

Choosing which frames to convert

Day-to-dusk photo conversion, explained for agents

It is an edit, not a second shoot. Which is exactly why it costs \$65 instead of \$200, and exactly why it is worth understanding before you order it.

COST	STYLES	WORKS ON	DELIVERY
\$65, added to any listing shoot	Day to twilight, sunset or sunrise	Exteriors, interiors and drone frames	Within 24 hours of you picking frames

- ☐ The hero exterior, the frame that leads the gallery
- ☐ The front elevation, if it faces west and was shot in the morning
- ☐ Whichever frame the pool is actually in
- ☐ The view shot, if the mountains are the reason for the price
- ☐ Anything with real landscape or exterior lighting to switch on
- ☐ A frame with glass onto the yard, so the inside reads warm through it
- ☐ The aerial, if the flat overhead light let the lot down
- ☐ One or two interiors, for the evening version of the living space
- ☐ Skip frames where the sky is a thin sliver behind a roofline
- ☐ Skip anything already shot in decent low light
- ☐ Skip the whole gallery: converted everything reads as a filter
- ☐ Note the converted files in your listing remarks

QUICK ANSWERS

How much does a day-to-dusk conversion cost?

It is \$65, added to any listing shoot, and you choose which photos get it once the gallery is delivered.

Will a buyer be able to tell?

On a well-chosen frame, no. On a badly chosen one, yes: a house with no exterior lighting, or a sky that was only ever a sliver, gives it away.

Can you convert photos from a shoot I booked with someone else?

Usually not, and it is a copyright question rather than a technical one. Whoever took the photograph owns it, and converting somebody else's file needs their permission.

Do I have to disclose it on the MLS?

Most boards ask you to note digitally enhanced photography, so check your local rules and expect the answer to be yes. It is a line in the listing remarks.

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- 01 What you are actually buying
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- 05 Interiors are the part agents forget
- 06 The disclosure part, which is not a problem
- 07 How to order it

Questions, or ready to book?

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