

Creating Images that Shine



TATE PICTURES
REAL ESTATE PHOTOGRAPHY



PHOTOGRAPHY THAT SELLS PROPERTY

DAVID TATE

Canberra Region

Creating images that make you shine is my goal. No matter if it's a portrait of yourself or a picture of a property, it needs to look it's BEST. Quality and reliability are two of the most important factors in dealing with a Photographer like myself. Five years of Real Estate and architectural photography with over 2000 real estate shoots helps to ensure quality.

Being a photographer for most of my life specialising in portraits, product, fashion, and sports I was trained in real estate photography by some of the best. I stay up-to-date with the newest technology and techniques in the industry by attending training regularly.

Great communication is also an important part of what I do. I like to get to know each and every person I am dealing with. This is important for me so I can understand and learn what is important to YOU. After all I think it helps the photography to understand the detail you know about each and every aspect of a property so it can be portrayed in its best light. You have the relationship with the seller or vendor and are able to convey all of those little points and features that are so very important. The best way to understand all of this is communication.

I will go the extra mile!! Many of my customers tell me this and YOU can depend on it. I'm sure there are times when you are flat out busy and need to ensure the job gets done. That's where I come in. Whether you need me to pick up keys and return them or even pick up an extra light bulb. No mater if you need to talk about marketing strategies or just need an extra opinion. I am available and I have also studied marketing.

The entire iMAGECLOUD on-line system that I use is so easy to use you will be amazed. From booking my time on-line to down-loading hi-res/low-res images and embedded links for use on your web pages. I try to make every aspect of marketing as easy as possible.

I understand that time is of the essence and ensure a 24-36 hour turnaround on all jobs. Specialising in real estate marketing solutions I can offer a range of services designed to give any property a clear advantage:

- Interior and Exterior Photography
- Drone Photography
- Agent Portraits
- Digital Image Enhancement
- Video Production
- 3D Images for Social Media
- Elevated Photography
- Drone Video
- Agent Profile Videos
- Floor Plans
- 3D Matterport Virtual Tours
- Social Media Interactivity

I would like an opportunity to discuss your needs or any matters relating to real estate marketing - Please contact me any time.



PROFESSIONAL SERVICES PROVIDED

- ▣ Photography
- ▣ Twilight Photography
- ▣ Elevated Photography ▣ HD Videos
- ▣ Floor & Site Plans ▣ 3D Virtual Tours

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Click here to see a video



Scan the QR Code to see a short video. If you do not have a QR Code Reader on your smart phone, go to your app store to find a QR Code Reader, you will then be able to watch a video every time you see a QR Code.

SO HOW DOES IT ALL WORK?

- 1. I have a two tier system which makes the experience of dealing with Tate Pictures simple and quick to work with either on your mobile device or at your desk.*
- 2. Make an appointment with a photographer by logging onto tatepictures.gettimely.com you can text or email me the details as well but this booking system even gets easier after the first time you use it. A verification & reminders will automatically be sent to yours and my mobile before the appointment time.*
- 3. Myself or a photographer will visit the property and take photographs as well as draw up a floor plan as required.*
- 4. After post-production work, the pictures are made available online to the agent via the [iMAGECLOUD](http://imagecloud.com) website. A notice will be sent which allows you to download all photographs in Hi-res, Lo-res and watermarked images. All marketing work, ie. pictures, floor plans & 3D scans are made available within 24 to 36 hours.*
- 5. Rest assured your pictures will always be available on the [iMAGECLOUD](http://imagecloud.com) website no matter if you have a computer crash or lose all of your files they are always safe with us.*

-  Professional Photography
-  Twilight Photography
-  Elevated Photography
-  Drone Photography
-  HD Videos
-  Walkthrough Tours
-  Virtual Tours
-  Interactive Floor Plans
-  Smartphone Technology
-  Social Media Links



PHOTOGRAPHY PRICES



STANDARD PHOTOGRAPHY

6 or 7 Professional Images
\$130

8 to 12 Professional Images
\$165

14 to 18 Professional Images
\$198

20 to 24 Professional Images
\$218

Up to 30 Professional Images
\$250



TWILIGHT PHOTOGRAPHY

Up to 7 Professional Images
\$180

ELEVATED POLE PHOTOGRAPHY

1 Location 4 Images
\$225

Additional Location
\$150

FLOOR PLANS & EXTRAS PRICES

PACKAGES & EXTRAS

Up to 20 Professional Images
+ 2D Interactive Floor Plan

(up to 250sqm)

\$298

Up to 12 Professional Images
+ 2D Interactive Floor Plan
+ 3D HomeView Scan

(less than 250sqm)

\$395

14-18 Professional Images
+ 2D Interactive Floor Plan
+ Twilight Photo Shoot

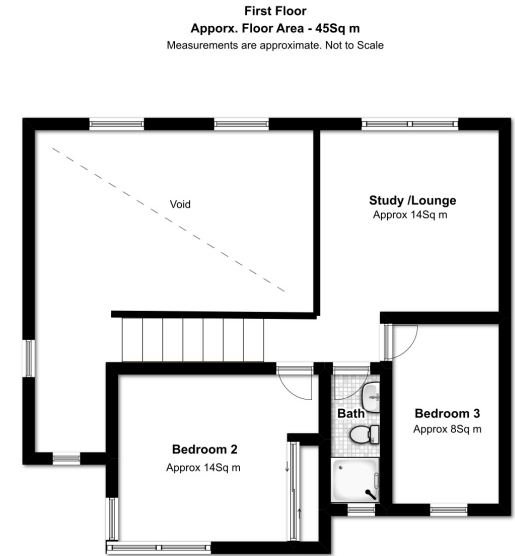
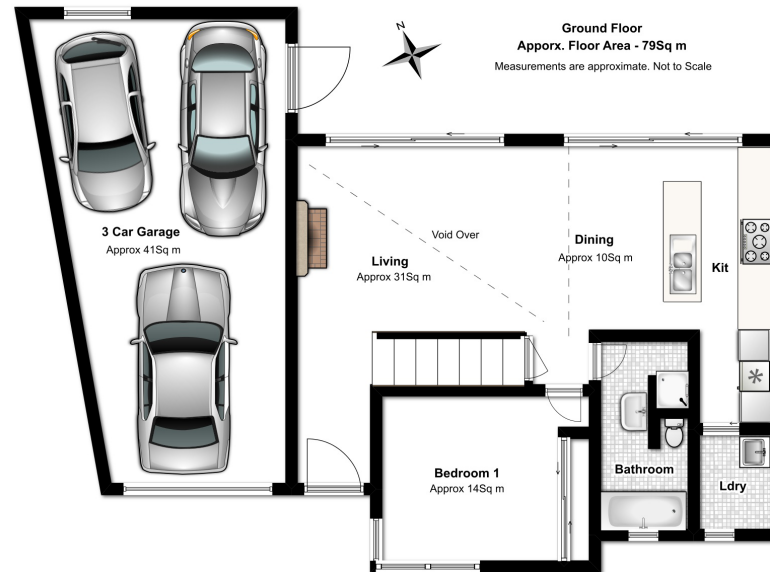
\$395

20-24 Professional Images
+ 2D Interactive Floor Plan
+ Elevated Pole Photo Shoot

\$598

Add Full Screen Walkthrough
to a Photo Shoot with 30 second
Scripted Voiceover

\$45 - Per Room



Total Approx. Floor Area - 124Sq m



FLOOR PLANS

Floor Plans without Council Plans provided
incur an additional \$25 per floor level
charge for on-site drawings*

2D Interactive Floor Plan
(single storey less than 250sqm)
\$100

2D Interactive Floor Plan
(multi storey more than 250sqm)
\$160

VIRTUAL STAGING OR STYLING IMAGES



Digital styling gets buyers interested...

This is what one agent said about the Virtual Staging process when they were asked; “How did potential buyers respond when they got to the property and there was no furniture”? It was fine, The seed of this potential had been planted. The feedback was: “This is fabulous.” The difference in response was just overwhelming. It got them in the door. It’s all about what people can see and getting them through the door. People are looking for a nice bedroom for a little girl or potentially for the children that are coming. We virtually styled it to make it so cute and gorgeous. It’s the key to marketing – understanding your marketplace and who the buyer is and what’s important to them. When you’re buying a family home, you want it to feel warm and fuzzy – it’s your family. It’s not like the investment units.

In a world of Instagram and Pinterest, photos are a valuable currency – and nowhere is this more evident than in real estate. People looking for a home are scrolling through thousands of options and with the average person having an attention span of eight seconds, a photo can be the difference between a potential buyer and just another scroll-by. Furniture, styling and the overall interior design is one way to make your home stand out above the rest, but what happens when a home doesn’t have any furniture?

Professional stylists are a very popular option and can add to the final selling price, but it does require some effort and can be costly. For those who aren’t willing to take this route, another option has proven effective on the Canberra real estate scene. Over recent months, real estate agents across Canberra have started to take up “virtual staging” – the digital addition of furniture to images.

[Click on the images to go to my website and see more about Virtual Staging](#)

Some agents in the Canberra area are using virtual staging almost as much as professional styling. "It gives the purchaser the ability to see how they could fit furniture into their space, and their lifestyle," was one of the quotes. The advantages of virtual staging is there is no time limit. With professional styling you pay a rental cost for the furniture and if it doesn't sell within the time you either have to extend or return the furniture. There are instances where a property will sell in less than half the time it would normally take and it's been recorded that the settlement price ends up to be thousands over the reserve price. Virtual staging will not replace professional styling but it is a great alternative. "I don't see it as something that replaces physical styling, but as an alternative to some properties," he said.

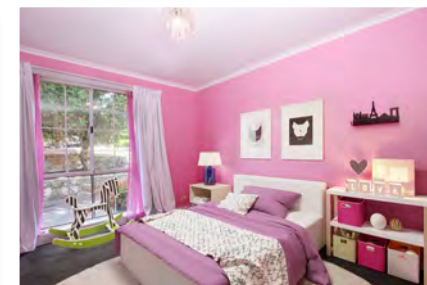
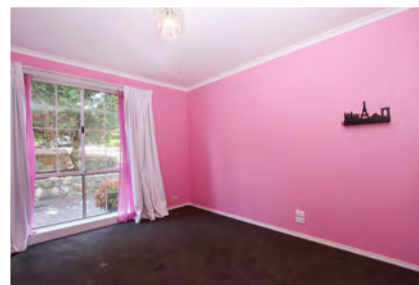
Virtual staging helps "present the property in the best possible light. It creates a first impression for a property that's vacant and helps increase the interest. It's also substantially cheaper than a stylist. In some cases buyers doesn't even realise a property was virtually furnished, they just thought the photos were taken prior to the vendor moving out.

From my experience in the industry, there is a greater potential for a better price on a property that is staged well, agents also have the option of digitally altering images to edit out unflattering furniture. As a photographer I'm excited about the whole aspect of adding furniture because the job can be a little easier for the agent. Agents and vendors want images online that inspire people to inspect the home. If I can do that then I have done my job.

PRICES RANGE

For simple staging such as towels & plants in a bathroom or a few items on a kitchen table & bench from **\$28 Per Image**

For a full room fit-out with pictures on the walls & lamps with lights in from **\$40 Per Image**



TIPS FOR PREPARING YOUR HOME FOR PHOTOGRAPHY

We can help you make your most valuable asset look it's best.

Who knows, this could mean an extra thirty, forty or fifty thousand dollars for you.

It would be worth investing in professional photography to get that sort of return wouldn't it?

Here are some helpful tips to assist with presenting your home in the best possible way.

In order to do this and help get the best possible price for your home in the shortest time, here is a preparation checklist:

OUTDOORS

- Clear off outdoor setting
- Remove washing
- Remove pegs from clothesline



BATHROOM

- Clean shower screens, basins & mirrors
- Remove all bottles & hanging items from shower
- Remove all items from basin including toothbrushes
- Remove mats, scales, waste & linen baskets



LIVING AREAS

- Remove unnecessary furniture & clutter
- Clear tables of remotes & magazines
- Ensure curtains are hooked up and properly open
- Remove sheer curtains altogether if possible



- 📷 Clean the windows
- 📷 Ensure all lights are working
- 📷 De-clutter the home

GARDEN & STREET FRONT

- Store toys out of sight
- Remove pet related items & droppings
- Keep cars out of sight

Scan the QR Code below to see a short video.
If you do not have a QR Code Reader on your smart phone, go to your app store to find a QR Code Reader, you will then be able to watch a video every time you see a QR Code.

[Click here to see a helpful video](#)



[Help your vendors prep for marketing with this video](#)

- 📷 Clean the pool
- 📷 Mow lawns, weed gardens
- 📷 Add fresh mulch if possible

SWIMMING POOL

- Remove pool cover
- Remove pool cleaning equipment
- Remove pool cleaner, toys etc



KITCHEN

- Tidy kitchen & clear benchtops of everything
- Remove dishes and drying racks from sinks
- Remove tea towels, mats, rubbish bins, pet bowls & trays
- Remove fridge magnets and all pictures from the fridge



BEDROOM

- Make beds, turn on lamps
- Clear items from bedside tables
- Reduce items on dressing tables
- Remove clutter & clear underneath beds

HD VIDEO PRICES

COMPLEX WITH AGENT VOICEOVER

Property Footage with Music Soundtrack & Agent Voiceover - 60sec
\$480

Property Footage with Music Soundtrack & Agent Voiceover - 90sec
\$580

Property Footage with Music Soundtrack & Agent Voiceover - 120sec
\$680



NON-COMPLEX

Property Footage with Music Soundtrack - 60sec
\$330

Property Footage with Music Soundtrack - 90sec
\$400

COMPLEX WITH PROFESSIONAL VOICEOVER

Property Footage with Music Soundtrack & Professional Voiceover - 60sec
\$580

Property Footage with Music Soundtrack & Professional Voiceover - 90sec
\$725

Property Footage with Music Soundtrack & Professional Voiceover - 120sec
\$890

10 FANTASTIC REAL ESTATE VIDEO MARKETING IDEAS

A picture might be worth a thousand words but did you know that one minute of video is worth 1.8 million words and generates 4x more listing enquiries? That's why it's crucial that you use video in your real estate marketing strategy. To help you out, I've come up with 10 essential real estate video marketing ideas:

10. HOW-TO & LIST-STYLE IDEAS

In recent years, searches for how-to videos on Youtube have grown 70% year on year while list-style videos remain popular as they tap into our inherent desire to categorise information. The key to great how-to or list-style videos is actionable insights. If you're able to provide value to your viewers, they're far more likely to view your agency in a favourable light and engage with you. In turn, this will establish you as an authority and keep your brand top of mind.

[Click to see a video](#)



9. PROPERTY LISTING VIDEOS

Property listing videos showcase a property and its surrounds to highlight its features and amenities. They also help sell the potential lifestyle the tenant or buyer could lead if they were to live in the property. As such, property videos must be appealing, engaging and memorable to leave a lasting impression and drive enquiries. You can upload property listing videos to your website, social media and property listing websites such as Domain and Realestate.com.au. You can also create geo-targeted ads on Facebook to increase your reach, brand awareness and listing enquiries.



[Click here to see a video](#)

[Click here to see a video](#)



8. AGENT PROFILE VIDEOS

When it comes to finding a property manager or real estate agent, prospects want to know that you're trustworthy, communicative and professional. One of the best ways to convey this is by creating an agent profile video. Not only can cold prospects get a feel for who you are but warmer prospects can get to know you better as well. Your agent profile video should include a quick, friendly introduction about who you are, how you can help your prospect and what sets you apart from other agents. Once you've created it, you can use it over and over again to promote yourself!

7. AGENT PROFILE VIDEOS

Behind-the-scenes videos are great real estate marketing assets as they help showcase your brand personality. They can be pre-recorded or broadcast in the moment using Snapchat, Facebook Live, Vine or Periscope to provide a casual sneak peek into the day-to-day operations of your agency. Short, informal behind-the-scenes videos of your team setting up an open home and participating in community events can help humanise your brand and build trust. Meanwhile, behind-the-scenes videos of property photoshoots can help you showcase a property before it's listed and build anticipation.

6. CUSTOMER TESTIMONIAL VIDEOS

Testimonial videos from satisfied customers are powerful in many ways. Compared to text reviews, customer testimonial videos are much more engaging, personal and persuasive. Not only do they help pique the interest of prospects but they also help build your credibility by providing social proof. Once you have a few customer testimonial videos, you can slice and dice them for your website, landing pages, emails, social media platforms and Google ads.



[Click to see a video](#)

5. SUBURB PROFILE PICTURES

Suburb profile videos help sell the lifestyle of a neighbourhood and allow prospective buyers and tenants to imagine what their life could look like if they were to live there. They also demonstrate your local expertise and can help build your reputation as a knowledgeable real estate agent. You should include footage of local amenities like schools, restaurants and transportation. Additionally, it might be worth mentioning any interesting history, landmarks and attractions too. Suburb profile videos appeal to both locals and those looking to relocate to the area so be sure to upload these videos to Youtube and Vimeo to increase your reach and make it easier to find on search engines such as Google and Yahoo.



[Click here to see a video](#)

4. MARKET UPDATE VIDEOS

If you're already sharing market updates such as housing trends, property listings and insights with your database, you've already done half the work! Now all you have to do is convert those updates into succinct videos to further engage your prospects and clients. You can also use market update videos to entice viewers to sign up for your email newsletters or follow you on social media. This way, you can increase your reach, drive more traffic to your website and further establish yourself as an authority in the real estate industry.



[Click here to see a video](#)

3. COMPANY PROFILE VIDEOS

A no-brainer real estate video marketing idea is one that promotes your agency. Company profile videos are a great way to provide social proof and communicate your agency's mission, services and achievements. Alternatively, you can tell the story of how your real estate agency came about or showcase the people and personalities behind your agency. This is a great way to engage viewers, create a personal connection and build trust from the start.

2. QUESTION AND ANSWER VIDEO

Put yourself in the shoes of your clients and prospects. What questions do they have about the renting, buying and selling process? What information do they need before engaging with you or using your services? All of these questions can be used to create handy question and answer videos to boost your presence on Youtube, Google and Yahoo. You can also embed them in blog posts, post them to social media, turn them into ads or create a series of emails to share with your database.



[Click here to see a video... This one is impressive....](#)

1. JUST FOR FUN VIDEOS

While just for fun videos aren't technically essential real estate marketing videos, they can dramatically increase your brand awareness and showcase your brand personality when done right. They can be parodies of songs or movies, real estate comedy skits or any other creative concept you can think of. The video link here is a parody of Taylor Swift's "Shake It Off" that has over 2,500,000,000 views on Youtube. It has also been featured on websites like Inman and Realestate.com.au. Just think about all the free publicity and website traffic they must have landed with that one video!

TWILIGHT CONVERSION

Eye Catching Twilight Photos without the hassle...

Twilight Conversions are a great practical and cost effective alternative when twilight appointments are scarce or inconvenient. The images are taken during the day and then converted to twilight by our team of expert post production editors. This is a superb way to get both daylight and twilight images with only a single site visit.

Thanks to the contrast between the warm interior lights and the blue evening sky, a twilight photo or twilight conversion resonates with our need for shelter, safety, and protection. Twilight images of any property also gives it the impression of a property being more prestige. The homes that work best for twilight shoots are those that have a lot of outdoor lighting or areas of water such a pool or a lake. The glow of the lights inside the home, the absence of shadows, and of course a stunning sunset on a background create a stunning, visually appealing image. There's something everyone loves about seeing an image with the glowing lights inside and a beautiful sunset. It's striking and colorful, and all in all a very appealing look for a real estate marketing campaign. With modern technology we now have the ability to create this with a minimal of fuss and we don't have to rely on mother nature to perform...

Speak to any professional real estate photographer and I think they will unanimously agreed that while photos alone don't generally sell a home, the quality of the photography can absolutely determine how many buyers turn up to an inspection or show interest in any property. As a photographer I think it's important I see the home through the eyes of the buyer so I can put that into a photo. Photos are the initial way that someone becomes interested in purchasing a property and twilight conversions help get those photos noticed. Because of this fact people who invest in a professional photographer do get their money back. Professional photography leads to fewer days on the market and "helps agents achieve a higher price as the buyers see more through the images before they walk through the door, it's all part of building the dream.

PRICES RANGE

Depending on the amount of details on the outdoor lights & visible detail in window lighting

\$4 - \$8 Per Image



[Click here to view on-line](#)

DRONE VIDEO & PHOTOGRAPHY

Helps to bring life to a lifestyle block...

Drone-based aerial photography for real estate agents is not only booming, but is becoming nearly mandatory for lifestyle properties. Potential buyers from long distances, another city, state or even a distant country can take an aerial tour of the rolling hills and see the picturesque rural layout of the house, barn, paddocks, ponds and external fencing with just a click of the mouse.

Granted, Google Earth or Six Maps can provide a year-old satellite static view of the land in pseudo 3D at no cost, but a drone video is on a completely higher level. Drone videos give the real estate agent a production quality video or still images comprised of the most positive aspects of any lifestyle estate. Potential buyers see the property in the best light with inspiring music playing in the background. It's a no-brainer really, real estate is an emotional proposition in any case why not increase those positive aspects of the equation and enhance the potential buyers view with drone photography and video.

POTENTIALLY VIRAL:

People WILL Share Real Estate Drone Video

Home hunters share listing photos with friends and family all the time. They may tell you they're asking for a second opinion, but a lot of the time they're just sharing something pretty. A good mate, a successful solicitor from Sydney, posted dozens of listing pictures on her Facebook & Instagram feeds when she was hunting for a house. If any of those listings had well-shot drone videos I guarantee she would have posted every single one of them.

Use It As A Prospecting Tool

Most people only see real estate drone photography as a new way to market their listings, but you can use them for a lot more. Can you imagine pitching to a potential vendor with stunning images, both still and video of drone work from a property you just sold recently? Can you imagine how it would make a vendor feel to know you have the tools in your kit to show off their property in this way?

PRICING STARTS

\$50 - 3 Images \$100 - 2 Video Clips



3D VIRTUAL TOUR

It's like google maps for inside your house...

3D Virtual Tour will create a 3D tour that anyone can navigate through on-line making it possible for investors and potential buyers to view these images as if they were at the location.

We will provide you with a URL that can be used in conjunction and with all real estate portals as well as provide you with an embedded link or code to use on your own web page if you like.

Transfer your property listings into a fully immersive 3D viewing experience.

This technology uses 3D photography to capture and create stunning, interactive content.

Engage your potential buyers by allowing them to explore the property in 3 different ways.



A great way to add value to your services



3D Matterport
Promo Video

[Click here to
view a video](#)

PRICING

3D Virtual Tour Scans
of any Property on one
level and 250sqm or less
\$200

3D Virtual Tour Scans
of any Property from 2 levels
between 250sqm & 350sqm
\$250

3D Virtual Tour Scans
of any Property over 350sqm
POA

DOLL HOUSE

Zoom out to a 3D Dollhouse
view for a unique perspective

FLOOR PLAN

See everything in it's place from above.



Lakewood
Estate

[Click here to see an actual 3D scan](#)

Scan the QR Codes to see a short video. If you do not have a QR Code Reader on your smart phone, go to your app store to find a QR Code Reader, you will then be able to watch a video every time you see a QR Code.

WALK THROUGH

Experience the home as if you are really there. Navigate seamlessly from room to room and see it at any angle.



How the Alterman
Brothers use
Matterproof

[Click here to see a video](#)



Bob Hayward recommended Tate Pictures Real Estate Photography on Facebook. November 15 at 2:11pm · Canberra · I would care to offer my personal recommendation for David Tate, of Tate Pictures Real Estate Photography. He recently undertook a photographic shoot for me, in respect of a property I am selling in Calwell ACT. The quality of his work is first class quality photography, with great care and attention to detail. Nothing was too much trouble for David, and he even provided a professional indicative drawing of the floor plan of the home. If you are requiring the services of a professional, pro active photographer, then please take my advice and give David a call on 0424 785 917. Tate Pictures Real Estate Photography

I would highly recommend David Tate to photograph your property for advertising purposes. David was fantastic; super easy to deal with and took beautiful photos that really show off the best features of our property. Thanks! Sally Strang

I am passionate about my work and your satisfaction is guaranteed! No matter if you are working with me directly or through an agent, you will get results!

