



March 2025 Newsletter

Exciting Changes Coming!!

February was an amazing month for Snap2Close as we received 175 photoshoot orders in 28 days. The number of new client referrals was truly amazing so we want to thank you for making those recommendations.

In this newsletter I would like to touch on our new partnership with Zillow Showcase, our upcoming package renaming and some new product offerings, which include our new Synergy Flash Photography and powerful Emotive Videos.

ShowingTime+

ShowingTime Listing Media Services Listing Showcase

Snap2Close has now entered into a Partnership with Zillow's ShowingTime+ Showcase. This agreement will feature Snap2Close as one of their partners and will automatically allow us to upload the media directly to Showcase. We will also be able to add new media and to rearrange media, and to add new images at any time.

Now, when you login to Zillow's Showcase you can automatically select Snap2Close as your photographer.

We display three package options: Zillow Showcase, our or Gold and Platinum Packages. All three packages include the images and Zillow 3D Tour required for Showcase. Also, each package includes a bundled discount for you.

Like all of our packages, the Zillow Showcase Package allows you to select add-on products that meet your media needs.

Bundled Package Name Updates

For the last 18 months many of you have been requesting that we change the name of our bundled package. Apparently the Bronze and Bronze Plus was confusing some people so starting in April you will discover our changes. The new packages will be named, Bronze, Silver, Gold, Platinum and Titanium.

We will remind you again of these changes in our April Newsletter.



Synergy Flash is coming for luxury homes.

Snap2Close frequently receives telephone calls asking if we shoot flash or flambient photography. Because our HDR photography has always excelled in quality, we have been hesitant to offer this form of luxury photography to our clients.

After experimentation with various forms of flash photography for real estate, we have decided to launch our own form of real estate flash photography, which we call Synergy Flash.

Many of you are probably not familiar with Flash or Flambient photography for real estate so I would like to give you a brief overview of some of the possible benefits of using flash. The most important aspect is that it significantly reduces color casting issues and helps to better identify actual colors.

The negative factors are that flash or flambient photography is a time consuming task when onsite, and requires significantly more Photoshop masking efforts to achieve a good color balanced photo.

The Synergy Flash Photography that Snap2Close will be releasing in April utilizes a flash hybrid approach. This technique utilizes 5-bracketed time exposures, plus multiple flash photography exposures and a thoughtful hand crafting and blending the images together. The result produces a greater photograph than HDR and traditional flambient photography. This process requires more time on site for our staff, plus an increase in editing cost. In our next newsletter we will be showing you a variety of sample images.

Initially, Snap2Close will roll out its Synergy Flash Photography in the 2nd quarter in the Phoenix market, and will begin offering it in our other markets by the 3rd or 4th quarter.

Terry Magallanes will be leading our Synergy Flash Photography projects. Terry has years of experience with flash photography for real estate so his wisdom and guidance will be a huge help.

“Sell the Dream, Not Just the Home” - Emotive Videos

Snap2Close is working closely with our video editor to bring you a product we call Emotive Videos. Our target vision is to “Sell the dream, Not just the home”. We want to bring properties to life with cinematic storytelling that captivate, inspires and emotionally connects. Our Emotive Video Suite solutions help you showcase premium properties with unmatched quality and creativity—making every property unforgettable.

We are currently developing two video samples, which we will share with you next month. We are sure that you will be amazed by the cinematic approach which combines dynamic visuals, advanced sound design, and compelling storytelling to create an emotional connection that inspires buyers and sells the dream.

I would like to wrap up this email by thanking each of you for being a part of the Snap2Close team. We appreciate your business and support.

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