



## THE INNOVATION CONTINUES + SUMMER BONUSES

This has been an exciting year for Snap2Close. Our 2025 innovations have brought you new Synergy Flash Photography, Emotive Videos, three Virtual Staging and one 3DS Max Virtual Renovation programs. All of these have been amazingly successful and I would like to briefly touch on them in this newsletter. Plus, I would like to announce our NEW Parallax Video product which will be released later this month.

I will close out this email talking about our new A.I. Virtual Bonus project.

### THE REVIEWS

#### Synergy Flash Photography

As the old saying goes, proof is in the pudding! If you want to view a side-by-side comparison of our HDR vs Synergy Flash Photography then I invite you to view this [webpage](#). While our Synergy Flash Photography requires more time on-site and twice the editing efforts, the results are well worth the expense if you have a luxury property.

#### Emotive Videos

Our vision of "Sell the Dream" videos have caught the attention of many and we are thrilled with the enthusiasm by our clients, their clients and homebuyers. Feel free to take a peak at our three latest Emotive Videos.

[Sample 1](#)

[Sample 2](#)

[Sample 3](#)

#### Advanced Virtual Staging

While low cost A.I. Virtual Staging has its benefits, the prospect of professionally staging your properties with our Advance Virtual Staging is clearly a home run. This new service brings about a combination of Hybrid staging (A.I. plus professional humans) and puts you in the driver's seat.

After all, who knows more about your listings than you. You know the buyer and your target market, which is why we invite you, the agent, to hand select the actual 3D virtual staging furniture. Plus, this Advanced Virtual Staging allows you to beautifully stage and connect each room together.



### *Virtual Staging Samples from Same Room*

Take a look at [these Virtual Staging samples](#) to better understand how you can take your virtual staging to the next level.

### **Virtual Renovation and Staging with 3DS Max Modeling Software**

This is an amazing service for agents who work with homebuilders, remodelers, or those of you who want to show the potential of a listing via virtual renovations. The samples below, provide the agent with excellent sales tools to successfully market and sell the home during the construction process.

To learn more about this process and to view some larger sized photos with before and after samples then please click this [link](#).



## THE NEW

### Parallax Videos

A.I. technology is now successfully being applied to real estate videos and Snap2Close is helping to lead that charge. These videos use A.I. to create a “parallax effect”, which is a visual technique that creates an illusion of depth and motion from static two-dimensional images.

This A.I. technology uniquely dissects still images so that foreground elements move faster than backgrounds to create a 3D appearance. Though not truly 3D, it clearly does create a “2.5D” animation. Our new Parallax Videos use this style and clever ‘Ken Burns effects’ to create a 30 second video.

When you watch this video sample then pay close attention to how the fire in the fireplace appears to be lit, how reflections magically move and how pool's water feature is flowing.

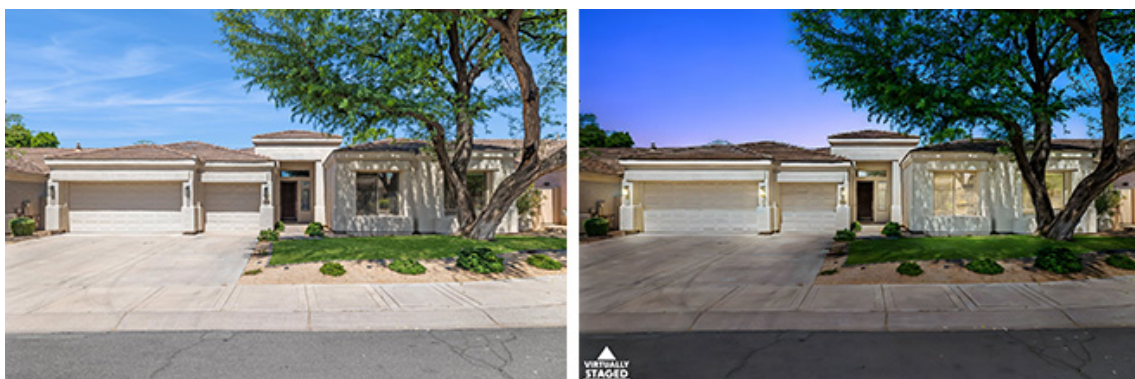
We will be adding these Parallax Videos to our Gold, Platinum and Titanium Packages, but can be added as an upgrade video to our Bronze and Silver Packages for \$30.



## SUMMER BONUS

As most of you know, we offer Premium Virtual Golden Hour and Twilight images as upgrades. Those special edits are manually created in Photoshop by our editors and are vastly superior to other solutions.

Recently, Zillow's Aryeo software platform has begun offering very low cost A.I. software conversions which transform daylight photos into Virtual Twilight Images. As a reward to you, our clients, we want to offer these conversions to you as a FREE SUMMER BONUS product.



## MEET OUR DENMARK PARTNERS

On June 16th our partner's from Esoft came to visit Snap2Close. As most of you know we have steadily sought out partners who bring a high degree of excellence in editing and creativity to your projects. While their corporate office is based in Denmark, the primary editing office is based in Vietnam.

We really enjoyed our time together and sincerely appreciated their efforts to work with us to ensure our success as we continuously introduce enhanced products and services which will help you successfully market your listings.

After a two and half hour meeting we then went to lunch at the Capital Grill in Scottsdale.

Starting on the right side of the table I would like to introduce you to their key managers and our staff.



Anthony Panto - Esoft - Product and Innovation Manager (here is a [good video](#) about their AI Gen 2 development.) Anthony is from Australia.

Charlie Taylor - Snap2Close - Founder and Managing Partner, Photographer

Sharon Bronaugh- Snap2Close - Partner, Photographer and Accountant

Kaitlin Kent - Snap2Close - Director of Photography and Marketing

Jordan Kuznia - Snap2Close - Manager of Quality Assurance Team

Bill Johnson - Snap2Close - Senior Photographer

Philip Seaton - Esoft - Image Editing Co-Manger. Philip is from England

Roxor Nguyen - Esoft - Business Development Consultant. Roxor is from Vietnam (Note: He is the only person I have met that speaks English with a Vietnamese and a British accent!)

As always, the team at Snap2Close is busy working to bring you the best of the best! Our next projects will be a very innovative interactive floor plan, enhanced Matterport services, and Architectural CGI Rendering. We think you are going to be thrilled when these are released.

Till then,

Charlie and the Snap2Close Team.

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