

# About

## What You Care About

Know that I do everything in my power to give you what you care about most:

- A smooth-running photo shoot
- Stand-out imagery to ensure your listing pops off the page or screen
- Photos processed and delivered on fast turnaround
- Exceptional & guaranteed client service

For years, I fostered my love of photography as a personal hobby for friends and family. After my girls entered competitive dance, I decided to pursue my dream of practicing my craft with the freedoms of owning my own business. So I founded KC Creative Design Photography in 2012 with the goal of expressing my passion for photography. Tucson is one of the most beautiful cities with rich architectural history and depth in color, my desires of photography progressed quite naturally into the world of real estate photography while remaining true to photography of dancers, weddings and families.

For over 3 years, I have had the privilege and pleasure to work with some of the finest clients from every major brokerage firm in Southern Arizona, and to photograph every type of home, from starter homes to multi-generation family estates. I treat each property with the same level of care and attention, knowing that every agent and homeowner has the same wish... to see their home look it's very best!

## Frequently Asked Questions

### **What type of photography does KC Creative Design Photography specialize in?**

KC Creative Design Photography is a full-service photography boutique. We want to work with you to cover all your business needs, from professional headshots, to marketing your listings or products as we partner together to build your business. We want you to call us for your family portraits, from engagements of loved ones to their weddings, from the birth of your newborn, to annual family portraits and other milestones like bar mitzvahs, quinceaneras, 40<sup>th</sup> birthdays, 50<sup>th</sup> anniversaries or retirement celebrations.

### **What exactly is Real Estate Photography?**

Real estate photography strives to accurately capture the layout and character of a residence to visually market to the widest pool of buyers. The photographs should express the shape and size of a room, texture and layout of a home.

### **Why does good Real Estate photography matter?**

Our fast pace visual world combined with the internet research capabilities at the fingertips of buyers, demands marketing that will get attention of a buyer instantly. Great photographs will help your listings stand out, and will market you as an agent for high quality service.

### **Can you Photoshop out that crack in the wall of my client's property?**

**I sure can. But I won't.** For obvious legal and ethical reasons I cannot and will not use photography to erase a permanent physical feature of the property, including outside items like a telephone pole. Buyers expect photography of the home and the actual home to match. Misrepresentation will turn a potential buyer off and create distrust. Your brokerage manager or the local real estate association are excellent sources for guidelines, if you have questions.

### **Who pays for the Real Estate Photographer?**

I am often asked who pays for real estate photography. In my business, I see both sellers and agents pay for it. I've seen agents willing to reimburse a seller at the close of a transaction. As a seller, you should always have a right to use the professional photographer of your choice and should request a professional photographer to capture the imagery of your home. It is worth the investment to market your home.

### **Do I get to choose the photos for processing & finishing?**

Due to the high volume of photos I take for each shoot, anywhere from 300-500 photos, there's no efficient way to share and select photos in a timely fashion. Furthermore, the editing technique I use does not lend itself to preview which photos are appropriate for finishing. Therefore, real estate photo selection is in my solo discretion, as the photographer and artist. However, I am always more than happy to have the client and homeowners present during the actual shoot and to point out special features or angles that they like as long as it does not interfere with the allotted shoot time. As my clients and I partner together and build an ongoing relationship, I learn each client's style. The photo selection becomes more tailored to that client's taste and design for their listing. If you desire more images than package amount, additional images may be purchased after photo session by contacting us.

Until I have released the image to you in its final form, you may not use or reproduce the image in any way, even with well intentions. Please see our complete copyright notice about reproduction, copying of images and use of proofs.

### **How do I get my photos?**

You will be invited to view a gallery with your photos. You will be able to download those photos to your computer or you may use the free Photo Moments app to download photos and manage galleries directly on your phone or tablets.

### **When do I get my photos?**

I aim to get your galleries completed within 48 hours. Often my turn around time is sooner, and rarely does it take longer. I will let you know at the time of booking a shoot when I will have your proofs ready.

### **Do you upload the photos to the MLS?**

Unfortunately I cannot. I am not a licensed Realtor and do not have access to the MLS.

### **How can I use the photos?**

Under our terms, the photos can be used only the sale of the property. Because neither the current homeowner (the seller) nor the buyer will be signing a release agreement, neither the real estate agent nor I have the right to use or sell the photos for any purpose outside of the realm of real estate. As the photographer, I retain all ownership of the photos, and the right to use the photos for self -promotion as a photographer.

### **How should we prepare the home for the shoot?**

At a minimum, **the house should look clean and organized.** De-cluttering mantles and countertops of personal items go a long way to making a home look open and inviting. Smaller things like removing visible garbage cans can also make the house look cleaner. Make sure your lights are all working. See our Tips for Real Estate Photo Session.

<http://kccreativedesign.com/real-estate-photo-shoot-tips.pdf>

The following is a basic guideline to prepare a home for photography:

#### **Interior**

- Turn on all interior lights
- De-clutter or organize mantles, shelves and tabletops
- Remove or minimize personal photos and memorabilia
- Clear off counter tops in kitchen and bathroom areas
- Remove photos, notes and papers from the refrigerator
- Turn ceiling fans and televisions off
- Make all beds and tidy bathrooms
- Remove piles of newspaper and magazines
- Tuck trash cans out of view in a closet or cupboard
- Point out valuable or recognizable artwork that should be edited in post
- Contain pets in the garage or out of sight

#### **Exterior**

- Remove all vehicles from driveways and from in front of the house
- Remove all garden tools including hoses and sprinklers
- Mow and rake yard
- Move garbage cans out of sight

- Sweep driveways, sidewalks and patios

### **Will professional real estate photography guarantee a better sale?**

There are so many variables involved in what it takes to sell a home. A good marketing plan increases potential buyers desire to see you home. A photograph cannot guarantee a better sale, though I have seen results in increased traffic and interest in the home due to our highly visual internet marketing industry.

## **Terms & Conditions**

### **Scheduling**

- Please contact KC Creative Design Photography at 520.302.9569, Kenya@kccreativedesign.com or the “Contact” form to request an appointment on this website.
- Locations outside of Tucson may be billed for travel expenses and subject to minimum order requirements. Fees will be established a time of booking appointment.

### **Payment**

- Payment is due at the time of appointment.
- Cash, Check, Credit Card or PayPal accepted. (Credit Card or PayPal may be subject to an additional 3% fee)

### **Shoot**

- As the Realtor, you are always encouraged and welcomed to attend the photo session to make introductions and point out any “special features” you want photographed. This is your opportunity to insure items you want photographed are include (before the shoot, not after the proofs are completed). In addition, it is extremely helpful if you arrive 15 minutes early to turn on lights, open blinds, turn off fans, put animals away, remove cars from front of house and insure the home is photo ready.
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- Unless specified, the standard shoot will include the front and back exterior and the major rooms such as living room, dining room, family room, kitchen, master bedroom, master bath and bedrooms. Multiple angles of the same room or area may be considered in the count of finished photos. Powder rooms, small bathrooms, utility rooms or garages are not a shooting priority unless you give direction otherwise.
- All properties will be shot AS IS. If the property is not properly cleaned or staged, the Photographer will make a reasonable effort to create the most aesthetically pleasing and uncluttered photographs possible. Additional fees for post-production editing can be avoided by properly preparing the property.

### **Post Production**

- Photographer will have sole discretion to select the images for finish and delivery.
- Only the selected photos will be processed for finished delivery.
- Digital photo manipulation (i.e. “photoshopping”) is not included in price and will be subject to additional fees.

## **Delivery**

- You will be invited to view a gallery with your photos. You will be able to download those photos to your computer or you may use the free Photo Moments app to download photos and manage galleries directly on your phone or tablets.
- Until I have released the image to you in its final form, you may not use or reproduce the image in any way, even with well intentions. Please see our complete copyright notice about reproduction, copying of images and use of proofs.

## **Cancellation**

- If cancellation or rescheduling is necessary, please give 24 hours notice. Appointments not canceled 24 hours prior to scheduled shoot will be charged 50% of the scheduled service. Try to keep session times as we do book up in advance. If you need to cancel, please call us as soon as possible as a courtesy to our other clients and our photographer’s busy schedule.
- If events beyond the Homeowner’s, the Agent’s or Photographer’s control, disrupt, delay or cancel the shoot, the effected shoot may be rescheduled without penalty.
- Please note that weather may affect ability to capture distant mountain or city views. If such views are important to you, please confirm with photographer that she is able to capture due to weather prior to the shoot. If weather is cloudy or extreme conditions that could produce a reduced quality outcome, photographer in her sole discretion may cancel shoot.

## **Photo Rights and Usage**

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