



2026 - New Videos, Policy Changes, Ethics Nomination and A.I.

Important updates, changes, and other news!

Videos

The fast pace of social media has significantly changed how we view videos. This is very true for real estate videos as well. Because of these impactful changes and the overwhelming success of our Emotive Videos, we are boosting our video offerings.

Note: In this newsletter there are several video links, which will open in a new tab on your browser. Unless you are a whiz at zipping around different tabs on your mobile web browser then we recommend that you view this newsletter on your computer.

Property Spotlight Video

Probably the best comparison of these changes is our Property Tour Video and how it compares to our NEW Property Spotlight Video.

For the last several years our Property Tour Videos would be either one or two minutes long and were slower paced. Here is an example of the Property Tour Video that Kaitlin captured last November.

<https://vimeo.com/1163773239>

Beginning in March, Snap2Close is introducing our NEW Property Spotlight Video, which is faster paced, cinematic, uses unique scene transitions and has more updated music. The following example uses the exact same video clips as shown in the previous example. We believe that this new Spotlight Video will be much more entertaining.

<https://vimeo.com/1163771039>

This video as well as the other new videos can be captured in the traditional horizontal mode or in vertical mode for social media. The length will range from 30 to 45 seconds ($\pm$ 5 seconds). Here is the vertical version of the same video:

<https://vimeo.com/1163771439>



Magnetic Reel

If you are a social media user, you are going to LOVE our new Magnetic Reels videos. This feels a lot like our Emotive Video for social media.

<https://vimeo.com/1164034692>

This vertical video is designed to be from 30 - 45 seconds ($\pm$ 5 seconds).

Agent Talking/VO Video

Next, is our new vertical Agent Talking/VO Video. The vertical video sample was created by another sister company for Gray Space Interiors in Pennsylvania. Notice how the text is synced precisely to the voice-over.

<https://vimeo.com/1164116746>

Open-House Event Video

This is a fun vertical video created specifically for open-house events. The sample shown was created by a sister company in Nova Scotia. We would love to create one for your next brokerage event. This also might be fun for an agent open house or Broker's Open event.

<https://vimeo.com/1164092588>

Change in Late Cancellation and Date Change Fees

We kindly ask that any cancellations or changes to a scheduled photoshoot be made at least 24 hours in advance. Shoots often reserve a significant portion of a photographer's day, and last-minute cancellations directly impact their ability to earn wages. For cancellations made within 24 hours of the scheduled appointment, Snap2Close will charge a cancellation fee equal to 35% of the total photoshoot price. This fee helps ensure our professional photographers are compensated for time reserved exclusively for your project. We appreciate your understanding and cooperation.

Better Business Bureau Torch Awards for Ethics Nomination

Snap2Close was flattered that we were nominated for the Better Business Bureau's Torch Award for Ethics. The nomination was based on our impressive track record and dedication to trust, transparency, and accountability. We are honestly, truly flattered to be recognized.



Artificial Intelligence and Digitally Altered Images

I would like to close out this newsletter by touching on the subject of A.I. and digitally altered images and its effect on real estate media.

Some states—like California and Wisconsin—are now cracking down, passing disclosure laws aimed specifically at digitally altered property images on MLS. While Arizona has not yet changed its laws, it is time for all of us to be thinking about how to manage virtually altered images.



The question that we should all be asking is whether we should watermark other images that have been digitally altered. For example, there are times when agents want to replace dead grass with artificial grass. We can all agree that this enhances the images, but without notifying the user of the digital alteration, we might be creating a negative outcome when the viewer arrives to view the property.

We believe that these are questions that you need to consider.

I want to thank you for taking the time to read this helpful newsletter. If you have any questions feel free to reach out to us!

Charlie & the Snap2Close Team

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