



# PHOTOGRAPHY & VIDEOGRAPHY SERVICES

Seeing is believing, so stunning photos and video are a must when it comes to today's competitive real estate market and the fleeting attention of modern consumers. High-quality visuals make a huge impact on the effectiveness of both digital and traditional marketing, from display ads to brochures. When you take advantage of Threshold's Photography and Videography Services, we manage the entire production process and on-site shoot so that you walk away with amazing assets that make prospects want to see it all themselves.



## KEY BENEFITS:



Stand out from your competition with stunning digital ads and websites.



Get reusable media that's memorable and worth sharing.



Inspire trust and excitement in potential residents.



Convey your brand personality with visuals that reinforce your messaging.

PUT US TO  
WORK FOR YOU!



# PHOTOGRAPHY & VIDEOGRAPHY SERVICES



## PHOTOGRAPHY PACKAGES

Package	Description	Price
Standard Package	<ul style="list-style-type: none"> <li>• 3-hour photo shoot</li> <li>• Basic exterior shots from up to 4 different locations</li> <li>• Receive 25-30 edited images</li> </ul>	\$1,000
Expanded Package	<ul style="list-style-type: none"> <li>• 4-hour photo shoot</li> <li>• Multi-lens shoot for a variety of techniques</li> <li>• Exterior, model apartment, and amenity shots—up to 7 different locations total</li> <li>• Receive 45-50 edited images</li> </ul>	\$2,500
Deluxe Package	<ul style="list-style-type: none"> <li>• Full-day shoot</li> <li>• Includes all the features of the Expanded Package</li> <li>• Includes evening shots, close-ups, textures, and other artistic shots—up to 10 different locations total</li> <li>• Receive up to 100 edited images</li> </ul>	\$4,850
Lifestyle Package	<ul style="list-style-type: none"> <li>• 3-hour photo shoot</li> <li>• Includes local street scenes, lifestyle, shopping, and neighborhood amenities.</li> <li>• These free-form shots do not require extensive shot set ups.</li> <li>• Receive up to 30 edited images</li> </ul>	\$1,500



## VIDEOGRAPHY PACKAGES

Package	Description	Price
Basic Package	<ul style="list-style-type: none"> <li>• Utilize 4-6 existing creative assets to create a professional video</li> <li>• Professionally edited and produced</li> <li>• Perfect for use on websites and digital campaigns</li> <li>• Up to 45 seconds in length</li> </ul>	\$1,200
Community Tour Package	<ul style="list-style-type: none"> <li>• 2-hour video shoot inside the model home</li> <li>• Close-ups on interior amenities</li> <li>• Professionally edited with dynamic graphics</li> <li>• Up to :60 in length and hosted on Vimeo</li> </ul>	\$2,500
Lifestyle Package	<ul style="list-style-type: none"> <li>• 4 to 5-hour video shoot</li> <li>• Combine photos, aerial/drone footage, actors, dynamic graphics</li> <li>• Professionally edited</li> <li>• Up to 1:30 in length and hosted on Vimeo</li> </ul>	\$4,000
Aerial/ Drone Package	<ul style="list-style-type: none"> <li>• 3-hour drone shoot</li> <li>• Capture views from each floor</li> <li>• Community fly-overs offer a bird's-eye view of the community</li> </ul>	\$1,500

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