



Sell the Dream!

New Emotive Videos Focus on Emotion and Excitement

I know it is a bit unusual to receive two emails from us in one month, but so many of you have been excited about our new luxury Emotive Videos. We felt that issuing another quick email on these videos was the best way to answer your questions.

We are going to be providing these videos in three formats or packages. Basic, Standard and Premium. The basic format will be our least expensive and the Premium format our most expensive.

The Dynamic Emotive Video shown below is our **Premium** format version and is highlighted by special daylight to nighttime transitions. We hope you enjoy it.



Officially, our launch editing date for these new videos is Monday, April 21st so if you want us to schedule yours, now is the time to book it.

Snap2Close has targeted four members of our staff to be our Emotive Video crew. Each of these crew members have extensive video experience. Paul and Wilson created the video shown above and Kaitlin created the two versions displayed below

Remember, these new Emotive Videos are focused on Selling the Dream of luxury homes. They are very different from our Property Tour Videos which focus on the flow of a home. These new videos focus on emotion and excitement!

Kaitlin captured both a Cinematic and Dynamic version of the **STANDARD** Emotive Video shown below.

Cinematic

The Cinematic style has a slower pace and puts extra focus on elegance of the home. This video is in the **STANDARD** format.



Dynamic

The Dynamic style of this **STANDARD** version focuses on the excitement and thrill of the home.



Now I would like to break down the 3 format packages of our Emotive Videos. These prices are for homes with less than 3,000 sq ft. Larger home prices will vary. The size of the home's lots and exterior amenities may affect that price.

Basic Emotive Video - \$400 (Spring Special - \$100 discount on your 1st Order)

This basic video will focus on camera movements and detailed shots during the daytime. It will not include aerial drone video clips.

Standard Emotive Video - \$600 (Spring Special - \$200 discount on your 1st Order)

The Standard Emotive Video will add aerial drone footage to the video.

Premium Emotive Video - \$750 (Spring Special - \$300 discount on your 1st Order)

The Premium Emotive Video will include drone footage and daylight to nighttime transitions.

Note: Emotive Videos are the first two add-on products shown under our A-la-carte options.

Snap2Close Requirements

Emotive videos are designed to capture the feeling of a home — they work best in spaces that are thoughtfully furnished and professionally staged. If you're scheduling an emotive video for a vacant home, we'll recommend our standard walkthrough video instead, as it's better suited to showcase empty spaces.

Not all homes may be good candidates for these types of videos. Before you order, please consider these recommendations.

If you're ordering our Premium Emotive Video with day-to-twilight transitions, exterior lighting is essential!

Features like uplighting in trees, path lights, pool lighting, or bistro lights help create stunning visuals — the more ambient lighting, the better the final product will be.

Please note that these shoots take significantly more time than standard walkthrough videos. To ensure our photographers can do their best work, homes must be 100% photo-ready.

That means:

- No shuffling boxes or items between rooms
- All personal items should be tucked away
- Spaces must be clean and free of clutter
- Clients are welcome to be present in the home during the shoot but may be asked to stay in an interior room during twilight shots

Need help getting ready? Our team is always happy to do a walkthrough prior to the photoshoot to ensure your listing is looking its best!

<https://snap2close.com/emotive-videos.html>

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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