

Snap2Close November Newsletter: New Editing Styles, Simplified Ordering, and the New Parallax Video Suite

Over the past 11 years, Snap2Close has continuously evolved its services to better support your real estate marketing needs. Many of our latest enhancements are inspired directly by your feedback, combined with new technology advances.

New Editorial and Photography Packages

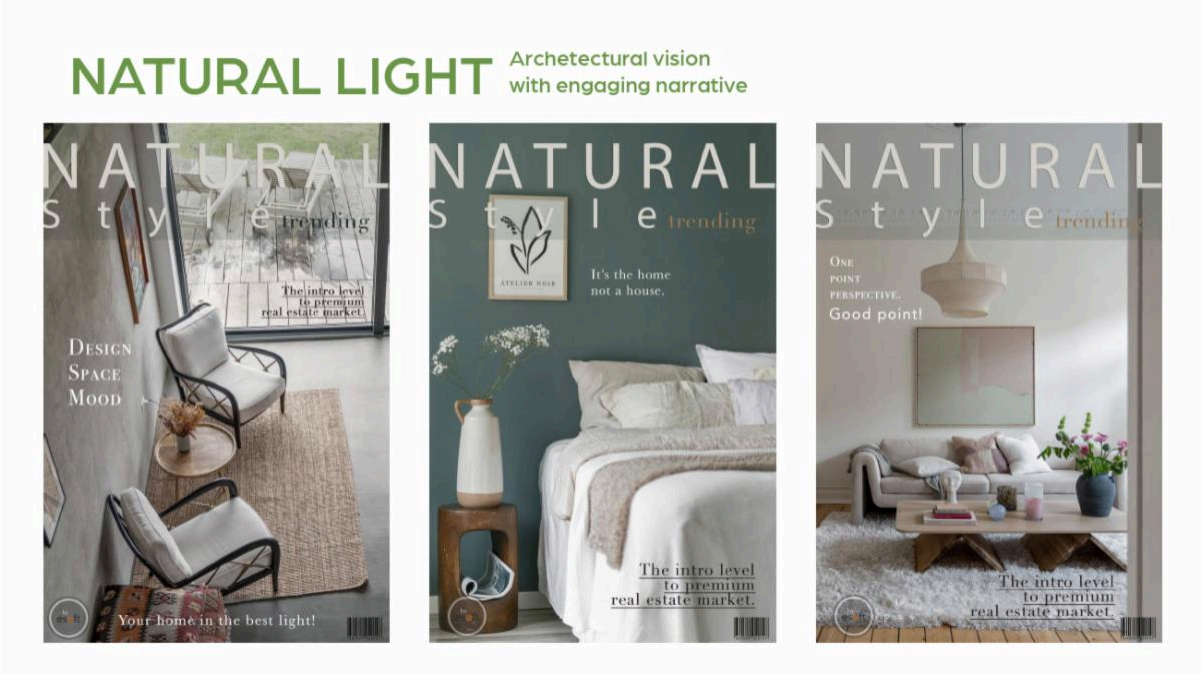
For years, our HDR Standard and Premium editing styles have been top choices for MLS listings due to their vibrant color pop. In response to requests for a softer, warmer aesthetic, we are excited to introduce Premium Natural editing. Our core editing and photography options now include:

- HDR Standard
- HDR Premium Pop
- HDR Premium Natural
- Synergy Flash

Every package comes complete with 2D Floor Plans featuring Fixed Furniture (delivered in JPG and PDF formats), the CubiCasa Interior Home Data Report, and two Virtual Twilight images.

Explore side-by-side editing style comparisons on our website: **https://snap2close.com/hdr-real-estate-photography.html**.

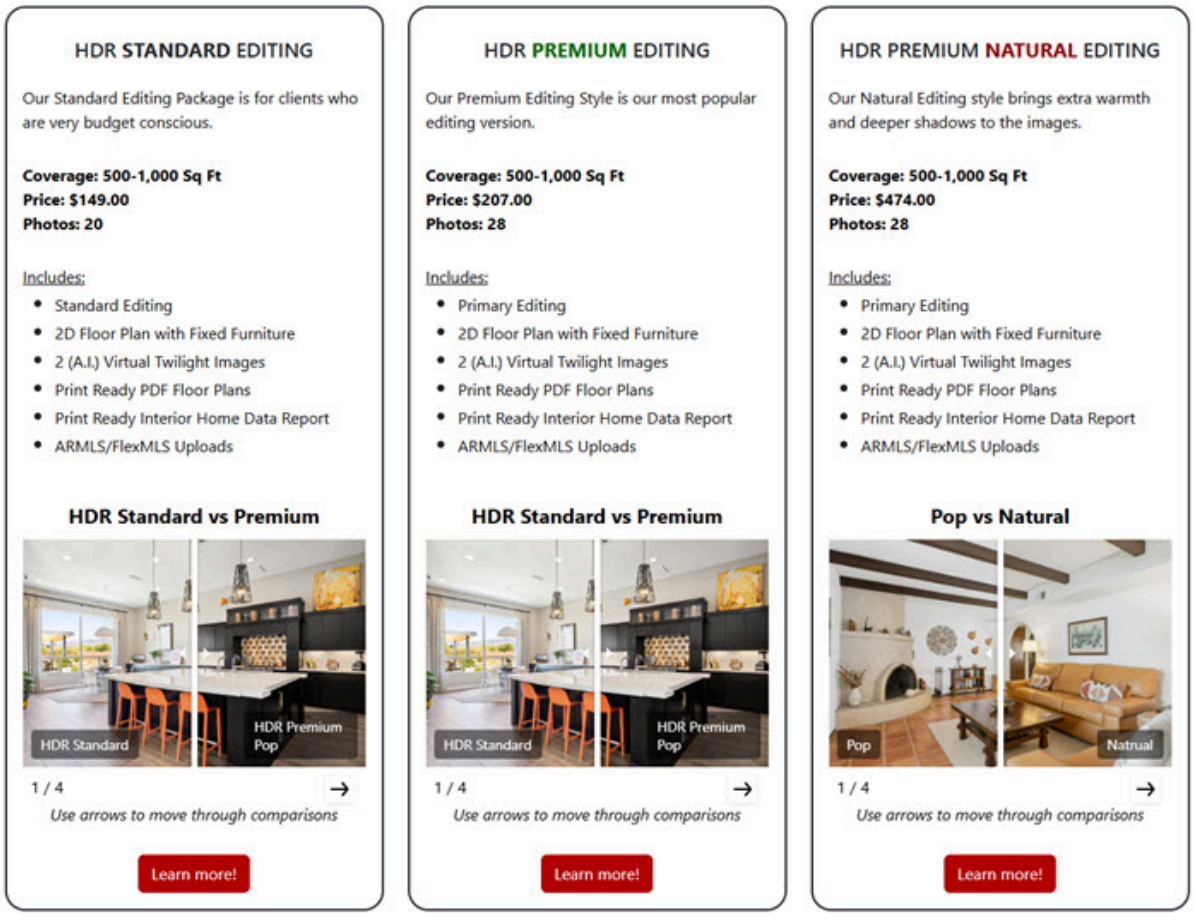
Additionally, we are launching our Luxury Magazine Natural Light style, tailored for high-end properties with an emphasis on authentic lighting and editorial composition. Learn more at **https://snap2close.com/luxury-magazine-natural-light.html**.



Shopping Cart Updates

While pre-bundled packages have long been standard in real estate photography, many clients asked for more flexibility. We listened!

Starting today, our simplified shopping cart displays base pricing for all editing styles upfront, allowing you to easily customize orders with only the specific add-ons you need for each property. Our website prices page highlights the differences between each style.



New Parallax Video Suite

Building on the success of our Premium Parallax Video, we are introducing the Parallax Video Suite—a comprehensive package of six distinct video edits. Ranging from 20 seconds to 1 minute 30 seconds, these videos feature tailored soundtracks to engage audiences across diverse demographics. Short edits are optimized for TikTok and Instagram Reels, mid-length versions for Instagram and Facebook feeds, and extended versions for MLS and Facebook listings.

The Parallax Videos are offered in both a Horizontal and Vertical format for $99 each. If you prefer to have both formats then the cost will be $149.

Here are samples of the 6 videos:

Lie in the Sun - 85 secs

Little Things - 70 secs

Invincible - 42 secs

Rivulet - 38 secs

Dream Loop - 28 secs

Glistening - 23 secs

We have some other new updates that we will be introducing in the near future so - stay tuned!!

Charlie & The Snap2Close Team

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