

# Terms and Conditions for Real Estate Media

## Definitions

For the purpose of these Terms and Conditions, "Client" refers to any real estate agent, broker, or representative of a brokerage who has booked a service with Picture It Sold Photography. "Photographer" refers to any individual or entity representing Picture It Sold Photography who is engaged in capturing and processing photos for the Client.

## Scheduling and Contact Information

Clients should request photography appointments via phone, email or through our online system. We will confirm the date, time, and location when the request is received. Once both parties have acknowledged the date and time of the appointment, the appointment will be considered "booked" and a confirmation email will be sent. We primarily operate in the **Palm Beach County, Broward County, St. Lucie County, Martin County, and Orlando Area.**

## **At the Shoot**

We suggest that the Client or an authorized representative be present at the shoot to approve the Photographer's interpretation of the project. If no representative is present, the Photographer's interpretation will be deemed acceptable. The property must be staged and cleaned prior to the shoot, as **properties will be shot "As Is"**. Any post-production requests for item removal will incur additional charges. To make sure the listing is photo-ready, please have the homeowners visit our preparation guide here: <https://pictureitsoldfl.com/preparing-your-home-for-professional-photos/>

## **After the Shoot**

Images will be digitally retouched and delivered within 1-2 Business days after the photoshoot as long as the invoice has been paid. All images will be available in both High Resolution and MLS Resolution. Coming back to re-shoot is subject to an additional charge.

## **Cancellation and No-Show Policy**

Cancellations or rescheduling must occur by 5pm the day prior to the appointment. Any shoot canceled after 5pm the day prior to a booked appointment is subject to a Cancellation Fee.

## **Rights and Usage**

The Photographer, or Picture It Sold Photography, retains copyright ownership of all images produced. The Client is granted a non-exclusive, non-transferable license to use the images for marketing the property and self-promotion. The license also extends to the Client's parent company for the sole purpose of marketing the specific property photographed. Any third-party use of the images is strictly prohibited unless approved in writing and licensed by the Photographer.