



April 2025 Newsletter

Exciting April Changes

April begins the launch of our updated package names, a change in our travel fees, new luxury Emotive Videos and our new phone and Live Chat system

PACKAGE NAME CHANGES

Last month's newsletter described our upcoming changes to our package names. Making this change wasn't easy, but our commitment to improving our clients' experience remains our top priority!

We will now have Bronze, Silver, Gold, Platinum and Titanium Packages. What has changed is that the old Bronze Plus is now the Silver, and old Silver is now the Gold, etc.



We will be reminding you of the updates as orders are received.

TRAVEL FEES

For the last nine years Snap2Close has not raised the price of our travel fees. As a matter of fact, we don't like adding them to your photoshoot orders. However, with the continuing cost of living increases and vehicle maintenance costs we finally decided to up our rate from 35 cents per mile to 40 cents in most of our coverage areas.

THE POWER OF VIDEOS

Real estate media has dramatically changed over the last three decades. First were professional photos, then the 3D Tour boom in the Covid years. Now floor plans are amazingly popular. However, the trending future of real estate media is moving strongly towards videos.

Social media probably created the push for this, but real estate property videos have gone way above the traditional standard of simple walkthrough videos. Today, when Snap2Close generates a Property Tour Video the production may include up to 85 video clips.



These videos still focus on the property's rooms, but there are also many detailed shots and special camera movements added to enhance the video. As many of you may know, Snap2Close is very well known for the quality of our traditional videos.

Last year, Snap2Close launched social media video productions. Our low cost vertical slideshow videos and creative reels products have quickly gained popularity.

We are now launching our new Emotive Videos that tap into the emotional aspect of storytelling, music, visuals, and editing.

EMOTIVE VIDEOS

Designed to capture attention quickly, these videos feature fast-paced editing and vibrant visuals that create an impactful experience. Instead of focusing on the property layout, the purpose is to highlight the most appealing areas, all set to dynamic music that elevates the excitement and engagement. This approach ensures that your message resonates with viewers, leaving a lasting impression.

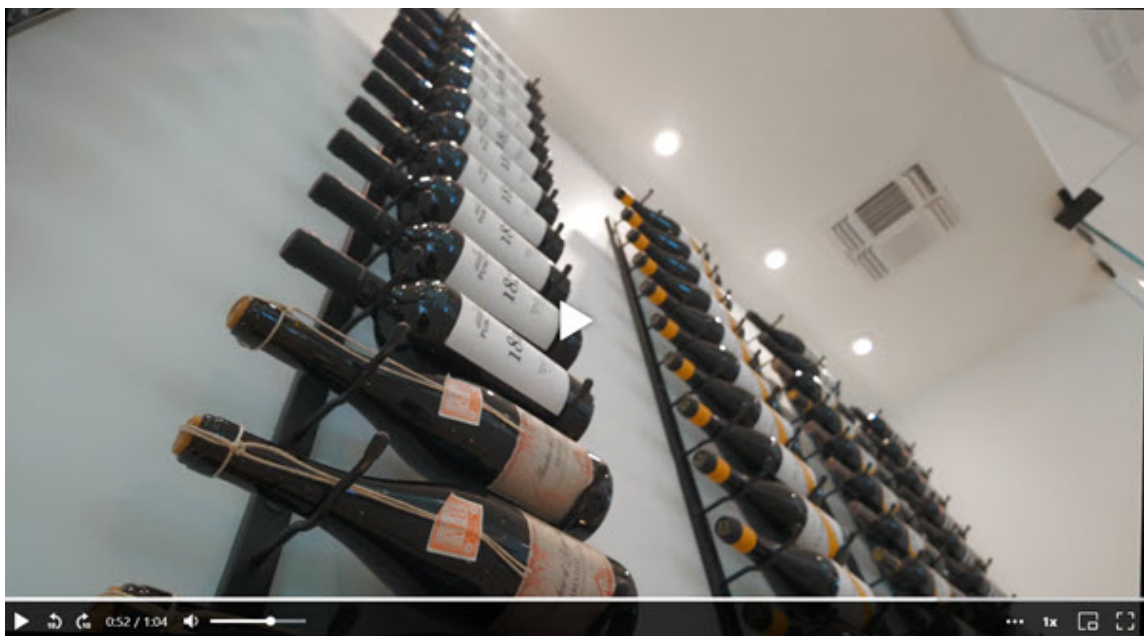
Cinematic and Dynamic Styles

These two videos provide a visually stunning presentation showcasing exquisite architectural details, inviting viewers to immerse themselves in a world of elegance. Complemented by inspiring music, the video captures the essence of a relaxed lifestyle, enticing potential buyers with the dream of premium living. Let us transport you to a serene oasis where every frame tells a story of sophistication and comfort.

The video samples below were captured by Kaitlin using her DJI one inch sensor camera. We currently have another Emotive Video in production that was captured using our Full Frame cameras. We will show you that video next month.

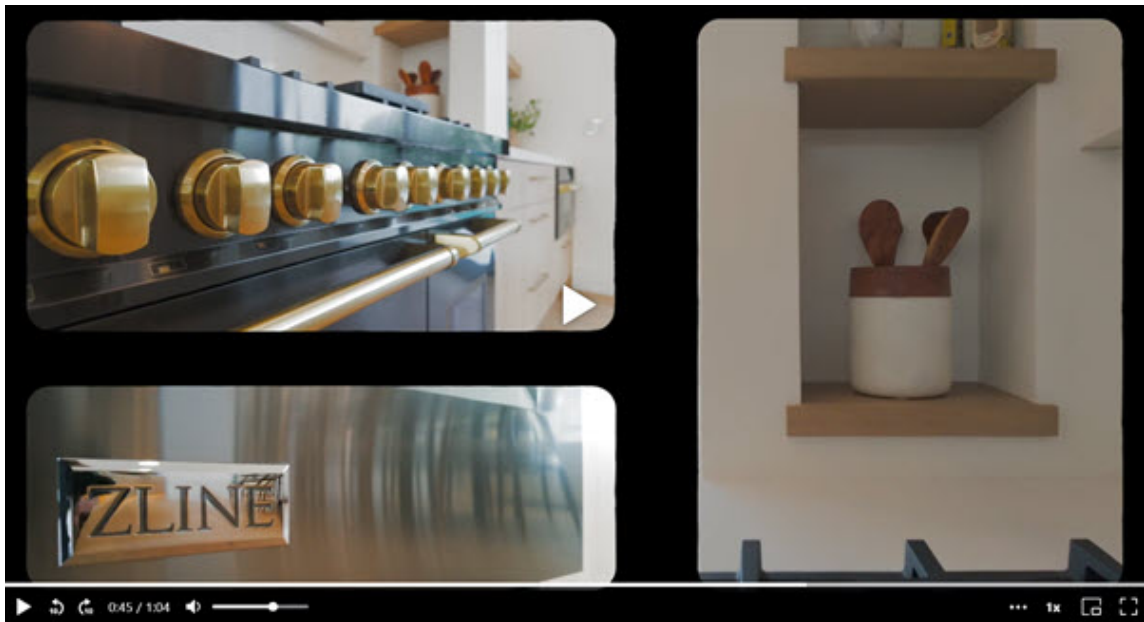
Cinematic

Our cinematic approach combines dynamic visuals, advanced sound design, and compelling storytelling to create an emotional connection that inspires buyers and sells the dream



Dynamic

The Dynamic video creates visually stunning, engaging videos with superior clip selection, smooth transitions, immersive sound effects, and fast-paced music. These videos are typically 60 seconds long.



Many of you are probably curious about pricing for these two Emotive Videos. The answer will vary and depends on the size of the home and the cameras used to capture the media. The sample videos displayed on the links above will be in the \$550 to \$600 range. If you want daylight to nighttime transitions and full frame camera captures then the price will increase.

If you have any questions about these new videos then please feel free to contact Charlie at 480-256-8359.

Below is a sample video using full-frame cameras with daylight to nighttime transitions.

NEW TELEPHONE AND LIVE CHAT SYSTEMS

As Snap2Close has grown, so have our communication needs. In April we will be implementing a new Nextiva phone system and website Live Chat service. While we anticipate that there will be zero down time, if that does occur then please email Support@Snap2Close.com when you need assistance.



Next month's newsletter will focus on our new luxury Synergy Flash Photography and a new concierge service.

Charlie and the Snap2Close Team

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