



# Editing Specs

## Highlights:

- Specific editing guidelines
- Detailed list of editing workflow
- Input requirements
- Output specifics
- Turn-around time per product

## Photography

### Standard and Drone photos- 12 hour turnaround

Editing						
Input	1 <sup>st</sup> Adj.	2 <sup>nd</sup> Adj.	Color Adj.	Retouching	Final Adj.	Output
<b>EXTERIOR:</b> 1 ambient JPG	White balance	Brightness	White balance	Remove camera/tripod reflections	Sharpness	<b>Amount of files: 2</b>
	Exposure	Contrast	Saturation	Remove sensor dots	Horizontals	<b>Filename:</b> same as original
<b>INTERIOR:</b> 1 flash/ambient JPG	Highlights	Highlights (2 <sup>nd</sup> )	Color cast	Reduce flash shadows	Straighten verticals	<b>Size:</b> 1: MLS, 2: original
	Shadows	Shadows (2 <sup>nd</sup> )		Reduce glare/reflections	Reduce noise	<b>Format:</b> JPG
	Lens correction			Add blue sky	Remove chromatic aberration	<b>Resolution:</b> 300ppi
	Remove vignetting					<b>Color space:</b> sRGB

Additional retouching at extra cost: Turn on lights, green grass, repair grass, add pool water, remove pool cleaner, remove cords, and add fire to fireplace.

### Advanced and Twilight - 12 hour turnaround

Editing						
Input	Pre-Merge Adj.	Post Merge Adj.	Color Adj.	Retouching	Final Adj.	Output
<b>EXTERIOR:</b> 3 ambient JPG	White balance	Brightness	White balance	Remove camera/tripod reflections	Sharpness	<b>Amount of files:</b> 2
	Exposure	Contrast	Saturation	Remove sensor dots	Horizontals	<b>Filename:</b> same as original
<b>INTERIOR:</b> 3 ambient JPG	Highlights	Highlights (2 <sup>nd</sup> )	Color cast	Reduce glare/reflections	Straighten verticals	<b>Size:</b> 1: MLS, 2: original
	Shadows	Shadows (2 <sup>nd</sup> )		Window details	Reduce noise	<b>Format:</b> JPG
	Lens correction			Add blue sky	Remove chromatic aberration	<b>Resolution:</b> 300ppi
<b>Auto merge</b>	Remove vignetting					<b>Color space:</b> sRGB

Additional retouching at extra cost: Turn on lights, green grass, repair grass, add pool water, remove pool cleaner, remove cords, and add fire to fireplace.

Prestige - 12 hour turnaround

Editing						
Input	Pre-Merge Adj.	Post Merge Adj.	Color Adj.	Retouching	Final Adj.	Output
<b>EXTERIOR:</b> 3 ambient RAW	White balance	Brightness	White balance	Remove camera/tripod reflections	Sharpness	<b>Amount of files:</b> 2
	Exposure	Contrast	Saturation	Remove sensor dots	Horizontals	<b>Filename:</b> same as original
<b>INTERIOR:</b> 3 ambient RAW	Highlights	Highlights (2 <sup>nd</sup> )	Color cast	Reduce glare/reflections	Straighten verticals	<b>Size:</b> 1: MLS, 2: original
	Shadows	Shadows (2 <sup>nd</sup> )		Window details	Reduce noise	<b>Format:</b> JPG
	Lens correction			Add blue sky	Remove chromatic aberration	<b>Resolution:</b> 300ppi
<b>Manual merge</b>	Remove vignetting			Reduce over and under exposed areas		<b>Color space:</b> sRGB

Additional retouching at extra cost: Turn on lights, green grass, repair grass, add pool water, remove pool cleaner, remove cords, and add fire to fireplace.

2D Floor plan - 12 hour turnaround

Editing				
Input	Graphics	Style	Furniture	Output
<b>Type:</b> Sketch	Disclaimer	Color	Fixtures only	<b>Amount of files:</b> Defined by # of floors
<b>File format:</b> JPG	Measurements: Feet/Inches			<b>File format:</b> JPG
	Room label			
	Compass			

Notes: Doors and windows are drawn in addition to fixtures. Sketch is usually 1% scale.

3D Floor plan - 12 hour turnaround

Editing					
Input	Graphics	Modeling	Rendering	Retouching	Output
<b>Type:</b> Sketch	Disclaimer	Extrude walls	Testing light	Adjust contrast	<b>Amount of files:</b> Defined by # of floors
<b>File format:</b> JPG	Measurements: Feet/Inches	Add doors and windows	Render	Adjust brightness	<b>File format:</b> JPG
	Room label	Add fixtures			<b>Size:</b> 3000x2000
	Compass				<b>Resolution:</b> 300ppi

Notes: Sketch is usually 1% scale.

Video

Short Walk-Through - 12 hour turnaround.

Editing				
Input	Graphics	Adjustments	Sounds	Output
<b># of video files:</b> Max 6 files	Animated property address	Arrange images by job sheet	Background music	<b>Amount of files:</b> 1 video
<b>Total length of input video files:</b> Max 3 min.	Transitions	Cutting and trimming		<b>Duration:</b> Max 2 min. including graphics
<b>File formats:</b> 3GP/AVI/MOV/MP4/MTS/M2TS/ MXF		Speed adjustment		<b>File format:</b> mp4
<b>Video resolution:</b> Max 1920x1080		Overall color grading		<b>Resolution:</b> based on input
<b>Frame Rate:</b> Max 29.97 fps				<b>Frame Rate:</b> based on input
<b>Job sheet:</b> Cut order				

Traditional Video (including drone video) - 12 hour turnaround.

Editing				
Input	Graphics	Adjustments	Sounds	Output
# of video files: Max 35 files	Animated property address	Arrange images by job sheet	Background music	Amount of files: 1 video
Total length of input video files: Max 7 min.	Animated client info	Cutting and trimming		Duration: Max 5 min. including graphics
File formats: 3GP/AVI/MOV/MP4/MTS/M2TS/MXF	Animated property features	Reverse		File format: mp4
Video resolution: Max 3840x2160	Transitions	Stabilization		Resolution: based on input
Frame Rate: Max 29.97 fps		Straightening		Frame Rate: based on input
Job sheet: Cut order		Color grading		
		Synchronize with music (close)		

Notes: Address added to beginning of video and client info at the end of the video along with max 6 property features throughout video.

Add-Ons:

Teaser - 12 hour turnaround

Editing				
Input	Transitions	Adjustments	Sounds	Output
# of images: 5-20	Line swipe	Arrange images by instruction	Background music	Amount of files: 1 video
File formats: JPG/RAW		If no instruction: first 20 images used		File format: mp4
Image resolution: Low input results in low output res.				Size: 1920x1080
				Frame Rate: 30 fps

Notes: Duration depends on # of input images. Animated address graphic added.

Virtual Staging - 12 hour turnaround

Editing					
Input	Adjustments	Furniture	Rendering	Retouching	Output
<b>Type:</b> 1 edited JPG	Match Image	Template	Testing light	Lighting	<b>Amount of files:</b> 1
<b>Furniture Library Template ID</b>	Import	Add furniture set	Render	Adjust brightness	<b>File format:</b> JPG
	Create camera	Place, scale, bend furniture		Adjust contrast	<b>Size:</b> 3000x2000
	Perspective match	Add single furniture			<b>Color space:</b> sRGB
	Lighting match				

Notes: Shadows are added with respect to existing light. Reflections on surroundings are added as necessary