



2026 - A New Year with New Opportunities

Last year was an interesting year for the real estate industry. There were large mergers, a change in the commission structure or rules, and the evolution of new technology. Snap2Close also had an exciting year with many new innovations.

Last year we introduced our unique [Synergy Flash Photography](#), which included our Advanced HDR Editing and Flash Flambient photography. Our overwhelming success has escalated visual media on MLS and print flyers.

We also introduced our [A.I. Parallax Video](#) product which has been extremely successful. Because of its popularity we added it to our Gold Package. We also added our [Creative Reels](#) to our Platinum Package because of its popularity. These additions and product adjustments have truly helped many of you.

Our [Emotive Videos](#) really stirred the emotions for many homebuyers and featured exciting day-to-night transitions and very clever storytelling.

As we move into 2026, we're seeing clear shifts across the industry, and what they mean for your listings, your brand, and your growth. From partner conversations, industry events, and platform data, one message stands out: 2026 is the year video and A.I. are becoming the baseline for innovation.

A.I. Editing

We have some really exciting A.I. editing news which will expedite our delivery times and that should appease all of you. This year our A.I. edits will include blue sky replacement and the addition of images to TV screens and fire in fireplaces. Hopefully, by this summer, the clarity will become close to approximating our Advanced Editing and we find that to be truly huge for everyone.





Video

Snap2Close believes that Video will no longer be viewed as an add-on, but the foundation of a competitive listing package.

Here are the key trends shaping real estate marketing this year, and how Snap2Close is approaching them with you in mind :

Agent-Featured Video Is Growing Fast

Another clear shift we're seeing is the rise of agent-featured content: voiceovers, on-camera walkthroughs, and "agent-in-frame" moments. Why? Because buyers trust people. Content that includes the agent builds credibility faster and performs better across social platforms.

Short, authentic clips (even 15–30 seconds) are becoming more effective than overly polished productions when it comes to reach and engagement. This is especially true for social media.

One-Shot Walkthroughs Feel More Real (And Perform Better)

Highly produced videos are perfect for MLS, Realtor.com, etc., but simple, one-shot walkthroughs are becoming a favorite for social channels. Why? Because they feel natural and honest and they are perfect for short-form platforms like Reels, TikTok, and Shorts

These formats help listings stand out without slowing down production or increasing costs.

Social Media Videos

As most of you know, we have several video products that are produced for social media. This year will see an exciting leap in that directly as Snap2Close will

introduce several new videos designed to meet your needs. We will chat more about these products as they are released.

Social Media Production Days

Several of you have contacted our office in regards to helping you produce several social media videos.. We want you to know that we are developing two programs to address your needs. We will tell you much more about this in our next newsletter.



If you have had a great experience with us we would love to hear your feedback in the form of a Google review! You can follow this [Google Review Link](#) if you'd like to share your thoughts. We appreciate your business and look forward to working together again soon.

Moving Forward...

We are genuinely excited for 2026 and know that it will be a great year for both you and Snap2Close.

The Snap2Close Team

Snap2Close Real Estate Photography | 14362 N Frank Lloyd Wright Blvd Suite 1000 | Scottsdale, AZ 85260 US

[Unsubscribe](#) | [Update Profile](#) | [Our Privacy Policy](#) | [Constant Contact Data Notice](#)



Try email & social marketing for free!