



REAL ESTATE

# SERVICES & COLLECTIONS

*Client Guide*

# NO GUESSWORK

**The goal of this guide is simple: TO HELP YOU.** You need to market the property well without paying for images you do not need. Each collection pairs a finished image count with a recommended property-size range. The recommendation is a starting point, not a rigid rule.

## Not sure how many images your listing needs?

Package recommendations are based on both property size and the number of spaces and features that should be represented. The larger the property, or the more images your listing may need to adequately market the property. Square footage provides a useful starting point, but property layout, amenities, outdoor spaces, and marketing needs may make a larger collection more appropriate.

## At A Glance

| Collection | Images | Recommended property size           | Price |
|------------|--------|-------------------------------------|-------|
| Tier 1     | 15     | Up to 1,500 sq. ft.                 | \$150 |
| Tier 2     | 25     | 1,501–2,500 sq. ft.                 | \$195 |
| Tier 3     | 35     | 2,501–3,500 sq. ft.                 | \$245 |
| Tier 4     | 45     | 3,501–4,500 sq. ft.                 | \$295 |
| Tier 5     | 55     | 4,501–6,000 sq. ft.                 | \$375 |
| Custom     | Custom | 6,001+ sq. ft. / complex properties | Quote |

## Recommendation.

A smaller property with extensive outdoor living, detached structures, luxury details, or community amenities may benefit from a larger collection. A simple or vacant property may require fewer images.

Your package tier is determined by the property's square footage or the number of images you request, whichever places the assignment in the higher tier. For example, a property within the Tier 3 square-footage range is priced at Tier 3, even if you request only the number of images included in Tier 2. Likewise, a smaller property requiring a Tier 3 image count is priced at Tier 3.

Each package includes the image allowance for the tier purchased. Requesting fewer images does not reduce the package price, since property size also affects the time and work required to photograph the listing. Square footage establishes the minimum tier, while the property's layout, amenities, outdoor spaces, and marketing needs help determine whether a larger image collection would be appropriate.

Assignments limited to specific rooms, features, or updated areas may be quoted separately based on the requested scope.

# Coverage by Collection

The best collection is the one that gives buyers a complete visual understanding of the property without unnecessary repetition. Each collection represents a different level of time, coverage, and attention to the property's features. Bedroom count and square footage provide a useful starting point, but the appropriate collection is ultimately determined by the property's layout, complexity, amenities, and marketing priorities.

## COLLECTION PLACEMENT

Square footage and bedroom or bathroom counts are planning guides, not automatic rules. A property's layout, number of structures, upgrades, outdoor areas, views, and requested marketing coverage may make it deserving to place it in a different collection.

### Tier 1 \$150

#### 15 images | Up to 1,500 sq. ft.

Best for smaller homes, condos, townhomes, rentals, vacant properties, and straightforward layouts. Tier 1 is the most focused and typically lowest-priced collection. It is intended for smaller, straightforward properties, most often one- or two-bedroom condos or homes under 2,000 square feet.

### Tier 2 \$195

#### 25 images | 1,501–2,500 sq. ft.

A strong fit for the typical single-family listing with a complete interior, front and rear exterior, and several key details. Tier 2 is the medium-priced collection and fits many typical residential listings, often homes with three, four, or five bedrooms. These properties are usually 2,000 to 3,000 square feet, although some homes up to roughly 4,000 or 5,000 square feet may still fit when the layout and features remain straightforward. Bedroom/bathroom counts are a guideline rather than a fixed requirement.

### Tier 3 \$245

#### 35 images | 2,501–3,500 sq. ft.

Recommended when the home has more rooms, multiple living areas, stronger outdoor features, or more selling points to show. Tier 3 provides expanded coverage for well-appointed homes with upgrades, architectural details, outdoor spaces, or other features that deserve more attention. It is rarely intended for a typical three-bedroom home and more often applies to four- and five-bedroom properties, generally no larger than roughly 4,000 square feet.

**Tier 4**  
**\$295****45 images | 3,501–4,500 sq. ft.**

Designed for larger homes where the listing benefits from broader room coverage, secondary spaces, exterior features, and detail images. Tier 4 provides comprehensive coverage for large, upscale, or highly detailed homes that need more than the expanded coverage of Tier 3. It is designed for properties with extensive living areas, strong architectural character, upgraded finishes, outdoor entertaining spaces, views, or other notable features that deserve fuller visual representation. These properties are often above 4,500 square feet, though placement is still based on the property's overall scope, layout, and marketing priorities rather than size alone.

**Tier 5**  
**\$375****55 images | 4,501–6,000 sq. ft.**

Best for substantial homes with multiple living areas, specialty rooms, outdoor amenities, or a larger number of marketable features. Tier 5 is reserved for exceptional, highly complex, or specialty properties that require a tailored scope of coverage. This may include estates, acreage, waterfront properties, homes with guest houses or multiple structures, extensive amenities, or listings with specialized marketing needs. It is not limited by square footage alone and is priced through a custom quote based on the property, the level of coverage needed, and the intended marketing use.

**When should I move up a tier?**

Choose a larger collection when the property has several distinct living areas, a finished basement, bonus rooms, detached buildings, extensive landscaping, a pool, outdoor entertaining spaces, notable views, or community amenities that should be part of the listing story.

**Properties over 6,000 sq. ft.**

Properties above 6,000 sq. ft. are quoted individually. At that scale, layout, architectural complexity, amenities, acreage, detached structures, access, and the desired marketing coverage become more useful pricing factors than square footage alone.

## Image Counts and Final Delivery

### What Counts as a Deliverable

A delivered photograph is one finished, professionally edited image selected for the final property gallery. Multiple exposures, ambient and flash frames, window pulls, and compositing elements used to create that image are production materials, not separate deliverables.

### Final Image Selection

Final image selection is part of the photography service. I choose the photographs that best represent the property, remove redundant frames, complete the necessary editing and compositing, and deliver the finished gallery. RAW files, test exposures, source frames, and rejected images are not included in the final delivery.

## Properties Requiring Additional Coverage

Properties with extensive acreage, multiple structures, unusual amenities, or coverage needs beyond the selected collection may require an expanded collection or custom quote. Any recommended change in scope will be discussed before the additional work begins.

## Deliverables

Every real estate photography collection includes a professionally photographed and edited set of images designed to present the property clearly, accurately, and at its best. The final gallery is built around the photographs needed to explain the property without unnecessary repetition.

## What You Receive

Each property receives a finished gallery selected to give prospective buyers a complete understanding of the home. I do not photograph every room an arbitrary number of times or add repetitive angles simply to reach a stated count.

A smaller property may be represented well with a concise gallery. A larger home, an open-concept layout, significant outdoor living areas, or notable architectural features may require more coverage.

## How I Determine Coverage

Coverage is weighted toward the spaces and features that define the property. Secondary spaces receive enough coverage to document them clearly without repeating the same information.

- ✓ **Exterior and arrival:** Front and rear views, the entry, the approach, and meaningful property views.
- ✓ **Primary living areas:** Main living spaces, the kitchen, dining areas, and the relationships between open rooms.
- ✓ **Bedrooms and bathrooms:** The primary suite and enough secondary-room coverage to document the home's layout and condition.
- ✓ **Additional features:** Useful auxiliary rooms, architectural details, outdoor living areas, views, and community amenities when included in the selected collection.

### THE PURPOSE OF THE GALLERY

The goal is not to reach a photograph count simply because a collection allows for one. The goal is to create a gallery that explains the property clearly and gives every delivered image a reason to be included.

# Coverage by Collection Chart

The chart below compares the intended property fit and relative depth of coverage for each collection.

| Coverage                       | Tier 1<br>Basic                                                   | Tier 2<br>Standard                                                  | Tier 3<br>Deluxe                                                     | Tier 4<br>Premium                                                                                     | Tier 5<br>Custom                                                                                     |
|--------------------------------|-------------------------------------------------------------------|---------------------------------------------------------------------|----------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------|
| <b>Typical property</b>        | Smaller, straightforward properties; often 1- or 2-bedroom condos | Many typical residential listings; often 3-, 4-, or 5-bedroom homes | Well-appointed homes with notable upgrades; commonly 4 or 5 bedrooms | Large, upscale, or highly detailed homes with extensive spaces and features                           | Exceptional, highly complex, luxury, estate, or specialty properties                                 |
| <b>Typical size</b>            | Usually under 2,000 sq ft                                         | Typically 2,000-3,000 sq ft                                         | Generally no larger than roughly 3,001-4,500 sq ft                   | Generally 4,501-6,000 sq ft                                                                           | Typically above 6,000 sq ft, or properties who needs are better defined by scope than square footage |
| <b>Collection purpose</b>      | Essential listing coverage                                        | Complete standard coverage                                          | Expanded, feature-focused coverage                                   | Comprehensive, presentation-focused coverage                                                          | Fully customized coverage based on property and intended marketing use                               |
| <b>Exterior coverage</b>       | Essential front and rear views                                    | Complete exterior coverage                                          | Expanded exterior and grounds coverage                               | Comprehensive exterior, grounds, architectural, feature-rich                                          | Defined by the property, marketing needs, and written quote                                          |
| <b>Main living areas</b>       | Essential rooms and spatial relationships                         | Full coverage of primary spaces                                     | Expanded angles and transitions                                      | Extensive coverage with additional angles and transitions                                             | Defined by the property and written quote                                                            |
| <b>Bedrooms and bathrooms</b>  | Focused coverage of listing-essential rooms                       | Complete coverage based on the home's layout                        | Expanded primary-suite and secondary-room coverage                   | Comprehensive coverage of primary, seconds, and featured rooms                                        | Defined by the property and written quote                                                            |
| <b>Secondary spaces</b>        | Limited to spaces important to the listing                        | Included when relevant to the property                              | Expanded coverage of offices, lofts, laundry, bonus, and flex spaces | Coverage of offices, lofts, bonus rooms, utility spaces, and supporting areas                         | Defined by the property and written quote                                                            |
| <b>Details and upgrades</b>    | Limited detail coverage                                           | Selected distinguishing details                                     | Expanded architectural, finish, and feature details                  | Extensive coverage of architecture, finishes, amenities, views, and additional exterior features      | Tailored detail coverage based on the property's distinguishing features                             |
| <b>Outdoor areas and views</b> | Essential outdoor areas                                           | Relevant outdoor living areas and views                             | Expanded outdoor living, grounds, amenities, and views               | Comprehensive coverage of outdoor living, grounds, amenities, views, and additional exterior features | Tailored to acreage, amenities, outbuildings, views, grounds, and other property-specific needs      |
| <b>Pricing structure</b>       | Typically the lowest-priced standard collection                   | Typically the medium-priced standard collection                     | Typically the higher-priced standard collection                      | Highest priced standard collection                                                                    | Custom quote based on scope                                                                          |

# Add-ons & Expanded Coverage

Some listings need more than still photography. These services may be added when appropriate and are priced separately at booking.

| Available add-on                                                                                                                       | When it makes sense                                                                                                                                                                                                                                                                                                                                                            |
|----------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Aerial / drone photography</b><br>(Tier 1 add-on)                                                                                   | Acreage, waterfront, location context, large lots, commercial sites, or properties where the surroundings matter.                                                                                                                                                                                                                                                              |
| <b>Twilight / specialty exterior photography</b><br>(\$175)                                                                            | Listings where exterior architecture, lighting, views, or outdoor living deserve a dedicated hero treatment.                                                                                                                                                                                                                                                                   |
| <b>Floor plans</b> (\$75-\$150, dep. on size/type)                                                                                     | When buyers benefit from understanding room relationships and overall flow.                                                                                                                                                                                                                                                                                                    |
| <b>Virtual staging</b> (\$30/image)                                                                                                    | Vacant rooms that need visual context. Final use remains subject to applicable disclosure and platform requirements.                                                                                                                                                                                                                                                           |
| <b>Advanced retouching</b> (\$25/image)                                                                                                | Requests beyond standard real estate editing, including approved object removal or complex cleanup.                                                                                                                                                                                                                                                                            |
| <b>Rush delivery</b> (\$50)                                                                                                            | When a listing launch requires delivery sooner than the standard estimate, subject to availability.                                                                                                                                                                                                                                                                            |
| <b>Community amenities</b> (\$50)                                                                                                      | Clubhouses, pools, marinas, fitness centers, neighborhood features, or other off-property amenities.                                                                                                                                                                                                                                                                           |
| <b>Detached structures / expanded property coverage</b> (\$50)                                                                         | Guest houses, workshops, barns, garages, or additional buildings beyond the originally quoted scope.                                                                                                                                                                                                                                                                           |
| <b>Extended travel</b> (\$0.75/mile after 20 miles)                                                                                    | Assignments outside the standard service area or with meaningful parking, toll, permit, or travel costs.                                                                                                                                                                                                                                                                       |
| <b>Additional:</b> <ul style="list-style-type: none"> <li>• <b>Single Image</b> (\$15)</li> <li>• <b>Five Images</b> (\$50)</li> </ul> | Expand your collection with additional edited images. This option is available for all Tiers and is recommended for properties requiring supplementary coverage beyond the selected collection. Additional photography should fall within the scope of the scheduled session. Expanded coverage or additional shooting time may require a collection upgrade or revised quote. |

## What Every Residential Collection Includes

- Professional interior and exterior real estate photography for the agreed property and scope.
- Careful composition and lighting intended to present the property clearly, naturally, and consistently.
- Professional selection and editing of the final images.
- High-resolution finished files suitable for print and marketing use.
- Web-ready finished files suitable for MLS, listing portals, websites, email, and social media.
- A property-marketing license for the listing agent, named team, and brokerage after full payment.
- Online delivery of the finished media with the turnaround estimate confirmed in the booking summary.

## What is Not Included in Any Collection

- RAW files, unedited captures, test images, rejected frames, or duplicate angles.
- Cleaning, staging, landscaping, organizing, furniture moving, or property preparation.
- Edits that materially misrepresent the property.
- Return visits caused by lack property preparation, access, staging, seller changes, or newly requested coverage.
- Independent advertising or commercial use by builders, designers, stagers, contractors, vendors, publications, or a later listing agent without separate permission.

### Need something that does not fit neatly into a package?

Ask for a custom quote. The goal is not to force every property into the same formula. If the listing has unusual acreage, architectural complexity, multiple buildings, extensive amenities, or a special marketing plan, the scope can be built around the property.

# Booking, Preparation & Delivery

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## Booking & payment

- Your appointment is confirmed once the required booking steps are completed and any required retainer is received.
- New clients pay a 50% booking retainer, credited toward the final balance.
- Unless written account terms have been approved for a recurring agent client, the remaining balance is due before the final media may be downloaded, published, distributed, or otherwise used.
- If the property size, location, occupancy, requested services, or scope is materially different from what was provided at booking, pricing may be revised before additional work is completed.

## Before the photographer arrives

The property should be photography-ready at the scheduled start time. A separate Real Estate Prep Guide can be provided to the agent or seller.

- Cleaning, decluttering, staging, landscaping, and contractor work should be complete.
- All areas to be photographed should be accessible, safe, and ready.
- Interior and exterior lighting needed for the session should be operational.
- Pets, occupants, cleaners, contractors, and other activity should not prevent the assignment from beginning on time.
- Items that should not appear in photographs, including personal or sensitive material, should be removed or concealed beforehand.

**Important:** The photographer is not a cleaning, staging, moving, or landscaping service. If the property is not ready, the assignment may be limited to ready areas, photographed as presented, delayed when possible at an additional charge, or rescheduled under the booking agreement.

## Weather

Ordinary cloud cover or overcast conditions do not automatically require rescheduling. Safety, severe weather, visibility, and conditions that materially affect the booked service are evaluated professionally. Drone work is additionally subject to wind, precipitation, airspace, visibility, and flight restrictions.

# Usage, Licensing & Common Questions

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## **Can I use the photos on MLS and social media?**

Yes. After full payment, the listing client may use the finished media for the specified property through MLS, listing portals and syndication, the agent or brokerage website and social channels, email, digital advertising, printed marketing, presentation materials, and on-property signage.

## **Can my brokerage or team use them?**

Yes, when they are the named team or brokerage responsible for the specified listing. Their use is tied to that property and the permitted listing-marketing purpose.

## **Can the seller, builder, designer, stager, contractor, or another agent use the files?**

Not automatically. Providing someone with a download link or file does not give that person a separate license. Independent commercial, editorial, vendor, or later-agent use requires written permission from Donald M. Barnes Photography.

## **Do I receive the RAW files?**

No. The deliverable is the finished edited work. RAW files, test captures, duplicates, technically unsuitable images, and rejected frames are not part of the collection.

## **Can I edit the delivered images myself?**

Basic formatting such as proportional cropping, resizing, compression, and adding truthful listing text or brokerage branding is generally fine. Material retouching, filters, recoloring, object removal, compositing, AI alterations, or changes that could misrepresent the property require approval.

## **What if the home needs more photos than I booked?**

If additional coverage is clearly needed, you can approve a larger collection or expanded scope before the additional work is completed. The goal is to avoid unnecessary images while still representing the property completely.

## **What if the home is smaller than the recommended square footage for my package?**

That is fine. Square footage is guidance. Choose based on the number of spaces and features that need to be represented and how extensively you want to market the listing.

## **What if the property is vacant or unusually simple?**

A smaller image collection may be appropriate even when the square footage is somewhat larger, provided the property can be represented completely without repetitive coverage.

## **What if the listing has a pool, acreage, guest house, workshop, or neighborhood amenities?**

Those features may justify moving up a collection or adding expanded coverage. Mention them during booking so the recommendation and quote reflect the actual marketing needs.

## Do you guarantee a sale or a certain level of engagement?

No. Professional photography is a marketing service. It is designed to represent the property professionally, but it cannot guarantee a sale, lease, showing volume, inquiry level, platform ranking, or financial result.

### One document sets the price. The booking agreement sets the terms.

This guide is designed to make service selection easy. The final quote and Booking Summary identify the actual property, selected collection, add-ons, travel charges, delivery estimate, and total. The Real Estate Photography Booking Agreement governs the legal terms of the assignment.

## Ready to book?

Send the property address, approximate square footage, requested timing, and any special features or amenities that need to be emphasized. From there, the appropriate collection can be recommended and the final scope confirmed before booking.

**DONALD M. BARNES PHOTOGRAPHY**

*Real Estate Photography • Pricing & Service Guide*