



## **VHT Tour - Custom Terms and Conditions**

In order for VHT Studios, VHT Photographers, Scriptwriters, Voiceover Talent and Editors to complete a VHT Tour - Custom quickly and professionally, the following terms and conditions apply.

### **Summary of Process:**

1. VHT requests property information from client at time of order
2. VHT Photographer shoots property
3. VHT Studios edits photographs and sends E-postcard to client
4. VHT Tour Product Production – **VHT cannot proceed with this process unless we have property information**
  - a) Script Writer prepares script and the Script Coordinator sends to client for approval.
  - b) Client approves script
  - c) VHT voiceover talent records narration.
  - d) VHT Video Editor selects background music
  - e) VHT Studios completes VHT Tour - Custom with voiceover and music and sends completed tour to client.
5. Photo Presentation Album, CD-ROMS/DVDs and Premium Tear Sheet are sent if applicable.

### **1. Property Information**

After the order is entered into our system, a VHT Tour Coordinator will send the Client an introduction letter outlining the process and requesting property information. For this custom product it is important for our photographers and editors to know the main selling features of the property before the shoot date. Information can either be emailed to [VHT-Tour@vht.com](mailto:VHT-Tour@vht.com) or sent via facsimile to (877) 620-1861. Please include the Clients name and property address.

If VHT does not receive property information, a VHT Tour - Custom cannot be completed. If the shoot takes place and 5 business days pass without receiving property information, the project will be closed and billed the full rate. If property tour information is received at a later date, the project will be reopened and completed within a reasonable time frame.

### **2. Photography Appointment**

The Client will receive a call from a VHT photographer by noon the next business day after placing an order. The photographer will suggest several times he/she is

available to meet at the property. The photographer is usually available to shoot the property within 2-3 business days. VHT requires that the client (or the client's representative) is present at the shoot.

### **3. Photograph Editing**

Approximately 1-2 business days following the shoot date, VHT Studios will complete the process of optimizing the property's photographs. The client will receive an email with a link to the E-Postcard. This E-Postcard can be added to the client's websites and/or e-mailed. The client can also download the 300dpi print ready images for marketing materials (postcards/brochures, etc.) by using the VHT ImageWorks feature on the E-Postcard ([Imageworks](#)) or by logging into MyVHT.

*Note:* The first e-mail the client receives will NOT contain the VHT Tour - Custom with voice over narration. The client will be notified separately when the VHT Tour - Custom is completed. When the VHT Tour is completed, it will automatically be added to the E-Postcard under the "Take a Tour" button and the client will receive an email from VHT Studios.

### **4. VHT Tour - Custom Production**

#### *A) Script Writing*

Shortly after the photographs are completed in VHT Studios, and if/when property information is provided by client, a VHT Scriptwriter is assigned to compose a script. A VHT Script Coordinator may need to contact the client for clarification on the information provided about the property. Total time to complete the script is approximately 2 business days.

#### *B) Script Approval*

Upon completion of the script writing, the script will be emailed to the client for review. The client has 2 business days to make corrections if necessary. If the allotted time passes without notification from client, VHT will attempt to contact the client by phone. If the client does not respond after 2 business days, production will continue using the VHT Tour-Music. Any changes after this time are subject to re-editing fees starting at \$75 minimum.

#### *C) Professional Voice Over*

After the script is approved, a professional voice over talent will record the narration. VHT Studios will then complete the final editing of the VHT Tour.

#### *D) Music Background*

VHT Video Editors will choose a music background that best fits the property. If you would like to request a music genre or specific music background, you can review samples from our music library by [clicking here](#). VHT needs to be notified of the specific music background by the day of your photography appointment.

#### *E) Completion of VHT Tour - Custom*

The client will receive a Second Studio Complete e-mail indicating that the VHT Tour is complete. It takes approximately 5 business days to complete the VHT Tour once the script is approved.

#### **5. Collateral Materials**

If the client ordered the VHT Grand Tour Package and/or any value-added options, the "Studio Complete" e-mail will also confirm the shipment of these materials (a) Photo Presentation Album, b) DVDs/CD-ROMS, and c) Premium Tear Sheet. These items will be sent via Fed Ex ground. Upgraded shipping options are available.

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#### **Other- Length of VHT Tour - Custom**

A VHT Tour's maximum length is 60 seconds. The script has a maximum of 180 words. Up to ten (10) photographs are utilized for the 60 second VHT Tour. Viewing statistics from thousands of video tours show that videos are rarely viewed for more than 1 minute. These are highlight videos intended to grab a viewer's attention and move them to take action; they are not intended to be documentaries. Also, the rule of "less is more" definitely applies to video. Being a highlight video, which showcases just the most important selling features of a property, less voiceover has a much higher impact than wall to wall narration.

#### **Additional Editing Fee Schedule for VHT Tour - Custom:**

\$75 - 61-90 seconds and/or 11-14 photographs and/or 181-240 word script  
\$150 - 91-120 seconds and/or 15-19 photographs and/or 241-300 word script  
\$225 - 121-150 seconds and/or 20-25 photographs and/or 301-360 word script

#### **Re-editing Fees**

Any changes/modifications to completed VHT Tour - Custom start at \$75. This includes changes to script, music, adding/deleting scenes, etc. Each change/modification request will be quoted separately and work will not commence without approval from the client.