



RETOUCHING - THE INS & OUTS

AT LAUNCH WE PRIDE OURSELVES ON ATTENTION TO DETAIL. WE BELIEVE IT'S OUR POINT OF DIFFERENCE AND WHAT SETS US APART.

WE STRIVE TO PROVIDE THE BEST POSSIBLE IMAGES WE CAN EACH AND EVERY TIME.

WE GENUINELY CARE AND LIKE TO THINK THAT THIS IS REFLECTED IN THE FINAL IMAGES WE DELIVER TO OUR CLIENTS.

Photoshop is without question an extremely powerful tool and an essential one in helping us achieve what we do. However, it should not be relied upon to fix issues that could otherwise be (easily) solved in advance of us arriving on site.

Our objective is to always get right as much as we can 'in camera' to avoid the need for unnecessary retouching, which may incur additional costs.

Here's a breakdown of what's included as standard in our retouching and a list of some of the items that aren't. If in doubt, please ask.



Inclusions:

- Sky Replacement (if required)
- Making water bluer (if required)
- Making (existing) grass greener (if required)
- Illuminating non-working lights (does not include properties without power)
- Addition of flames to (working) fireplaces & fire pits
- Cord/cable removal (if required)
- Removal of stickers from appliances
- Removal of magnets & papers from fridges (if unable to be removed prior)

Exclusions (Including but not limited to):

- Addition of water to pools, spas & waterholes
- Addition of grass where there is none
- Removal of furniture and objects
- Changing the colour of all or part of a wall/building
- Removal of stains and marks from decks, patios, driveways, and buildings
- Removal of leaf litter from decks, patios & driveways
- Removal of creases from bed linen



Where practicable we would strongly recommend that a property is inspected prior to photography being undertaken to ensure that it is photo ready.

Communication is key! Talk to your vendors and help them understand what is required to create successful images.

Download the 'Is Your Property Photo Ready?' checklist and share it with your vendors so that they are ready ahead of time.

Here are just a few recommendations to assist you in making sure your property is in the best possible condition come shoot time.

- Ensure windows are clean, especially if there is a view.
- Make sure all paths, patios, decks and driveways are free of debris
- Make sure all lights are functioning (where possible)
- Make sure bed linen is crease free
- Clear all surfaces of unnecessary clutter
- Remove bins (inside & out), toys, pets, pet beds and bowls
- Remove soaps, shampoos, and conditioners along with any personal grooming items



We understand it is not always possible to have a home presented as we all may like. However, we are on your side! We want to work with you to achieve the best result possible.

