



THE INNOVATION CONTINUES

New Award, New Website, and other Amazing Changes with Snap2Close including our New A.I. Virtual Furniture Removal

Let me first apologize for missing our August and September newsletters. We have been so busy with some exciting changes that time simply got away from me.

New Award

BUILD Client Services recently held its eleventh annual Real Estate & Property Awards. Their focus is on celebrating the visionaries and innovators shaping the future of our built environment. We are so thrilled to announce that Snap2Close was chosen as the "Best Real Estate Photography Service 2025" in Arizona.

We work so hard at innovation and it is nice to see that others recognize our successful achievements.

New Website Coming Soon

Our existing Snap2Close.com website has lasted seven years. It has been reliable, but industry changes and Kaitlin's brow beating convinced me to build the new one. It is now about 97% completed and going through some editorial updates.

If you would like to review the new site then please let us know and we will send you to the temporary URL link.

Snap2Close/Aryeo/Zillow Specials

If you have been following our newsletters then you know that in January 2023 Snap2Close began licensing Aryeo's real estate software platform for managing orders and delivering of media. We were a bit surprised when Zillow purchased Aryeo nine months later.

As time has progressed, Zillow has strongly relied on Aryeo for its Zillow ShowingTime+/Showcase software. These actions were clearly a benefit for Snap2Close as we are one of their larger enterprise software customers. The two initial benefits for our customers are as follows:

Zillow displays Snap2Close's photographs at a much higher resolution than MLS image quality. This allows your media to look better on Zillow and Trulia.

Our business relationship also allows us to partner with Zillow's ShowingTime+/Showcase packages. Our images and Zillow 3D Tours Showcase are managed by Snap2Close and allows us to add, change or rearrange media on Showcase.

A.I. Virtual Staging

On October 4, 2024 Zillow purchased A.I. powered virtual staging software from VSAI. This package provided Snap2Close with some powerful and very affordable AI virtual staging solutions.

New: Branded Videos on Showcase Listings

On October 14th, Zillow began allowing Snap2Close to directly upload videos to ShowingTime+/Showcase listings. These videos appear in the second slot of the Showcase media carousel, giving them prominent visibility alongside other rich media like HD photos and 3D tours. Here are the ShowCase Guidelines:

- Videos must be 120 seconds or less.
- Videos can be filmed in horizontal or vertical aspect ratios.
- Videos must be captured, uploaded, and delivered via Aryeo by the photographer capturing Showcase media for the listing. Videos must be uploaded as a file (not via link or embed)
- Videos must focus exclusively on the listing. Highlight the property by showcasing a walkthrough or emphasizing key features of the home
- Photographers must ensure videos have clear visuals and smooth transitions.
- Videos must not include brokerage advertisements, agent/brokerage recruitment, or brand watermarks.
- Do not use copyrighted music or imagery unless you have the appropriate rights.
- Agents are welcome to appear in their Showcase videos and should introduce themselves and their brokerage. However, branding beyond the initial introduction is not permitted.
- Agents are encouraged to include voice-overs if offered by the photographer.
- Please note that voice-overs are not a requirement for Showcase Video

Videos that do not meet these requirements will not be eligible for Showcase Video, and any videos that violate our requirements may be subject to removal from Zillow Showcase listings.

AI Virtual Furniture Removal

Recently we had several clients who were confronted with a significant challenge of working with clients who had some unattractive furniture or extremely messy homes. These factors played a significant role in our photography.

After researching several potential vendors, we have now partnered with a new service that provides some very good furniture removal services for our digital images. Rather than using this service as a revenue source, Snap2Close has chosen to offer this service at our actual cost of \$10 per image.

Listed below are two different samples of how Snap2Close provided this service for our clients. The first sample will display the image we captured, the image with the

furniture removed and with our A.I. Virtual Staging. The second example displays the furniture removal and a more sophisticated virtual staging.





Sample 1





Sample 2

If you have any questions about our new services or our new website then please do not hesitate to contact us.

Charlie & The Snap2Close Team

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