



Policy and Procedure for Photography of Residential Listings

In order to maintain a professional, appealing look to our web site, we have in place some simple rules to create a minimum standard of quality in our photography. These policies are also designed to help us generate professional-looking marketing materials that involve the use of property photos.

1. For listings of **\$100,000 or more**, agents will use **professional photography with a minimum of eight photos**. Virtual tours are not required, but agents are strongly encouraged to consider their use. A basic package of eight photos is available through Toursmith for \$39.95.
2. For **unimproved properties of less than \$100,000, mobile homes, or investment properties that do not show well**, agents may take their own photos, provided they are a **minimum of 322 X 230 pixels**, in a jpg format, and are **horizontally oriented**. These will fit with Tempo guidelines and display properly on our web site.

Stanberry.com utilizes an IDX feed directly from the MLS system to display listing information, including photos, **without any additional data entry**. Once a property is entered in TEMPO, it will automatically be searchable from the Stanberry site after 24 hours, bringing a maximum of **8 still shots** and one branded tour link into the Stanberry site.

Stanberry has made special pricing available through Toursmith Photography. You can **place shoot orders on the Stanberry Intranet** under the Tools menu in the Order Photo Shoot section; you will find **pricing and extra options** listed there. Once you place an order, the photographer will call to schedule the shoot. We are currently scheduled to shoot 3 days per week, but we will go to 4 shoot days per week as needed.

No more than one business day after a shoot, the Toursmith photographer will **email eight MLS-formatted photos and a branded virtual tour link to you** directly, at the email address you provided when ordering the shoot. You must upload these photos to TEMPO, which in most cases will cover you for the seven day allowance to get photos into MLS. The photographer will also send high-resolution copies of these images to the Marketing department for use in print materials.

If you are providing your own photos, these can be uploaded (as can any additional items; survey, plat, extra photos, etc.) under the **Add More Photos command** on the Tools menu of the Stanberry Intranet; please see the Stanberry.com Intranet Instructions sheet for more information.

About Branded and Non-Branded virtual tours: MLS rules require that Virtual Tours for use in **IDX feeds** (e.g. any private site which, like Stanberry.com, pulls data from MLS) include **no brokerage or branding information**. We can, however, use **branded tours** for **Realtor.com and other "public" sites**. To add both links, in the TEMPO add/edit system, select and property and choose Edit Media, then under the Add New Media option, add the following items (enter them as formatted below with the three-digit Toursmith ID of your property in the appropriate location):

- Branded Virtual Tour: <http://homesearch.stanberry.com/MLS#> or [http://toursmith.com/property.asp?id=\[Your 3-digit Property ID#\]](http://toursmith.com/property.asp?id=[Your 3-digit Property ID#])
- Non-Branded Tour: [http://toursmith.com/propertyidx.asp?id=\[Your 3-digit Property ID#\]](http://toursmith.com/propertyidx.asp?id=[Your 3-digit Property ID#])

Photography and Virtual Tour Pricing

For several years, Toursmith has offered quality photography, as well as offering a unique interactive floor plan presentation which we feel will offer you and your clients a market advantage. They have also offered us the bottom-end pricing plan which we sought to appeal to those of you used to taking your own photos to save money. The net result is that we now offer an **innovative product** which allows you to choose anything from **premium tours** to bare-minimum photo shoots which are, when the value of your time is taken into account, a superb alternative to taking your own photos.

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| <input type="radio"/> 8 still photos..... | \$39.95 |
| <input type="radio"/> 18 still photos
3 Virtual Tours
Interactive floor plan..... | \$75.00 (homes up to \$500K) |
| <input type="radio"/> 25 still photos
5 Virtual Tours
Interactive floor plan..... | \$100.00 (homes up to \$1M) |
| <input type="radio"/> 25+ photos
As needed VT's
Interactive Floor plan..... | \$125.00 + (homes over \$1M) |
| <input type="radio"/> Add Virtual Tour to Realtor.com listing... | \$25 |

Note: There will be an additional \$10 layout fee when no floor plan is provided for tours featuring an interactive floor plan.