



## Who are we?

Highshots Photography is owned and operated by the mother and son team of Linda and Darryl Stringer, and has been operating since 1998.

With over 10,000 properties under our belt, we have learned a great deal about what works when it comes to real estate marketing and photography. This experience is relied upon by many real estate agents across Brisbane, who often count on our advice to assist them when marketing a home.

## What do we do that's different?

### Property styling - grab the attention of buyers

Would you like your home to look its absolute best so as to achieve the best price? If you book one of our premium photography packages, then two of our team members - a photographer and a stylist - will arrive at your home and work through together, setting up each shot as they go. This might involve rearranging your furniture, hiding some clutter, or setting up a nice set of cushions on your lounge suite.

Although we like to use what is already in a home, we may also bring in a few extra props that we carry with us such as flowers for your dining table, a plate of delicious fruit for your kitchen, or some fluffy towels for the bathroom.

So what difference can property styling make? \*

- Styled homes can sell twice as fast
- Up to 15% higher sale price

\*These results are indicative only, and may not apply for every home.

### Elevated photography - see more of your home

You might be surprised how many properties benefit from a little elevation, as even a home with a clear front yard can often seem much grander when photographed from a higher position.

Many photographers shoot a home from ground level since they don't have the equipment for elevated photography. Unfortunately you often cannot capture the best external view of a property from the ground, and this can apply to low-set or high-set homes. Furthermore, your home might be hidden by trees, fences, or other obstacles. The solution is to go up!

Our exclusive portable elevated photography system allows us to shoot from a height of up to 8 metres above ground level. This allows us to get up and above anything that might be in the way so we can photograph your home from its best angle.

## How do the photos influence a buyer?

If the photos make the home look ordinary, buyers will expect to see an ordinary home and they'll expect to pay an average price.

So let's say there are two identical properties on the market:



Listed price:  
**\$530,000**

Marketing:

Photos look ok but show a poorly presented home.

Property looks like it's worth less than the listed price.

Appeals to the bargain hunter buyer.



Listed price:  
**\$530,000**

Marketing:

Photos look fantastic and show a home that looks like it was styled for a magazine.

Property looks like it's worth more than other similar properties in the area.

Appeals to the high value buyer.

As a seller, would you prefer to market your home like Property A, or Property B?

If you want to attract high value buyers rather than the bargain hunters, then it's critical that you combine great photos together with great presentation. The best way to achieve this is to book a photography package with Highshots Photography where you'll be guaranteed to receive high quality images, together with the attention to detail that we bring to every photo shoot we do.

## What do our clients say?

"Thank you so much for a professional, punctual, very worthwhile service which we will most certainly recommend to our family and friends."

- Anthony & Robyn, Camp Mountain

"The team from Highshots are experts and so professional at what they do. Their photos are a true reflection of the features of the home and display it beautifully. ... Less than two weeks after being put on the market we signed a contract - for well over \$1 million."

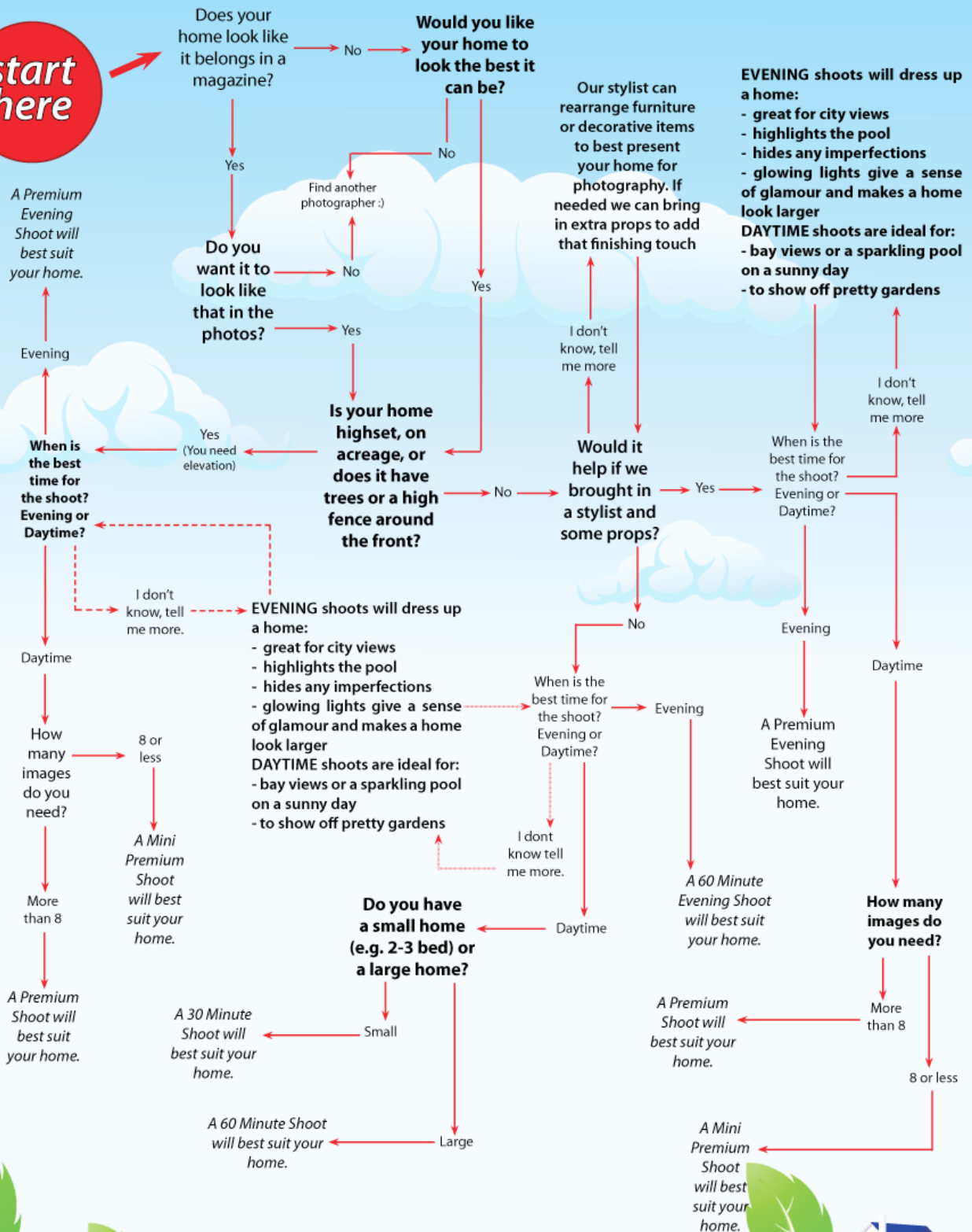
- Jennie Brown, Wakerley

"The Surf Life Saving Foundation have been utilizing Highshots to photograph our prize homes since early 2009. Their eye for detail & experience in real estate photography have helped to lift the quality of the imagery we use in all of our ... marketing material."

- Matt Butler, Surf Life Saving Foundation Lotteries Marketing Manager

# WHICH PHOTO SHOOT IS RIGHT FOR YOU?

**start here**



30 Minute Shoot	60 Minute Shoot	60 Minute Evening	Mini Premium	Premium Shoot	Premium Evening
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**\$195**

**\$245**

**\$330**

**\$295**

**\$395**

**\$495**

30 minutes onsite

60 minutes onsite

60 minutes onsite

8 images

Unlimited images

Unlimited images

Unlimited images

Unlimited images

Evening shoot

Premium styling

Premium styling

Evening shoot

Basic styling

Basic styling

Unlimited images

Property stylist

Property stylist

Premium styling

Basic styling

Elevated shots

Elevated shots

Property stylist

45 minutes onsite

75 minutes onsite

Elevated shots

Payout guarantee

Payout guarantee

120 minutes onsite

Payout guarantee

This is our budget package, and is ideal for units or small homes. The photographer is limited to 30 minutes onsite, (approx. 6 to 20 shots). If the home is well presented when we arrive we will have more time to take the maximum number of shots.

A 60 Minute Shoot offers fantastic value, with an unlimited number of images (approx. 12 to 30 shots, depending on the property), plus our basic styling service, where we will be just as fastidious at making sure your home looks great as you are.

A lot of properties look better when photographed in the early evening. Pools with the lights reflected in them look stunning at night, and city views that can look hazy during the day are a beautiful sea of lights at twilight.

This is a smaller version of the Premium Shoot. It includes premium styling and elevated photography, but is limited to 8 images. This package is perfect for small to medium-sized homes.

Note: extra shots may be purchased for \$20 each.

A property stylist will be on hand to assist the photographer, whilst the elevated photography will ensure your home is photographed from the height that works best. This package is ideal for larger homes.

This is the perfect shoot for creating a stunning marketing campaign, so these shoots are very much in demand. It has all of the fantastic features of a Premium Shoot, but with the benefit of showcasing a property in the early evening.

Note: Shoots taking longer than the time allowed, and shoots outside of the Brisbane metro area, may incur an additional charge. Contact Highshots for further information.

### Basic Styling

With our Basic Styling service, the photographer will carefully set up each shot, thereby ensuring your home looks its very best for the camera. For example, they may tidy a room and help to remove any excess clutter, rearrange the cushions and window furnishings as necessary or adjust furniture to maximise space. If a home is very well presented, the photographer can spend more time shooting (more images for you) and less time preparing the property.

### Digital Enhancement

All of the images are individually processed to ensure a first class result, as we incorporate some unique methods to our Photoshop work. By layering multiple images together to create a single shot, we create a natural look that closely approximates what you see with your eye. And if it's a dull and cloudy day, a realistic blue sky is added to the image to make your home shine.

### Premium Styling

Highshots Photography is the only company in Brisbane that includes this level of property styling. The property stylist will assist the photographer and is like the make-up artist for the property, and may even bring some of their own props. For example, they may bring in a beautiful vase of flowers for the dining table, or add some luxurious cushions to your lounge suite. Our clients often comment that we make the home look the best it's ever been – which is exactly what we set out to do.

### Fast Delivery

The photos will be delivered to the agent or the homeowner via email usually the same day as the shoot, or at the latest by the end of the next business day. If we don't get the photos back to you in that time they're free.



### Elevated Photography

While homes can look good when shot at ground level, often the true size and character of a home can only be shown by taking the photo from a higher position. Our custom pole system can shoot from up to 7.8 metres above ground level, and being portable we can get into a backyard and shoot from the tennis court, or stand on a pontoon on a river and photograph the rear of the property with the water lapping at the rocks in the foreground. This means that we can get the best 'hero shot' for your home.

### No-Risk Guarantee

All of our packages include a 100% satisfaction guarantee. However, our premium range includes our exclusive "Payout Guarantee":

"If for any reason you are unhappy with our images, and if we can't fix things or get it right with a reshoot, we will pay one of our competitors to shoot the home again for you." \*

\* Up to the same dollar value as the package booked with Highshots Photography.

# HIGHSHOTS PHOTOGRAPHY - FLOORPLAN PRICES

Our pricing is set according to the number of bedrooms and studies (a study counts as a bedroom). This makes it easy for you to give the seller a direct quote.

If you have any questions or you would like to make a booking, please don't hesitate to give our office a call on 3103 4995.

## 1-2 bedroom

With photo package:

**\$50**

With no photo package: \$130

## 3-4 bedroom

With photo package:

**\$80**

With no photo package: \$160

## 5-6 bedroom

With photo package:

**\$110**

With no photo package: \$190

Note: All prices include GST. Please contact us for pricing on larger properties.

## OPTIONAL EXTRAS:

Site plan = add \$30  
(includes pool areas, etc.)

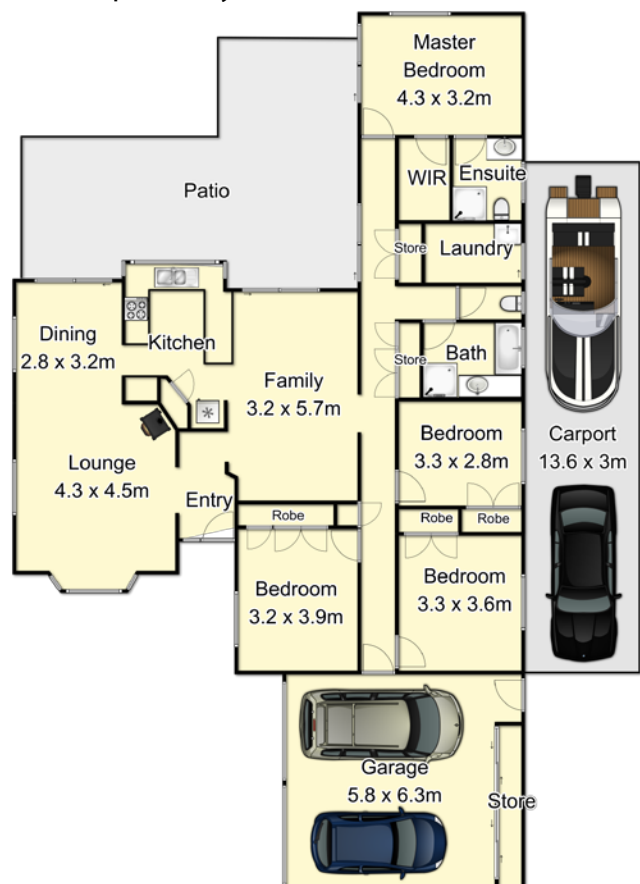
Site plan with landscaping = add \$80  
(stylised images added to represent the landscaping)

## SAMPLE FLOORPLANS

Floorplan with landscaping



Floorplan only





# HIGHSHOTS PHOTOGRAPHY - VIDEO TOURS

## 30 SECOND VIDEO

With photo package:

# \$125

With no photo package - daytime: \$225  
- evening: \$325

## 60 SECOND VIDEO

With photo package:

# \$185

With no photo package - daytime: \$285  
- evening: \$385

## 2 MINUTE VIDEO

With photo package:

# \$297

With no photo package - daytime: \$397  
- evening: \$497

Includes 30 minutes onsite

Includes 45 minutes onsite

Includes 60 minutes onsite

### OPTIONAL EXTRAS:

Voiceover recorded onsite: FREE

Professional voiceover: Add \$60

### OPTIONAL EXTRAS:

Voiceover recorded onsite: FREE

Professional voiceover: Add \$80

### OPTIONAL EXTRAS:

Voiceover recorded onsite: FREE

Professional voiceover: Add \$95

Note: All prices include GST. Please contact us for pricing on larger properties.

## THE BENEFITS OF VIDEO MARKETING

### 1. Video communicates a lot of information.

A minute of video is worth over 1.8 million words, according to Dr. James McQuivey of Forrester Research. So whilst photos are helpful and still very much essential, a video explains so much more about the features of the home you are selling. A video can also show what it's like to live in that home by including footage of the surrounding area (such as schools, shops, and parks).

### 2. People look for properties online.

Homeowners who may be reluctant to spend thousands of \$\$\$ on newspaper ads can achieve extensive exposure online with a video for a fraction of the cost. Given that over 90% of home buyers search online, it makes sense to spend your marketing dollars where buyers are looking.

### 3. More listings.

73% of homeowners are more likely to list with a real estate agent offering to do a video. They obviously appreciate an agent who is willing to use all of the tools available to them to sell a property.

### 4. Quicker sales.

In real estate, buyers who view video tours can take up to 3 times less the amount of time when making a purchase decision.

According to Comscore research, retail site visitors who watch a video about what they are buying are 64% more likely to purchase than other site visitors.

### 5. 100% satisfaction guarantee.

We guarantee you'll be happy with what we do, or you don't pay a cent. What this means for you is that there's no risk that you'll be wasting your money.

### Find out more:

Video marketing works, and the numbers back it up.

For further information call (07) 3103 4995 or visit:

<http://www.highshots.com/services/video>

# HIGHSHOTS PHOTOGRAPHY - VIRTUAL FURNITURE

## \$77 per photo

You know how difficult it is to make an empty home or unit look inviting, and you know that many owners will not spend the money to have the home completely styled. Now there is another option!

Highshots Photography can make a vacant home appear fully furnished and styled using computer generated furniture, art, rugs, plants, and more.

Staged houses can sell for up to 17 per cent more than empty ones, and virtual furniture can dress up a home without the high costs associated with bringing in real furniture for a few weeks or months.

If you'd like to find out more just give us a call on 3103 4995 or mention that you would like virtual furniture next time you call us to book your shoot.



Virtual furniture - by Highshots Photography



Virtual furniture - by Highshots Photography



# HIGHSHOTS PHOTOGRAPHY - FREE QR CODES



Have you seen these QR codes around the place? They are slowly becoming more and more popular, especially as smartphone use in Australia explodes in popularity.

We offer a free QR code with every photo shoot we do. All you have to do is email us the link to the listing on realestate.com.au, and we'll create a QR code which, when scanned, takes the viewer to the mobile optimised version of your property listing at realestate.com.au.

## Here's how it works:

We create a QR code and email it back to you. It'll be a large, high resolution version of a QR code, so it's big enough to place on a signboard or in the Courier Mail or Brisbane News. When people see it, they scan it with a free app in their phone, and they are taken straight to the mobile version of your listing at realestate.com.au, with your photos, floorplans, and clickable phone details.

## Where could you use it?

Place one on your signboard, add it to your newspaper pictorial, and have one on your brochure or document that you hand out at your open days.

## How does this help you?

Firstly it positions you as a leader in technology. How many other agents in your area are using QR Codes? Not many.

Secondly, it gets attention. Imagine if you were to use a QR code amongst the pictorial section of the newspaper. People will see photo after photo and then WHAM, there's your QR code sticking out like a bright light on a dark night.

Thirdly, people remember you. A survey amongst users of QR codes in America found that seventy two percent of smart phone users who have scanned QR Codes before found that they remembered the product and brand more ... just because there was a QR Code there.

## Features:

There are three important things to note with these QR Codes:

1. They are trackable, so we know how many people are using them.
2. They are changeable, so we can direct a QR code to a new website or listing.
3. They are high resolution, so they can be printed large on a signboard.

# HIGHSHOTS PHOTOGRAPHY - FREE MOBILE LANDING PAGES

Highshots Photography includes an optional mobile landing page FREE with every Premium photo shoot, or just \$55 for a mobile landing page with our basic level shoots (30 Minute Shoots / 60 Minute Shoots / 60 Minute Evening Shoots).

## Why are mobile landing pages important?

The QR codes agents are using to market a property often lead to a website that is not optimised for viewing on a mobile device. This can result in the text being too small to read, pictures that are difficult to look at, and a site that takes too long to load.

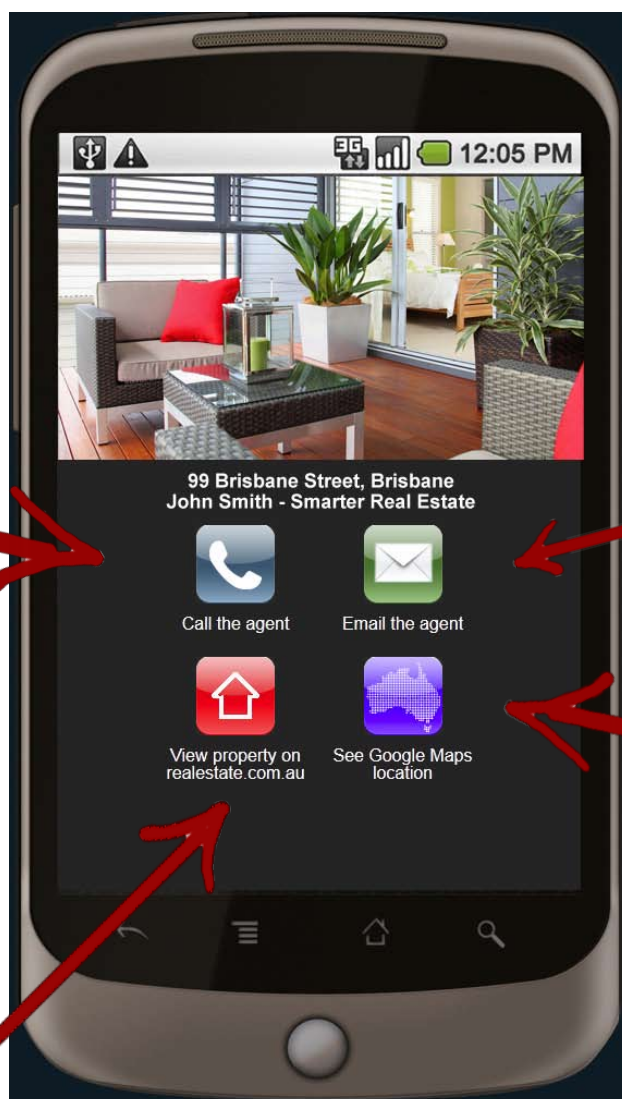
FACT: 74% of consumers will wait 5 seconds for a mobile site to load before leaving. (Compuware)

Our mobile landing pages are single page websites purposely setup to look great and load fast on a mobile phone, with a large photo of the property and easy click buttons.

Click to call  
button so  
viewers can  
easily call you  
on the  
phone

Click this  
button and  
an email is  
set up ready  
to send to  
you  
requesting  
further info  
about the  
property

This is a link  
to the  
mobile  
optimised  
property  
listing on  
realestate  
.com.au



This  
button will  
show them  
where the  
property is  
on Google  
Maps