

VHT Photography General Requirements

Required Photo Specs – Files must match these specs, or they will not be accepted

- Raw files: JPGs will not upload on these Silver and Gold shoots
- Keep aperture between f8-f11 always
- ISO of 100-200
- Shoot as RAW, Size Large
- Always use a tripod – even exterior images
- Do not edit or crop your photographs before sending to VHT Studios
- Do not remove any metadata and please do not copyright or watermark your images

Quality Over Quantity: Do not spend time shooting EVERY possible angle of everything, spend time setting up shots that the client will use.

Minimum Deliverables: Number listed on order

- The number listed on the order itself is always just the minimum/base package for that client
- It's NOT how many the client wants or thinks they want so collaborate with them
- NEVER deliver fewer images than listed as they'll be paying for at least the minimum order
- Aim to shoot and deliver about 25-33% more images than the agent thinks they want at first.

Workflow for any shoot

1. Clients place order via phone, email, or order form
2. Order assigned, review details of order in FOCUS
3. Call the client same day or by next business morning by 10am
4. Confirm order details on call (which type, size of home, what they're looking for), home preparation, and offer appointment that's within 3 business days
5. During appointment, collaborate with the client to determine the number of images needed and confirm type, either SILVER OR GOLD (no mixing) for property based on expertise and consultative approach
6. On-Demand Review & Delivery: We offer proofing on all images once they're fully edited. Aim to shoot and deliver about 25-33% more images than the agent thinks they want at first. All images will be edited for the proofs so they see the high quality and can choose which and how many to purchase after the shoot.
7. Confirm you've shot everything they want photographed and the client is happy before leaving. Remind them that we'll send them a link to select images from once edited so you'll send in all shots to our studio next.
8. Organize job folders and organize using scene codes.
9. Upload images and submit your order by 10pm local time the day of the shoot.

Room Prep

Ideally this will be done by the homeowner before the shoot. When scheduling shoot with agent, ask “Are the homeowners aware of everything they need to do to get the home open-house ready?”

- Turn on all available lights
- Curtains and Blinds Up
- Ceiling fans off
- Clean sinks if you can see inside them
- Magnets off the refrigerator
- Toilets Seats down
- Garbage can hidden
- Toothbrushes hidden
- Beds made/Tags hidden
- Toys, cords and other clutter hidden
- Carpets / rugs straightened or removed from the shot

If there are things that need to be moved or cleaned, try shooting one room that is camera ready and asking the agent or homeowner to assist in prepping the next few rooms ahead of you.

Labelling and Organizing Media

- We ask that you label each separate image with a “scene code” title so that our uploader recognizes it as one of our files and goes to our editors correctly.
- You can use numbers from 2001 and up to label each separate image. Acceptable codes are 2001, 2002, 2003, 2004, 2005...
- As long as each has one of these titles, you’ll be able to upload with no issues
- Please do not add any letters, numbers or other characters before or after those numbers.

Good news! No need to label each exposure for your Gold images. Instead, please group the 5 exposures that make up each separate image into a folder so we know which go together. Then label the folders with 2001, 2002, and up.

Labelling Images

Silver - Label the image itself with a scene code (This is what we call our single-exposure images.)

Gold - Label the subfolder that contains your exposures, not the image itself (Gold images are our multi-exposure images.)

- You don’t need to rename each & every exposure, when organizing, create a folder called “Gold”

- Inside there, you'll create subfolders for each Gold photo where you'll drop the range of exposures for that shot. That subfolder is what you will name with a scene code.
- You can drop your exposures for that shot right into the labelled subfolder and keep your camera's filenames.

Organizing Images

1. Create a main folder labeled with "JOB ID" for the order you're sent.
2. Inside there create subfolders labelled "Gold or Silver" (whichever type of images you have):

Silver >> (Inside the Silver Folder:) Individual images labelled with scene codes "2001" "2002"
....

Gold >> (Inside the Fold folder:) Individual subfolders labelled with scene codes (numbers 2001 and up)>>

- Drop the exposures for each of the photos inside the corresponding n numbered subfolder - These don't need to be named anything special, go ahead and use the camera's file name, whatever it is.

Gold	
VHT JobID	Folder Name
Gold	Folder Name
Folders labelled 2001, 2002, 2003...	Folder Name
5 exposures for that image	Image Files
Silver	
VHT JobID	Folder Name
Silver	Folder Name
RAW image files with valid scene codes	Image Files

Upload Goal for all shoots: 10pm Local time – upload photos & submit job. Failure to do so before 10pm local time may result in a late delivery to the client.

Floor Plan

- Connect your device to a network or WiFi on site to load drafts in the Cubicasa app. You can also load drafts before leaving home.
- If you do not use a floor plan draft provided by VHT email the Job ID and the Cubicasa ID to studiosupport@vht.com to ensure the floor plan gets delivered on time.
- Scan any outdoor spaces (decks patios etc)
- Make sure closets and storage spaces are scanned
- Upload floor plan no later than 10pm local time the same day of the shoot

Full Motion Video

- Do a preliminary walk through of the home with client
- Discuss any areas the client wants to showcase
- Submit no more than 50 shots per property
- Arrange the shots before submitting in a way that mirrors the flow of the home
- Upload files no later than 10pm local time the same day of the shoot

3D

- Do a preliminary walkthrough of the home to ensure you capture the entire space
- Check your model for misalignments as it is being created
- Mark windows and mirrors as you scan to ensure proper alignment
- Trim model neatly before upload
- Make sure you are logged into your VHT account before uploading
- Upload no later than 10pm local time the same day of the shoot