

# FIRST IMPRESSIONS Are Most Important!



Not all property owners and real estate professionals have the equipment, skills, and time necessary to take and create the most flattering photographs and video possible. Every available source of marketing research and sales statistics tells us that great appearance and fantastic photographs are the key to getting a property sold in the shortest amount of time and for the most money possible. How much is that result worth? Good News: it is very affordable.

## **LOCATION • CONDITION • PRICE**

You know it, and I know it: three things sell houses. **Location** and **Price** are easy enough to communicate accurately in your advertising and MLS listings of property for sale or rent. Location is the address (usually can't change that) and price is a dollar amount (hopefully, the realistic current market value based on comparable sales or appraisal – not just what the sellers want or “need”).

**Condition**, however, is much more malleable – if not already perfect, then make it look as good as possible. Consider professional staging services, depersonalize, declutter, clean, repair, replace, paint, landscape, and update without blowing a reasonable budget. When the condition of the property, inside and out is made the best it is going to be, your descriptive comments and outstanding, professionally taken PHOTOGRAPHS are the key to communicating condition to the marketplace in the Multiple Listing Service and the world.

## **High Quality Residential & Commercial Real Estate Photography**

- REALTORS®
- Licensed Real Estate Agents
- Salespersons
- Brokers
- Appraisers
- Inspectors
- Contractors
- Investors
- Developers
- Builders
- Property Owners
- For Sale By Owners

# Hale Photo Services<sup>SM</sup>, LLC

*Residential & Commercial Real Estate Photography*

## PRICING, TERMS & CONDITIONS

### BILLING RATES – NON UAV\*

\$125	minimum charge – for up to 2 hours minimum time
\$125	per hour – for less than an 8 hour day, door to door
\$1,000	per day – for 8 hours maximum, door to door
\$200	per hour – for “overtime” – over 8 hours per day, door to door
\$50	reschedule or cancellation fee with less than 4 hours’ notice

### BILLING RATES – with UAV\*

\$250	minimum charge – for up to 2 hours minimum time
\$250	per hour – for less than an 8 hour day, door to door
\$2,000	per day – for 8 hours maximum, door to door
\$500	per hour – for “overtime” – over 8 hours per day, door to door
\$100	reschedule or cancellation fee with less than 4 hours’ notice

\*UAV = Unmanned Aerial Vehicle (a.k.a.: drone)

Billable time includes time required for preparation, waiting, travel, processing, editing, and administrative efforts that directly benefit the client.

Non-billable time includes indirect time and expenses include training, exams, licensing efforts, insurance, equipment, maintenance, vehicles, materials and supplies, advertising, and many more administrative and overhead expenses and labor.

Turn-around time from your request to delivery will vary from same day to three days – depending on circumstances (e.g., previous commitments, weather, location, and access to property). John Hale is a licensed REALTOR® in Maryland and Pennsylvania, and a lock box key carrying member of MRIS and Bright / MLS. He is also an FAA licensed Remote Pilot (Cert# 4114363).

**PAYMENT POLICY:** Payment for photography services is required at the time of order placement and prior to subsequent delivery of product. Prepayment may be accomplished online or by telephone with VISA, Mastercard, American Express, Discover and debit cards. Payment may also be made by email or US Postal Service, by telephone or in person with a check, money order or cash. For those who need it, our Federal Tax ID Number is 83-0876586.

**PRODUCT DELIVERY:** All product delivery must be accomplished digitally and delivered electronically. Clients will be notified by email when pictures are ready for retrieval along with instructions on how that may be accomplished. Turn-around time from your request to delivery will vary from same day to three days – depending on circumstances (e.g., previous commitments, weather, location, and access to property).

**No Nonsense Copyright — YOU OWN WHATEVER YOU PAY FOR!** Sounds simple but, Hale Photo Services<sup>SM</sup>, LLC does not hold copyright hostage on photos that you have contracted and paid for. All photos belong to you. A signed *Copyright Assignment Agreement* will be provided upon order placement.



## GOOD NEWS

Our product delivery policy has the benefit of no shipping charges and no state sales tax. Maryland's Comptroller's office has confirmed this to us in an email received we received on July 11, 2018:

*"... Although Maryland law provides that the sale of photography that entitles the buyer to receive the product in a tangible format is a taxable sale of tangible personal property, Maryland has adopted the position that digital products delivered electronically where the buyer does not have the right to receive a tangible item is not a sale of tangible personal property. Therefore, the sale of a digital product that is only available by electronic download directly to the buyer's hardware is not taxable under current law."*

## MORE GOOD NEWS: YOUR SATISFACTION IS GUARANTEED

Your satisfaction is guaranteed. Hale Photo Services<sup>SM</sup>, LLC (HPS) will deliver high quality, state-of-the-art photographs and video. Although the technology has evolved at a startling pace, photography is still as much of an art as it is a science. Evaluating photographs and video is subjective by nature. As our client, your opinion and satisfaction is most important, but the final product will be the result of many factors – some of which are beyond the control of HPS. Weather, available light, condition of the subject property and physical limitations (e.g., room size, disrepair, junk in the yard, etc.) may be beyond our control and we can only make the best of what we find to photograph and record. It will not be our responsibility to have the clients' property looking as good as it can be. Property owners should be counseled about the need for "staging" and preparing for the photo shoot. Cleaning, painting, removing, packing away, picking up, de-personalizing, removing clutter and debris, landscaping and lawn maintenance and sprucing up in general will remain the responsibility of the property owners. All preparation should be completed to the clients' satisfaction before scheduling a photo shoot.

Typically, thirty to fifty photographs (depending on the property size and features) will be taken at each address for your selection and use in the multiple listing system and any other advertising or promotion you may want. Your choice of format available: JPEG, PNG, PDF, or TIFF. All photographs will be professionally "brightened and enhanced" as appropriate to showcase the subject property to its best advantage (without distorting reality or committing deception).

## SCHEDULE CHANGES, DELAYS, and CANCELLATIONS

Stuff happens. Scheduled appointments may be changed with a minimum of four (4) hours' advance notice – otherwise, a cancellation/delay fee of \$50 (\$100 for drone jobs) will be charged. Weather delays may occur with rescheduling on a mutually agreeable basis without penalty. Cancellations with a minimum of four (4) hours' advance notice will result in a full refund of advance fees paid. With less than four (4) hours' advance notice, a cancellation fee of \$50 (\$100 for drone jobs) will be charged.

Area Served is generally a 30-40 mile radius from Westminster, Maryland that is roughly defined as the area bounded by I-70 to the south, I-81 to the west, Pennsylvania State Route 30 to the north, I-83 to the east, and I-695 to the southeast. Consideration will be given to locations outside this range with additional charges for time and expenses.

John P. Hale is a licensed REALTOR® and SentiLock® Key carrying member of Bright & MRIS / MLS.  
He is also an FAA licensed Remote Pilot, Certificate Number 4114363.

Hale Photo Services<sup>SM</sup>, LLC (HPS) - 102 Butterfly Drive - Taneytown, MD 21787  
HPS also uses the trade name: UAV.photos which is a subsidiary of the LLC.  
John P. Hale, ABR, CRS, GRI - REALTOR® - NRDS #148020651  
Maryland License #646710 - Pennsylvania License #RSR002717  
MRIS/MLS #3046998 - Bright/MLS #3249476 - FAA Certificate # 4114363  
John P. Hale (301) 310-3345 - johnh@johnphale.com - www.HalePhotoServices.com

*Serving Carroll, Frederick & Washington Counties in MD, York & Adams Counties in PA*

# UAV<sup>SM</sup> photos

A Subsidiary of Hale Photo Services<sup>SM</sup>, LLC



## Unmanned Aerial Vehicles (UAV)

a.k.a. “drones” have established their role in many applications over recent years – none more than photography – especially real estate photos and video. Aerial photos are quick and easy – and affordable to obtain. No longer only produced using airplanes and helicopters at a much higher cost, aerial photography with drones brings a whole new perspective to the real estate business at much lower cost.

## Home and Property

Property sellers are increasingly insisting on aerial photography. To continue to be competitive as a real estate professional, consideration must be given to this demand. It must be understood that the only way to fly a drone for commercial purposes, is by or under the direct supervision of an Unmanned Aerial System pilot – licensed by the Federal Aviation Administration (FAA). Without a license, a federal law is being broken.



## Still Photography & Video

So, in addition to professionally produced interior and exterior “earthbound” photography, take the next step and consider aerial photography. Take your practice to new heights! *Contact us today!*