



EXCITING MAY CHANGES

This year's theme for 2025 has been focused on exciting new changes for Snap2Close.

The success of our Emotive Videos was a great launching point. But now there is more innovation and exciting changes coming..

This newsletter will briefly touch on our Emotive Videos, and then explain our **NEW Synergy Flash Photography**, our **NEW Concierge Services**. At the end we will touch on even more new services that we will introduce this summer and those are our UPCOMING FPV Drone Interior Video Service and UPCOMING Virtual Home Staging Service.

Our Emotive Videos are making quite a stir. We have had so many inquiries about our capabilities for these emotional and motivating videos. We recently completed these Emotive videos for the Optima Camelview. They are really fun to watch so we hope you enjoy them. They certainly help Sell the Dream of living in the Optima.



Cinematic Emotive Video



Dynamic Emotive Video

NEW Luxury Synergy Flash Photography

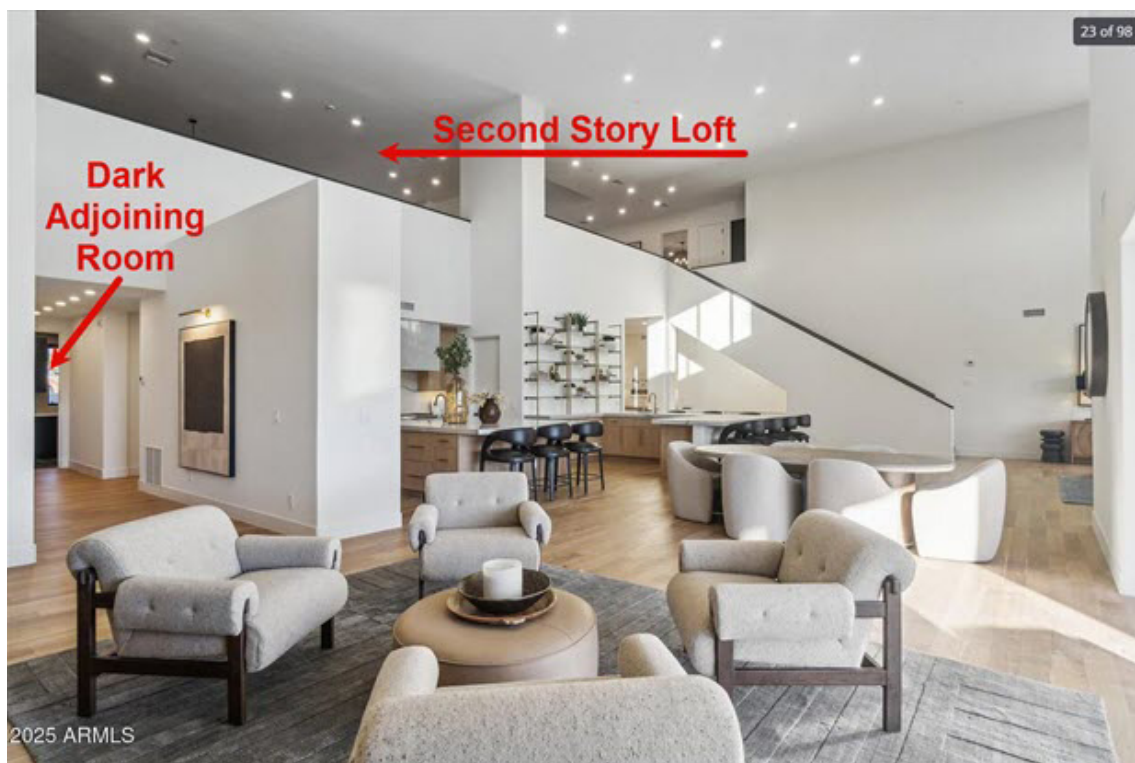
As many of you know, HDR bracketing photoshoots have been the mainstay for real estate photography for the last 30 years. HDR photography electronically compresses bracketed images with different time exposures into one photo.



A few real estate photographers have been using flash photography using a technique called Flambient. This technique utilizes one photo set at the best ambient light exposure and then that same photo shot with a powerful handheld flash and then another shot of the windows using the same flash. These photos are then hand blended and masked in Photoshop. The results are pretty good, but require more onsite time for the photographer and a much longer editing time. As a result, the price points for this type of photography are substantially higher than HDR shoots.



The negative of Flambient Photography is when working with large rooms or a room that has many connecting rooms. While additional Flashes or Flash shots can resolve this issue, the additional time required really drives up the price points.



Snap2Close and our editors have created a uniquely novel method of Flash Photography which we call **Synergy Flash**. The definition of Synergy is “the interaction or cooperation of two methods to produce a combined effect greater than the sum of their separate effects”.

Our novel process involves a combination of both HDR and Flambient techniques. While I won't reveal our proprietary secrets, I do invite you to view our webpage and multiple examples at <https://snap2close.com/hdr-synergy-flash-comparisons.html>. The differences will amaze you.

While the Synergy Flash Photography process is more expensive, I know that many of you will want to add this service for your luxury listings. This service will launch on May 19th.

NEW Concierge Service

For the last several years many of you have suggested that we start a Concierge Service which will provide a huge benefit to you, as an agent, and for your owners. Accordingly, we created three levels or tiers for this service. These services will launch on May 19th.

Level 1 - Media Consultation

A senior media consultant will conduct an off-site meeting with the agent to discuss the property's estimated listing price and suggest tailored media recommendations to effectively market the home while respecting budget constraints. Snap2Close prefers to use Google Meet for this meeting, but a phone conversation may work as well. There is no cost for this meeting.

Level 2 - Concierge Fluff and Prepare

A concierge staff member will arrive one hour before the photoshoot to put away items that should not be visible in the professional photos. These items include trash cans, tooth brushes and personal care items, pet items, children's toys (if possible), medications, family photos, and general clutter items. This will also include pillows being fluffed and moved, bed spreads properly adjusted, etc.

Level 3 - Concierge Consultation

A concierge staff member will tour the home within 48 hours of the order being placed. The goal is to assess the current condition of the home and to determine if any additional work should be accomplished before the photoshoot. Our staff will provide a checklist of home preparation tasks that should be completed before the photoshoot.

Level 4 - Concierge Management Service

Assuming full management responsibility of accomplishing necessary tasks to prepare for the photoshoot. These tasks may include cleaning, window washing, landscaping, partial and complete staging.

This new service will launch on May 19th. To learn more then visit this link:

<https://snap2close.com/real-estate-photography-concierge-services.html>

Future Upcoming Services

FPV Drone Videos

Snap2Close's drone videos and property tour videos have always been very popular but in 2025 we will be stepping up that service First Person View (FPV) drone videos. Paul Little, our drone master, is preparing to add these first person views to our Emotive Videos as well as our property tour videos. We look forward to showing you several video clips in June's newsletter



Virtual Home Staging Services

Historically, we have stayed away from professional virtual staging because it was accomplished by a third party contractor. Many of you have thoroughly enjoyed working with Arrange Studio in Texas and we certainly understand why. They are a superior company and Christa has done an amazing job.

However, in July we will be jointly working with our Danish partner to fully leap into this new adventure with custom designed and very realistic 3D designed virtual furniture and accessories. This joint venture will allow us to quickly change and modify virtually staged rooms to meet your needs. There is much more to discuss here so look forward to our June newsletter to learn more about it.



We look forward to sharing more information about the exciting changes in our June Newsletter.

Till then,

Charlie and the Snap2Close Team

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