

Effective Date: 23/02/2023

PHOTOGRAPHY

03/02/2023 – One Percent Realty

- We have a customer called One Percent realty. They must not be given any more or any less than the following, even when the agent is paying for it themselves.
 - Basic Package – 12 photos, floorplan
 - Standard Upgrade – 22 photos, floorplan, Insta 360 tour
 - Premium Upgrade - 22 photos, floorplan, Insta 360 tour, 3 drone photos, 1x day to dusk transition
 - For any enquiries, please contact Paul Cole on 0402 744 677

05/10/2022 – Clear Image Zoom

- Clear Image zoom can be used to get a super zoom shot on the Sony a7iii
- This can be helpful when an agent asks for a shot of the city or anything else that requires a telephoto lens. By using clear image zoom and APS-C mode, we can get a photo that is equivalent to having a 112mm lens
- Please see the video uploaded to Goodreader under The Picket Fence → Administration → Training Video

20/02/2023 – Photo numbers

- We are sending too many SLR photos to the customers. Over 20 DSLR photos should only be sent in 'exceptional' circumstances. As a general rule, a unit should have 12-15 photos, and a normal sized house should have 15-18 photos.
- Recently we have been sending too many photos of the kitchen, loungeroom and front of the house. Only one photo of the front of the house should be sent and no more than 2 kitchen and loungeroom photos.
- The above does not preclude photographing every room (including bedrooms and bathrooms), and these must be in the archive/do not edit folder.

FLOORPLANS

23/02/2023 – Eraseable pens and heat

- Photographers should be aware that the ink used in the eraseable pens is heat sensitive.
- Floorplans can erase themselves if left in a hot car

05/10/2022 – Textures

- Textures on floorplans are now accurate as per actual floor texture. Photographers are required to capture this on site using the multi color pen. The easiest way to do this is to write the name of the room in the color required.
- We have also moved to a new floorplan style. The change for photographers is that trees DO NOT need to be drawn on the floorplan anymore
- In addition, do not ask for any weird textures. The approved textures are:
 - Wood
 - Tiles
 - Concrete
 - Carpet

ADMINISTRATION

03/02/2023 - Drone buyback

- From Tuesday May 5th 2023, all contractors will be required to supply their own drone.
- The following are the list of approved drones:
 - Mavic Pro 3
 - Mavic Pro 2
 - Mavic Air 2
- The drone may be new or used.
- The Picket Fence can supply the drone you are currently provided at a heavily discounted rate. The drone buyback scheme allows you to purchase your Mavic Pro 2 and 2x batteries from the company for \$1000, alternatively you can return your drone to the company and purchase your own.
- The following must be done by May 5th 2023:
 - Purchase drone
 - Register Drone (Through *myCASA* login)
 - Insure drone

03/02/2023 – Saturday Roster

- Saturday roster is now effective.
- On any Saturday, a videographer and photographer will be rostered.
- You can swap your shift with anyone from the same column.
- If you have a request to work a certain time of the day, please add this as a note on your Google Calendar at 7am. We cannot guarantee your request but will endeavour to push a customer towards that time.

03/02/2023 – Roster booking times

- The following is the booking slot schedule throughout the year
 - Summer schedule
Starts: First Monday in October
Slots: 0900, 1115, 1300, 1500, 1700
 - Autumn Transitional schedule
Starts: Last Monday in March
Slots: 0900, 1115, 1300, 1445, 1630
 - Winter Schedule
Starts: First Monday in May
Slots: 0900, 1115, 1300, 1445, 1630
 - Spring Transitional Schedule
Starts: First Monday in August
Slots: 0900, 1045, 1230, 1445, 1630

03/02/2023 – Changes to a booking

- The best way to change a booking (upgrade or downgrade a package) or add virtual staging or decluttering is through Squarespace Acuity
- Please see the video uploaded to Goodreader under The Picket Fence → Administration → Training Video for instructions

DRONE

23/03/2023 – Unapproved drone pins

- The following locations are not to be pinned in drone overview photos
 - Amberley Airforce Base
 - Archerfield Airport
 - Brisbane Airport
 - Gold Coast Airport

- Enoggera Army Barracks
- Greenbank Training Reserve
- These locations should be avoided where possible in drone photos

VIDEO