



HOW PROFESSIONAL VISUAL MARKETING HELPS HOMES SELL FASTER AND WIN MORE LISTINGS



BRIGHTNOPTICS
REAL ESTATE MEDIA

www.brightnoptics.com

Brighton Optics Real Estate Media

Real Estate Photography - Video - Drone - 3D Tours

why listing media matters



Professional Real Estate Media That Helps You Win More Listings

- It Drives First Impressions
- It Directly Impacts Sale Price
- It Helps Homes Sell Faster
- It Builds the Realtor's Personal Brand
- It Expands Marketing Reach
- It Differentiates Listings in Competitive Markets



Professional Photography Makes the Difference

Balanced Lighting Wide Angle Composition Accurate Colour Straight Vertical Lines



preparing the home

Homes that are properly prepared photograph faster, look better, and ultimately help listings stand out more and sell faster.

Interior Preparation

General

✓ Lights on, blinds open, declutter all spaces, clean floors, hide cords

Kitchen

✓ Clear counters, remove appliances, clean sink, remove fridge items

Living Areas

✓ Arrange furniture, remove personal items, tidy décor

Bedrooms

✓ Make beds neatly, clear surfaces, organize closets

Bathrooms

✓ Remove toiletries, clean mirrors, fresh towels, close lids

Exterior Preparation

Front

✓ Remove vehicles, clean driveway, tidy landscaping

Backyard

✓ Clean patio, arrange furniture, remove clutter

Garage

✓ Keep closed unless clean and organized



Download our complete home preparation guide at:
www.brightonoptics.com/downloads

Drone Photography



Lot Size Visibility



Premium Marketing



Neighbourhood Context

Property Videos



Quality property videos allow you to further promote your property listing while creating an emotional connection between the buyer and the property.

3D virtual tours

We utilize Matterport to generate immersive 3D virtual tours.

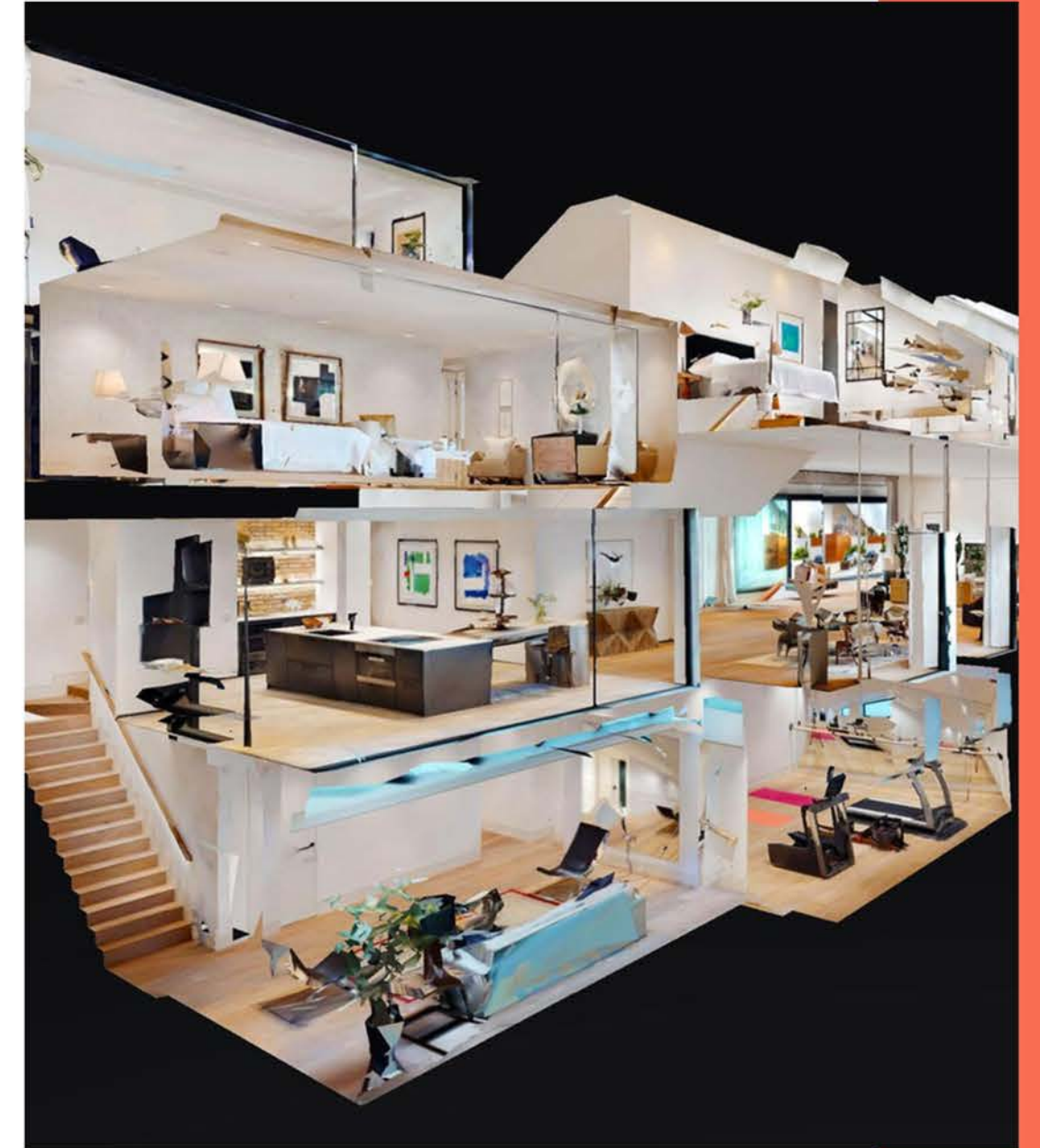
- ✓ interactive experience
- ✓ longer listing engagement
- ✓ ideal for remote buyers
- ✓ schematic floor plans



LOGO HERE

SPICE SPERMAL AREA
FLOOR 1: 1,124 SQ. FT. FLOOR 2: 1,074 SQ. FT.
TOTAL: 2,198 SQ. FT.

Matterport



using media to win listings

BUILD CONFIDENCE WITH SELLERS

Sellers seek reassurance that their agent is employing the most effective media strategies to sell their property quickly.



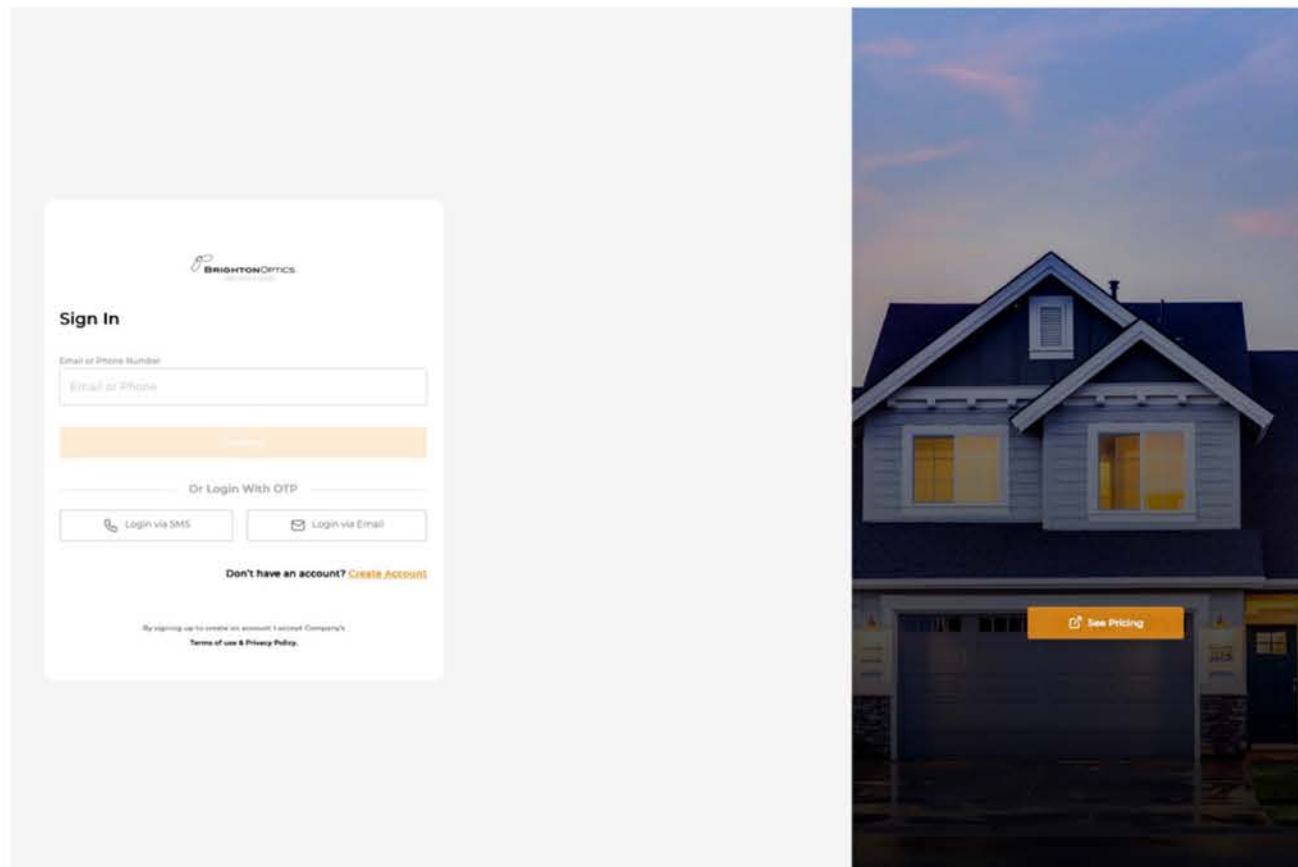
Below is a listing of our services. Don't see what you'd like? Just ask, and we'll do our best to accommodate you.

Value Packages	
The Essentials (Premium photos, cinematic video)	From \$299
The Luxury Listing (Premium photos, cinematic video, 5 drone images, 2 exterior twilight images)	From \$349
Matterport Essentials (Matterport 3D tour, schematic floor plans)	From \$249
Matterport Luxury (Matterport 3D tour, schematic floor plans, premium photos)	From \$399
The Ultimate Agent (Premium photos, Matterport 3D tour, schematic floor plans, cinematic video, 2 exterior twilight images, 5 drone images)	From \$579

Individual Services	
Premium Photos	From \$199
Drone Photos (5)	From \$125
Exterior Twilight Photos (2)	From \$50
3D Matterport 3D Tours	From \$199
Aerial Only Drone Video	From \$150
Cinematic Video	From \$250
External Twilight Session	From \$175

Add-ons to Packages and Individual Services	
Schematic Floor Plans	From \$79
Virtual Staging	\$35 per image
60 Second Photo Video	From \$75
120 Second Photo Video	From \$125

media packages and individual services



About Brighton Optics Real Estate Media

Brighton Optics is a boutique real estate media company that provides high-quality visual marketing media for real estate listings. Our goal is to help realtors showcase properties with professional photography, cinematic video, drone, 3D virtual tours and compelling marketing assets that attract buyers and help listings stand out online.

We focus on reliability, fast turnaround times, and consistent image quality so agents can market their listings quickly and professionally.

We utilize an online booking and asset management portal that allows you to conveniently book your appointment, choose your services and easily access your real estate media post production.

- ✓ Full media services including photography, Matterport, video and drone services
- ✓ Booking and asset management portal
- ✓ In-house media and photography editing
- ✓ Virtual staging of individual rooms or an entire property
- ✓ Drone video and photos
- ✓ Walk-through tours
- ✓ Fast delivery (usually 24 hours)

Book your next listing shoot at
www.brightonoptics.com