

top snap



**THE PROPERTY PHOTOGRAPHY
PROFESSIONALS**

Want to sell properties faster? Attract more buyers? Increase sales prices?

Then you need Top Snap's professional photography and property marketing tools.

Research has shown that professionally photographed homes can sell for anything up to \$100,000 more than those with amateur photos, and are viewed online 60% more than homes shot with point-and-shoot cameras.*

Maximise your property marketing and ensure your campaigns stand out from the crowd with Top Snap's specialised property marketing services.

About Top Snap

We are a national professional property photography company, with photographers in most major metropolitan areas. Our clients include residential and commercial real estate professionals, home owners, builders, architects and property developers.

We understand that high-impact, professionally-staged photography is the foundation for every successful property marketing campaign, whether print or online. In addition to our quality photographic services, we also offer a range of sophisticated property marketing tools.

Top Snap's services

Photography

- Daytime
- Aerial
- Elevated
- Commercial
- Dusk

Property marketing tools

- Floor plans
- Virtual furniture
- Virtual tours
- Copywriting
- Printing
- Online property tours (free with every photo shoot)



*Research by Redfin 2010, USA

Why Top Snap?

Top Snap's photographers are specifically trained to shoot property, staging professional photo shoots using high-end digital cameras, wide-angle lenses and studio lighting to ensure each property is presented at its best, whatever the time of day. After the shoot, your images are retouched by our expert post-production team and hosted onto our secure server with a next working day turnaround.

Here's a few reasons why you should consider using us:



We use commercial studio lights to ensure interiors and exteriors are properly lit. We also blend multiple image exposures to ensure the view through a window is as evenly and brightly lit as the room's interior. This is akin to what you would see with the naked eye.



We use high-end digital cameras with wide angle lenses to maximise available space and show off a room's proportions fully.



We professionally stage our photo shoots. Our photographers carefully compose images and adjust camera angles, tripods and lighting to capture the perfect professional shot each and every time.



Easy photo management. Our custom-built system allows you to quickly and easily download images, request changes, build your free online property tour, or forward high and low resolution photos to vendors and suppliers at the click of a mouse.

"It is no coincidence that every property I have ever had photographed by Top Snap has sold, and in a timely fashion. Securing the interest of buyers within the finite window of opportunity as they trawl through the internet is paramount, and a competitive edge crucial. Any vendor wishing to maximise their sale price and reduce their time on market should be using Top Snap's services."

Adam Freeman
LJ Hooker Toukley, New South Wales

The magic of retouching

All your images will be professionally retouched by our post-production team, who are experts in digitally enhancing images in order to showcase your property at its absolute best.

Some of the magic our retouchers conjure up includes (but is not limited to) the following:

Before

After



Inserting attractive daytime skies (great for a rainy day!)



Cleaning magnets off fridge doors



Removing large items such as cars/trailers/boats etc



Greening grass on lawns and paddocks



Decluttering rooms

Before

After



Cleaning up swimming pools & removing pool equipment



Repainting walls



Removing agent signboards

We can also do the following:



Insert pleasant images on TV and projector screens



Add fires in fireplaces



Draw borders on properties



Overlay site plans on vacant lots

Photography and property marketing services

Daytime and dusk photography

Your **daytime** images will be light and bright both inside and out, thanks to our technique of blending multiple image exposures to ensure the view through a window is as evenly and brightly lit as the room's interior. This replicates what you'd see with the naked eye and dramatically boosts the appeal of your images.

And don't worry if it's a rainy day, as we can insert sunny blue skies in post-production, ensuring your images are punchy and bright whatever the weather!

If you want to inject your campaigns with some real 'wow'factor, then you can't go past **dusk** photography. With its blending of natural and artificial light, and resulting atmospheric images, this is a favourite weapon in many an agent's marketing arsenal.



Daytime



Dusk

Elevated and aerial photography

Both elevated and aerial photography offer a totally different perspective when marketing a property, highlighting key selling points such as its size, location, gardens and surrounding topography, none of which would generally be visible with regular photography.



Elevated



Aerial

Substantial homes with pools and large gardens are well suited to **elevated** photography, which is taken using a high-end digital camera mounted onto a 20-metre extending telescopic mast. While larger properties, especially those in rural or coastal locations, really shine with **aerial** photography, shot with the same high-end camera but this time from an aircraft or helicopter at a range of altitudes.

Commercial photography

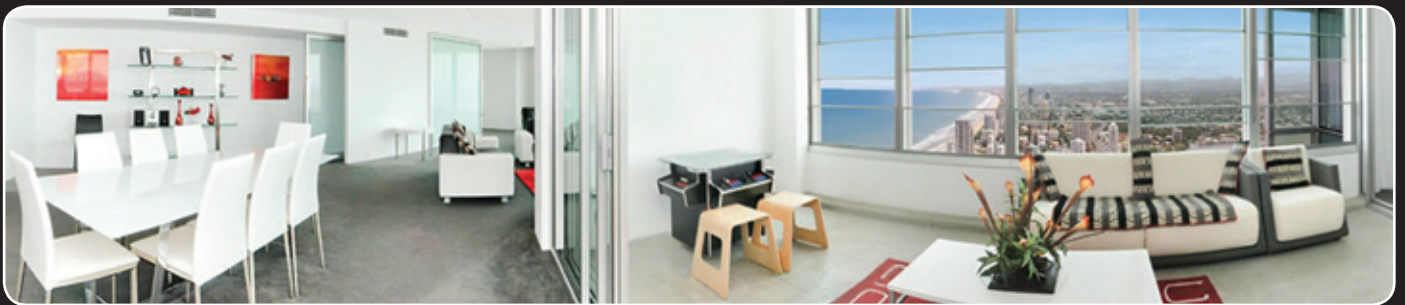
Selling or leasing commercial property? As specialised property photographers we stage professional photo shoots to show off the best of any commercial property, including hotels, resorts, golf courses, factories, warehouses, office spaces and shopping centres to name just a few.



360-degree virtual tours

360-degree rotating virtual tours are a powerful online marketing tool, allowing buyers to virtually inspect a property prior to the open home.

A cost-effective addition to your online marketing, virtual tours can be taken by the photographer using a special virtual tour head when he or she is already on site shooting your photographs.



Floor plans

Laser-measured by our photographers and CAD-drawn by professional draughtspeople, our highly accurate and appealing floor plans bring a property's dimensions and layout to life prior to inspection.

Plans can be customised with your own branding, and we can also render council or architectural plans more user-friendly.

Our **standard** black and white floor plans can be upgraded to include **colour**, **texture** or **furniture** or a combination of all three. We also offer **site plans** which include a home's floor plan in relation to the layout of its gardens or grounds, including prominent external features and outbuildings.

An effective way to combine your photographs and floor plans is through an online **interactive floor plan**. Symbols on the plan indicate the angle a photo was taken from, allowing buyers to easily navigate through a home by clicking on each photo, giving them a great feel for its flow and layout.



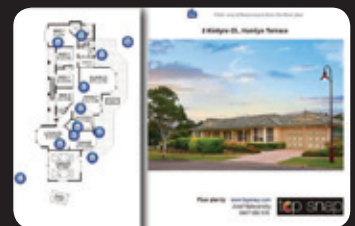
Standard floor plan



Coloured, textured & furnished floor plan



Site plan



Interactive floor plan

Virtual furniture

Images of empty properties are not as appealing as those with furniture, and give buyers very little idea of perspective and size, making it difficult for them to imagine the possibilities they could create in a home.

If vendors don't want to invest in property staging or hiring furniture, both of which can be prohibitively expensive, then a more affordable option is to virtually furnish rooms. With this cutting-edge technique, images of real furniture are dropped into a room, then rendered with the appropriate shadowing and perspective to ensure they look 100% realistic.



Printing

Through our dedicated printing service we can assist with your printing needs for brochures and other marketing materials.

Panoramas

We can also digitally stitch a number of images together to form a panoramic image of a view.



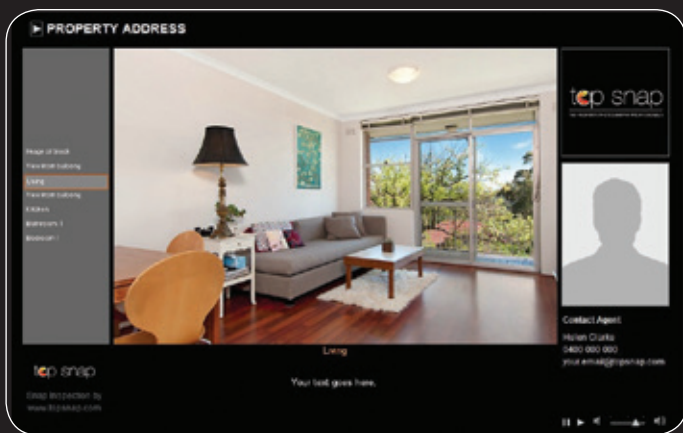
3D artist impressions

3D artist impressions, generated from detailed building plans by special 3D software, are perfect for bringing yet-to-be-built residential or commercial properties to life in a highly realistic fashion.



Online property tours

With every Top Snap shoot you get a FREE online tour of your property. Using our simple software you can create a 'video' of your property, featuring a dynamic image slideshow with written commentary, set to music or your own voice-over.



Professional copywriting

If you struggle to find the right phrases to describe a property, or writing is not your forte, why not try our professional copywriting service? You will be provided with up to 500 words of copy per property, and we can also develop tailor-made copywriting packages where required.

Not only does this help avoid any tired real estate clichés, it also gives you the peace of mind that your brand is not being compromised by poorly worded advertisements. Most importantly, it is professionally written to captivate and engage your target audience, leaving you to get on with what you're best at — selling properties!

How many photos should I order?

Not sure how many photos you need? A good tip is to order based on a property's size, and how long you anticipate it might be on the market.

Basically you need enough photos so you have something up your sleeve if you want to refresh your marketing campaign if a property is slow to sell. For example, if you book a 16-shot shoot you might use eight photos in your initial online campaign, then if the property doesn't sell you can use the remaining eight photos to refresh the campaign and generate new interest. Consider too, that key selling features like living spaces, views, pools and property facades can often benefit from an extra shot taken from a different angle.

The larger the property, or the longer you think it might take to sell, then the more photographs you will probably need.

If you're unsure, here's a rough guide to how many photos to order for different types of properties:

Number of shots	Ideal for...
8	Small apartments/houses
16	Standard apartments/houses
24	Large apartments/ houses
32	Large architecturally designed houses & penthouse apartments

Some things to talk to vendors about

OK, so you're convinced of the benefits of professional photography for your marketing campaigns, but your vendors are less sure? Here's a few tips on things to talk to them about:

The importance of professional photography

Most vendors don't sell property on a regular basis, so may not be aware of the services available to them and instead rely on your expert guidance.

Talk to them about the role professional photography plays in effectively marketing property. Explain how it helps generate more buyer interest, which can reduce days on market and secure them a higher price than if amateur or even no photographs were used.

How ALL properties benefit from photography

Some vendors may think their property doesn't warrant being professionally photographed. However, the reality is that no matter a home's size, state of repair or location, property is too big an investment to risk not presenting it properly and maximising its sale price.

Few people would buy a home without investing in professional building and pest inspections and likewise when selling, professional photography is a core investment that vendors would be foolhardy to overlook.

How their property's marketing campaign depends on quality photography

When discussing marketing with your vendors, even if they only have a small budget, impress upon them the need to invest in professional photography as a bare minimum.

Explain how an effective marketing campaign revolves around quality photography, which is used extensively on the internet, brochures, window cards, sign boards, newspaper ads and in marketing tools such as interactive floor plans and online property tours.

Get them thinking about the 'hero' shots

Ask vendors which key features attracted them to their property, whether it was the view, large back yard, pool, location or even the new kitchen.

This gets them thinking about which 'stand-out' features should be photographed, and the number of photos they might need, in order to attract the buyer who is going to pay the most for the property.

Make sure they understand the choices available to them

Ensure vendors are aware of all the photography and property marketing tools available, and their respective benefits. For example, homes with lit pools and gardens really shine with dusk photography, while elevated images are perfect for giving buyers a bird's eye view of a property.

Like photography, copywriting is used across all aspects of a marketing campaign, so professional copywriting is definitely something vendors should consider investing in. Combining this with professional photography plus floor plan or virtual tour ensures a powerful marketing campaign guaranteed to whet the appetite of potential buyers.

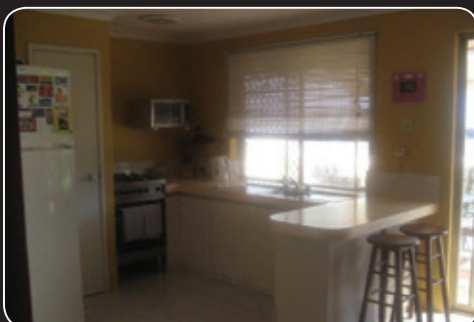
Show them amateur vs professional photographs

If they're still not convinced, show them these examples of Top Snap's professional photographs compared with those taken by amateurs. Vendors can also visit www.topsnap.com to see more examples of our work and read about our services.

Amateur



Top Snap



top snap

THE PROPERTY PHOTOGRAPHY PROFESSIONALS

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Photography • Floor plans • Virtual furniture • Virtual tours • Copywriting • Printing