



OUR SERVICES A GUIDE



Homes with expansive bay views, acreage properties or those with exceptional interior and exterior lighting all lend themselves to being photographed at different times of the day.

Whether it be day, dusk or both, Launch has you covered.

This guide to our most popular packages aims to assist you in selecting which of our services is best suited to the property being marketed.







DAY

Day photography is what we call our 'all-rounder' as it is suitable for any home, from blocks of land to million-dollar listings and everything in between.

A day shoot will bring your property to life, capturing the colours of grass, foliage, inviting blues of sunlit pools and the warmth of the interior.

We have a range of day photography packages available - all including professional image enhancement with 24hr turnaround as standard.



DUSK

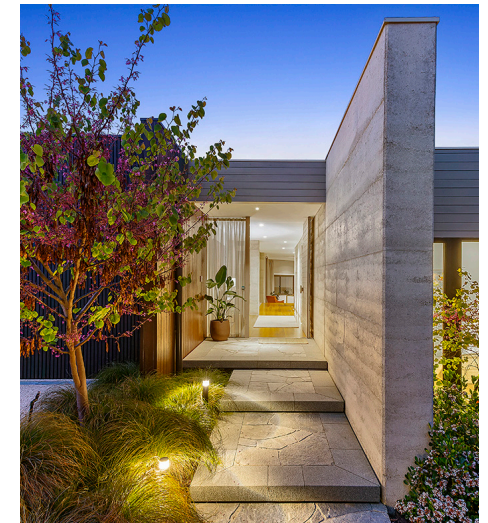
Dusk photography captures moodier, eye-catching images as the sun goes down, combining natural and artificial light to deliver dramatic images with the 'wow factor'.



Our twilight dusk packages convey more of an emotional connection between a buyer and the home, making it suitable for well-presented contemporary homes, or those with exceptional interior and exterior (garden) lighting.

We have a range of dusk photography packages available - all including professional image enhancement with 24hr turnaround as standard*.

*Does not apply to prestige packages, which have a 24-hour turnaround following selections





PRESTIGE+ DAY & DUSK

Our Prestige+ package is our premium offering. It incorporates the best of both day and dusk photography, showcasing a property at its resplendent best.

Perfectly suited to larger properties with acreage and/or expansive bay views, our Prestige+ package is particularly ideal for west facing properties*, allowing us to capture the property at its best by day and the all-important key areas at dusk.

*Timing is everything when it comes to twilight photography – images taken too early or too late will lack the look and feel a property photographed at dusk should have. Twilight photography should not commence until the sun is no longer visible in the room(s) being photographed or is absent from the view outside as seen through the windows.

Properties that face directly west present their own unique set of challenges for photographers, especially larger homes.

Having to wait for the sun to drop means the time available to photograph these types of properties can be significantly reduced, greatly diminishing the coverage we can offer. In this instance we would recommend selecting the Prestige + package or a combination of other packages depending on your budget.



STANDARD OR PRESTIGE

THE DIFFERENCES

Our standard day and dusk packages include up to 10 beautifully crafted images all including professional image enhancement and 24hr turnaround as standard.

Selections for our standard packages must be made on-site either by the vendor and/or agent. Failing that we will use our years of experience to select the 10 images we feel best showcase the property. Alternatively, images can be proofed* to the client for a small, additional fee.

*Image proofing is where unedited files are sent to the client to select the image(s) they wish to have retouched. These files are straight out of camera and have had no editing. If you are sharing proofed images with your vendor(s) please make them aware of this.



Our prestige packages* comprise up to 15 final images all including professional image enhancement. In addition to the inclusion of extra final images, our photographers will spend longer on site capturing more aspects of the property, from more angles for unrivaled coverage. All our prestige packages include image proofing.

*Excludes our Prestige + package that includes up to 20 final images.



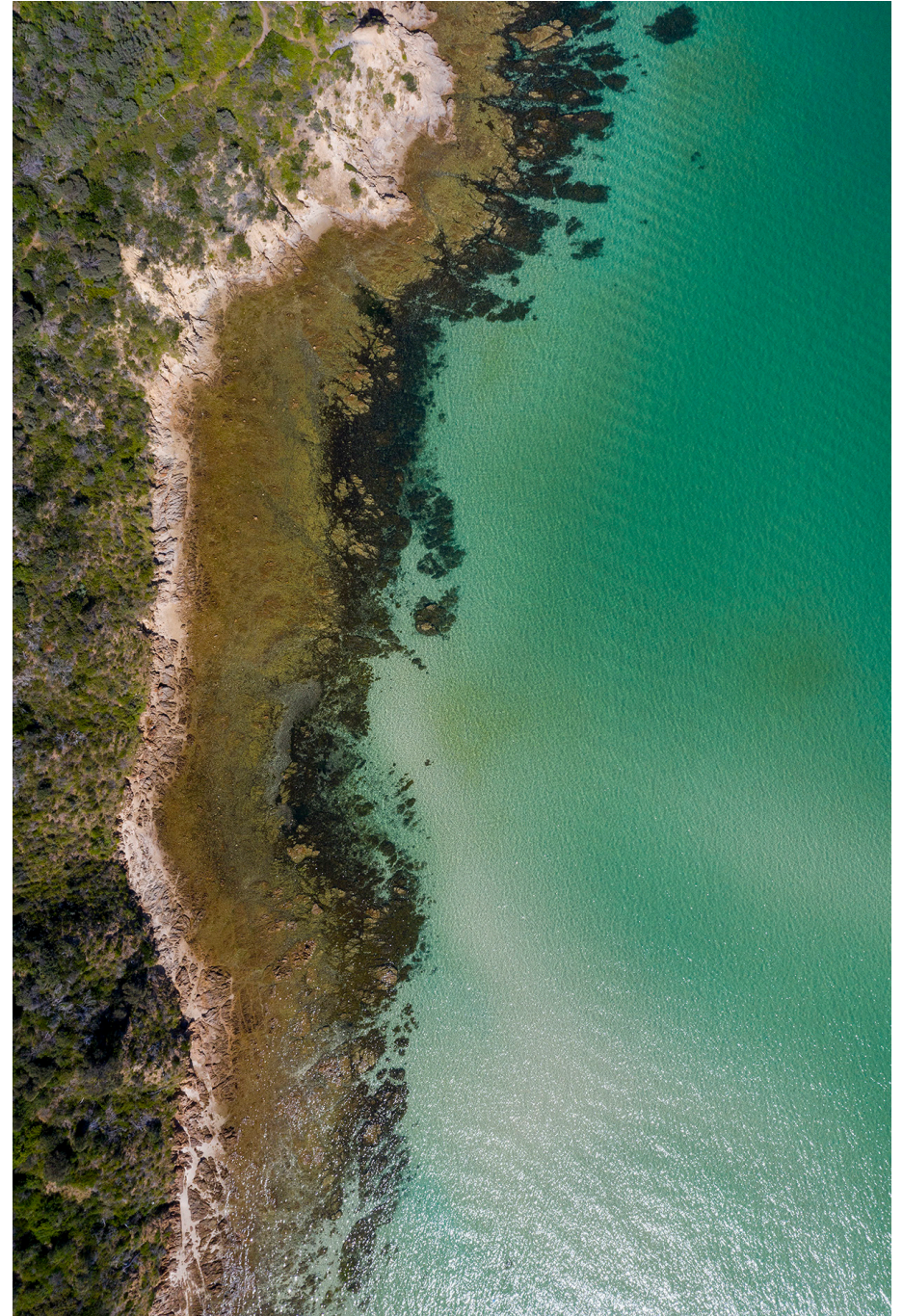
ADDITIONAL SERVICES

AERIAL PHOTOGRAPHY

Take your listing to a new level with a bird's eye view of the home and surrounding areas. Highlight the borders of the property and get a full sense of the landscape in which it resides.

Aerial Photography is perfect for showing a unique perspective, revealing otherwise hidden gems within your neighbourhood.

Choose from our standalone, bolt-on or mini drone packages to compliment your listing(s).







VIRTUAL DUSK

Are you after a dusk shoot at a more economical price? We can create a twilight shot from any external image as an added option alongside any day photography package.



VIRTUAL STYLING

At Launch, we can add virtual styling to any image, showcasing the potential of an otherwise empty space. Get outstanding results without the expense of a property stylist, with a wide range of furniture and styles to choose from.



VIRTUAL 360°

Our virtual tours allow your clients to view and interact with a property from any location. Your clients will be able to tour the home as if they were physically there. Entice overseas and interstate buyers by making your listings stand out. Virtual 360° tours can include integrated video links and customised branding.



Thank you for choosing us to be your marketing wingman

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