



PRICELIST AND HOME
PREPARATION GUIDE



Since 2008

www.rolleyphotomedia.com.au

PREPARING YOUR HOME FOR A REAL ESTATE PHOTOGRAPHY SHOOT



When people are buying a home, they want to see the form and shape of the house clearly, so 'less is more' is the golden rule. Remove any unnecessary items to create a clean and spacious look. However, you can keep items that enhance the beauty of your home, like tasteful decorations or artwork. Everyday household items, clutter, and personal belongings should be tucked away.



Flowers and plants work well in photos and can add a touch of freshness to any room. Place them strategically around the home, whether on a kitchen table, in the bathroom, or in living areas. To manage clutter, it's a good idea to set aside one room, such as the laundry room or a spare bedroom, to store extra items temporarily. Be mindful that the camera can often pick up things underneath beds, so ensure these areas are clear as well..



Open all windows and turn on every light in the house, including external lighting and bedside table lamps. This will create a bright and inviting atmosphere. Make sure to turn off fans to avoid any motion blur in the photos. Open up your curtains and blinds, especially if there is a pleasant view outside, to let in as much natural light as possible. Remove any items like wheelie bins, dustbins, and other moveable objects from the shot. Clear the fridge of magnets and put away dish racks to maintain a clean and organised appearance.



 In the bathroom, remove all shampoos and personal hygiene products, close the toilet lid, and remove the toilet roll. You can hide these items in the bottom of the bathtub or just out of the camera's view. An indoor plant always looks good in the bathroom and can add a touch of elegance.

 Before the shoot, use a leaf blower to freshen up your garden. Regular watering in the weeks leading up to the shoot will keep everything green and vibrant, especially in summer. Clean any foliage that may obstruct external shots, particularly the front of the house. If you live on a busy street with competitive parking spots, park your car in front of the house before the shoot and then move it away to provide an unobstructed view of the home from the street.



 Replace any old eco-lightbulbs that emit a brownish or orange light with new bulbs, ideally soft white, to ensure consistent and flattering lighting throughout the house. Good lighting can make a significant difference in how rooms are perceived, highlighting their best features. Bedside tables should have matching bulbs for a cohesive look that enhances the overall aesthetic.

 Preparing your home in the weeks before the shoot will significantly enhance its overall appearance, attracting more attention online. Remember, you only get one chance to make a great impression. Taking the time to follow these tips can make a big difference in how potential buyers perceive your home.



PRICELIST

All prices are GST inclusive



DAYTIME PHOTOGRAPHY

Real Estate Images

Up to 20
\$250

Up to 40
\$300

TWILIGHT PHOTOGRAPHY

Twilight Images

Up to 20
\$350

Up to 40
\$400

DRONE PHOTOGRAPHY

Aerial Images

4-8 images
\$200

8-16 images
\$300

COMMERCIAL PHOTOGRAPHY

Commercial Real Estate

Up to 20
\$250

Up to 40
\$300

Unlimited Drone & DSLR
\$550

VIRTUAL STAGING

Interior Images

\$55 per image

Item removal
\$30

5 x staging
\$250

FLOOR PLANS

Drafted floor plans

Up to 150sq/m
\$150

151-300sq/m
\$250

301-500sq/m
\$400

Site plan
\$150

PORTRAIT PHOTOGRAPHY

Portraits and Events

Natural light
\$400

Studio light
\$750

Up to 10 in studio
\$2000

Event photos
\$400 per hour

FILMMAKING

Cinematic Video Production

PRICE PER
QUOTE

GRAPHIC DESIGN SERVICES

Digital and Print Design

\$100 per hour

APARTMENT COMBO DEAL

\$500

DAYTIME PHOTOGRAPHY + 150M² FLOOR PLAN + 4 X DRONE

HOUSE COMBO DEAL

\$650

DAYTIME PHOTOGRAPHY + 300M² FLOOR PLAN + 8 X DRONE

ADD **\$100** FOR TWILIGHT COMBO DEAL

ADDITIONAL SERVICES

KEYS PICKED UP, SIGNED FOR,
AND RETURNED AFTER JOB

\$45

TRAVEL ALLOWANCE FOR
DESTINATIONS MORE THAN
30 MINS FROM CBD

\$65 per hour

CONTACT

0414 154 001

jack@rolleyphotomedia.com.au

@rolley_photo_media

@Rolley Photo Media

www.rolleyphotomedia.com.au