



# LUXE REALTY PHOTOGRAPHY SERVICE AGREEMENT



Luxe Realty Photography reserves the right to respectfully conclude the client relationship at our discretion if it does not align with our principles.

## VISION

To establish exceptional media as the cornerstone of every sale.

## MISSION

To create high-impact visuals that showcase every property at its peak potential and transform listings into powerful, market-ready assets, while delivering a seamless white-glove experience for every client.

## VALUES

We believe in integrity, respect, and lasting partnerships. Our commitment to quality, professionalism, and luxury service ensures every client feels valued and every property is represented with distinction.



*By ordering services from Luxe Realty Photography, you accept this Service Agreement.*

*The terms & conditions of this agreement are set forth below. Read them carefully. They govern our relationship & your use of our services. We have the right to modify this agreement at any time.*

## TERMS & CONDITIONS

The Client and Luxe Realty Photography ("Luxe") hereby agree as follows:

### 1. BOOKING

- 1.1 Luxe Brand Style.** Luxe maintains a consistent photography and editing style unique to our brand. Please ensure your client is aware of our aesthetic prior to booking, as we do not offer free reshoots/re-edits based on personal style preferences.
- 1.2 How to Book.** Bookings must be submitted through our online booking form, app or via email/phone. **A booking is not complete until you receive an order confirmation from Luxe.**
- 1.3 Download our App.** Download the "Luxe Realty Photography" app for convenient scheduling and easy access to your listings – available in the Apple App Store and Google Play Store.
- 1.4 Property Address.** By booking, you are also confirming the accuracy of your property's address listed on the order. Luxe is not liable for addresses sent to us incorrectly. If our photographers are sent to an incorrect address, a \$35 fee will apply.
- 1.5 Property Access.** You must provide accurate lockbox and/or gate codes if required for entry onto and/or into the property.

- 1.6 Photographer Preferences.** Our entire team is fully trained to uphold Luxe's brand standards. While you may request a specific photographer, availability is not guaranteed. Please include preferences at the time of booking.
- 1.7 Special Photo Requests.** If you have very particular requests for specific photographs/angles/features in mind, they must be communicated prior to your appointment. Luxe is not responsible for missed images beyond its protocol.
- 1.8 Drone Policy.** Luxe only captures drone images/footage in FAA-approved zones. We are typically unable to fly within 5 miles of any airport space. If the property is in a restricted zone, we will submit an FAA authorization request, but approval is not guaranteed. Unauthorized flights will not be performed under any circumstance.

## 2. RESCHEDULING

- 2.1 Advanced Notice.** 24+ hours' notice is required to cancel or reschedule your session without incurring a fee.
- 2.2 Same-Day Cancellations.** For same day cancellations, you will be charged a fee of \$100 for compensation of lost wages.
- 2.3 Luxe Assurance.** In the rare event Luxe is unable to complete an appointment due to unforeseen circumstances, we will promptly reschedule your session at no cost. Discounts may be applied at our discretion.

## 3. TRAVEL FEES

- 3.1 20+ Miles.** A \$35 Travel Fee applies for properties located 20 miles or more from the assigned photographer's home-base.
- 3.2 50+ Miles.** A \$100 Travel Fee applies for properties located 50 miles or more from the assigned photographer's home-base.

## 4. DAY OF SERVICE

- 4.1 Property Preparation.** Please utilize our [Pre-Shoot Checklist](#) to ensure the property is best prepared for photographs. The property must be photo-ready at the start of the appointment. If the property is not photo ready when our photographers arrive on location, a \$100 revisit fee will apply to reimburse us for our time; and the session will be rescheduled following our next availability.
- 4.2 Client Prep Obligations.** For liability reasons, Luxe photographers cannot move furniture, clean, declutter, make beds, pick up toys/yard items, or handle personal belongings. All organizing and cleaning needs to be done prior to our arrival.
- 4.3 Safety Hazards.** Please ensure that there are no hazards present to the photographer's safety. Pets must be secured and any hazardous items must be put away. Pathways should be clear of obstacles and personal belongings. Luxe reserves the right to refuse service or reschedule if unsafe conditions are present upon arrival.
- 4.4 Weather Policy.** Luxe photographs in most weather conditions. However, in the case of high winds or heavy rain, the appointment will be rescheduled free of charge. We generally wait until closer to the appointment time to make a decision, as conditions can change rapidly.

**Monsoon Season:** Seasonal weather discrepancies may occur. We monitor the weather system frequently during these times. We will notify you immediately if inclement weather requires us to postpone your scheduled appointment.

**Split Appointment:** If interiors can be completed but exteriors must be postponed due to weather, we will return to complete the session at no additional cost.

**Cloudy Skies:** Luxe can successfully complete appointments despite clouds/overcast skies. Therefore, if a client chooses to reschedule based on these conditions, it is deemed a **non-weather-related reschedule** and will be subject to a reschedule fee of \$100.

## 5. PAYMENT

- 5.1 Due on Delivery.** Payment is due upon delivery of content. You will receive a delivery link where you can pay and download your content. Content remains locked until payment is received in full.
- 5.2 Prices are non-negotiable.**
- 5.3 New Client Program.** First time clients receive 20% off their first listing order.
- 5.4 Luxe Loyalty Program.** Clients who consistently book 2+ listings with Luxe per month, automatically receive a 5% Luxe Loyalty Discount.

## 6. DELIVERABLES

- 6.1 Delivery Turnaround.** Luxe provides **next-business-day delivery** for all Luxe products. Deliveries are sent via email Monday through Saturday, between 9:00 AM – 5:00 PM. In the event a delivery is delayed, you will be notified promptly and your delivery will be completed as soon as possible.
- 6.2 Partnered Services.** Luxe proudly partners with trusted providers for additional services. Each partner will contact clients directly to coordinate details.
- Riff Video Productions:** Video services are typically delivered within **2 business days**.
- EZ List AZ:** Signpost installations are **completed after photography services are performed**. Once listing is considered sold, EZ List AZ will remove the signpost at no extra cost.
- 6.3 Delivery Platform.** All products are delivered through the Luxe Client Portal. You'll receive an email notification with your delivery link where you can pay, download content, and access your property website. Your Luxe Client Portal also provides ongoing access to all listings, images, videos, and websites at any time.
- 6.4 File Format.** Photos are delivered in JPG format for Print (5000px wide) and Web (2048px wide). Web is suitable for MLS and digital marketing. Video(s) are delivered via mp4 for MLS and Social Media uploads.
- 6.5 Property Websites.** Every listing includes its own property website, automatically created through the Luxe Client Portal.
- 6.6 Revisions.** Our revision period is **7 business days after delivery**. Any revisions requested after this date will be subject to a **\$50** revision fee.

## 7. COPYRIGHT & LICENSING

- 7.1 MLS Photography.** This Service Agreement constitutes a **limited license photo release**. Images delivered are licensed to the client for the sole purpose of listing and marketing a property. The license is valid for the duration of the property's listing period, expiring upon the property being marked as sold, withdrawn, or otherwise removed from active listing status. Use of the images by another real estate agent, broker, or third party is strictly prohibited, even if the listing is transferred or reassigned, unless prior written permission is granted by both the Client and Luxe. All images and rights relating to them, including copyright and ownership remain the sole and exclusive property of Luxe.
- ✓ Your license **does permit** you to post our photographs on multiple listing services and make the images available in your MLS listing for the property.
  - ✗ Your license **does not permit** you to transfer our images to other parties for display, including but not limited to printed & digital advertising, branding, and web/print publications, unless prior written authorization is obtained from Luxe. If a third party (builders, stagers, designers, or other vendors) asks to use the images, you agree to direct them to Luxe. Images shall not be made available to another agent who takes over an expired or withdrawn listing.
- Photo Credit:** Photo credit must be given to Luxe when used on any social media sites.
- Special Usage:** Any use of Luxe's photos beyond their application on MLS and real estate websites must be negotiated with the owner of Luxe.
- Additional Licensing:** Images can be individually licensed for uses that extend beyond the scope of this agreement, for an additional fee.
- 7.2 Short-Term Rental Photography.** This Service Agreement constitutes an **exclusive license photo release**. The delivered images are licensed solely and exclusively to the Client for the defined purpose of marketing the specified short-term rental property. Exclusive licensing rights are included within the standard pricing for this service, and this exclusive license is perpetual; it shall not expire.

**By booking with Luxe, you accept this Service Agreement.**