noon (9am - 12pm)
- West: *Afternoon times (1 - 4pm)

**plan accordingly with the time of year/daylight savings*

If your property is not oriented to be exactly aligned with the points on a compass, you can use the app 'LightTrac' or the SunCalc website to see where the sun will be positioned at a certain time of day in relation to your listing.

Schedule Twilight Photography

The best twilight photos capture the light coming from the house at dusk. If you are ordering twilights with your photo package, make sure you have enough time to get daylight shots for your interiors and then the twilight shots after.

Here are the best times below:

- On Daylight Savings (March-October): Start around 3:30 - 4:30pm)
- Off Daylight Savings (November-February): Start around 5 - 6pm)

**this varies depending on the time of year and what time the sun sets.*

If you are ordering twilight exteriors only, the best time to schedule is 45-60 minutes prior to sunset.

DURING THE SHOOT

- Be present at every scheduled shoot (broker or assistant must be present), including photography, video and Add On services.
- Ensure clients, including children and pets, are not present.
 - Why? Having other people present at the time of the shoot slows the process and adds a level of difficulty for the photographer to ensure that people are not in the photos or video.
 - Tip: Provide your clients with a restaurant or activity gift card to use during the time of the shoot.
- Do not schedule any other appointments, including contractors and/or other photo/video services.
- Discuss any specific requests with your photographer/videographer prior to the shoot so that the property can be shot expertly and efficiently.

AFTER THE SHOOT

Turnaround Times

- Photos will be delivered within 48 hours after shoot.
- Videos will be delivered within 3 - 5 business days after shoot.
- Add On services will be delivered as soon as possible upon completion.

Photo Editing

- A maximum of 3 photos per tour may be edited by LIV SIR. For additional editing, please reach out to your photographer/videographer. Approved edit requests include:
 - Enhancing color of sky, adding fires to fireplaces or removal of small, non-permanent objects. Edits will be completed at LIV SIR's discretion; not guaranteed.
 - Non-Approved Edits: removal of permanent objects, adding TV screens, changing home features, including color of walls or anything that would be misleading to the consumer.
- For vacant homes, consider having a few photos virtually staged by one of our suggested vendors.

Invoicing

- Invoicing for Standard Packages (based on property list price) is covered complimentary by the office if your listing meets the qualified criteria: 5.6% listing commission and 6-month list term.
- Invoicing for add-on services is billed to the broker.

Photo and Video Credits

- Credit your photographer or videographer on any editorial piece or social media post.

DID YOU KNOW?

The Journey of Property Photos and Video from Start to Finish

For every single LIV photo or video shoot, each package includes:



Your patience is appreciated as our team of photographers, videographers and marketers work as quickly as possible to deliver your media assets.