

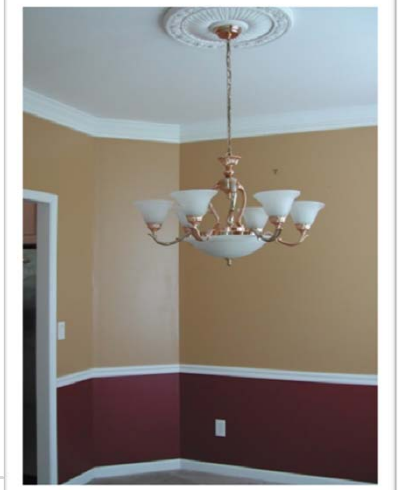
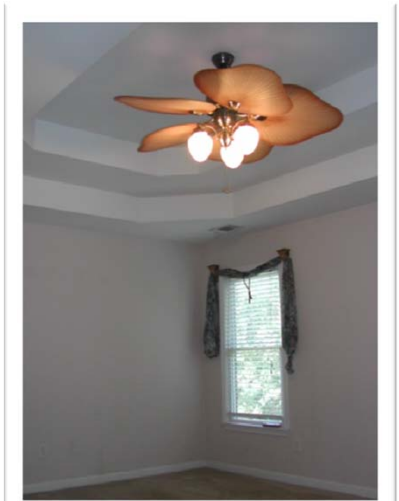


Altisource Academy: Marketing Photograph Vendor Training

Altisource Field Services

Objectives

This training module will address requirements at the property when taking photos for a Marketing Photo work order.





Marketing Photograph Orders

Marketing Photograph Work Orders

There are two types of Marketing Photograph work orders:

- Marketing Photographs
 - Issued when property is valued less than \$100k
- High Quality Marketing Photographs
 - Issued to Specialty Vendor when property is valued greater than \$100k
 - In the event the Specialty Vendor does not service this area, the Altisource Primary Vendor will be issued the order
 - Due to higher value of the property, the expectations for this order is greater, including more photos and greater care of overall quality

Marketing Photographs- General Instructions

Marketing Photographs - General Instructions

The contractor must visit the assigned property and provide a “slide show tour” photo package. The photos must be taken in such a manner as to fully represent the interior rooms, exterior elevations, any special features and any neighborhood amenities.

If the contractor encounters an access issue at the property, the contractor must NOT leave and must instead report the access issue by contacting the Altisource Call Center Team while onsite at the property. The vendor must call 1-866-952-6514 option 1 to report the access issue. If the property is in a non-marketable condition or if Clean-Out is pending etc., the contractor must not complete the Work Order. Instead, the vendor will update the Altisource Primary Vendor the reason why the photos could not be captured.

A Photo Package must consist of at least twenty (20) professional quality still photographic images per property, taken with a dedicated 5 megapixel camera.

Marketing Photographs General Instructions

Marketing Photographs - General Instructions (continued)

Each photo package must provide a prospective buyer or tenant a positive initial impression of the property being marketed, with a comprehensive view of the property's features and highlights, which differentiate it from other comparable properties on the market (including, but not limited to, optimal lighting, proper proportions, level perspective, high resolution).

Note: Date and time stamp settings must be turned off on the camera when taking Marketing Photographs as the photos will be used only for marketing purposes.

Marketing Photographs- Sequence Instructions

Photo Sequence (Marketing Photograph Order)

- Exterior elevations
 - 3 photos of the front, side and rear exterior elevations
- 3 photos of the Kitchen
- 1 photo of the Living Room
- 1 photo of the Dining Room
- 3 photos of the Master Bedroom
- 1 photo per Bathroom
- 1 photo of the Deck or Backyard
- 1 to 2 photos of the other key features of the property
 - Pools
 - Decks
 - Spa
 - Large Backyard

High Quality Marketing Photographs- Sequence Instructions

Photo Sequence (High Quality Marketing Photograph Order)

- Exterior elevations
 - 3-5 photos of the front, side and rear exterior elevations
- 3-5 photos of the Kitchen
- 2 photo of the Living Room
- 2 photo of the Dining Room
- 3-5 photos of the Master Bedroom
- 1 photo per Bathroom
- 2 photo of the Deck or Backyard
- 1 to 5 photos of the other key features of the property
 - Pools
 - Decks
 - Spa
 - Large Backyard

Marketing Photographs- Photo Guidelines

Photo Guidelines (Regular & High Quality)

- All photos should be clear and not blurry
- Turn on all lights and open blinds
- Close all trash bins, toilet lids, appliances, cabinet doors
- There should not be vehicles present in exterior photos or inside the garage
- No trash or personal property present in the photos
- Photos must be taken in good outdoor lighting/daylight hours
- Bushes and landscaping should not be overgrown (hedges trimmed, grass cut and front porch swept)
- Trees should not be blocking the front entrance of the home
- No photos of pets or people
- No date/time stamps on photos
- No tarps of blue color should be present in the photos
- Garage doors must closed on the front of the property
- No dark photos of rooms
- Photo shall be levelled correctly
- Photo shall not depict the only the corner of a room
- Photo shall depict the most square footage of the room being photographed
- Water must be drained and pool/hot tubs/Jacuzzi's cleaned and covered properly with no debris on the pool cover



Examples

Examples

Marketing Photographs- Good Example



123 Main St/Building Complex



123 Main St/Front



123 Main St/Garage



123 Main St/Entry



123 Main St/Living Room

Examples

Marketing Photographs- Good Example



123 Main St/Half Bath



123 Main St/Kitchen



123 Main St/Kitchen Breakfast Nook



123 Main St/Kitchen Living Room



123 Main St/Stairwell

Examples

Marketing Photographs- Example



123 Main St/Dining Room



123 Main St/Master Bedroom



123 Main St/Master Bath

Reminder: The quality of these photos should be much greater than photos submitted with regular work item fulfillments.

These are for marketing purposes and should reflect such.



Examples

Full unit not in photos.



Parked cars are in the photo.



BAD



GOOD



Examples

Do not include “Date/Time Stamp” on marketing photographs.

BAD



In addition to the “Date/Time Stamp,” this photo has “debris” on the counter.

Examples

Blurry photos are not acceptable.

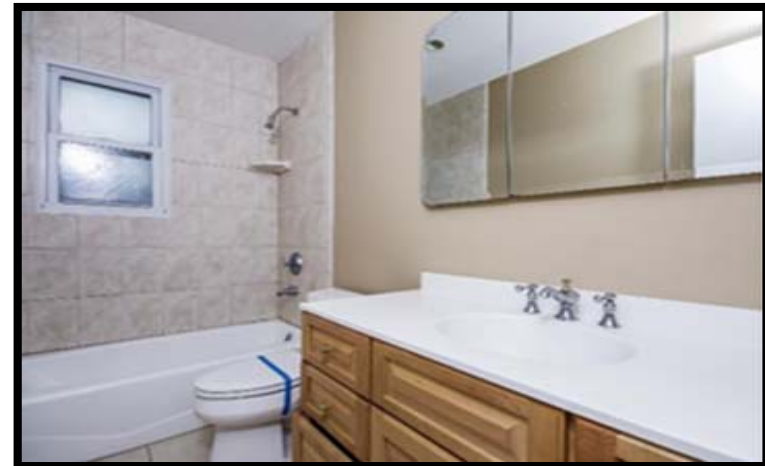


BAD

Photos must be clear and taken from good angles.



GOOD



Examples

Toilet seats must be closed when taking bathroom photos.



BAD

Note: Yellow tint is due to camera settings not being correct.



GOOD



Examples

Kitchen and bathroom cabinet doors and drawers must be closed.



BAD



GOOD

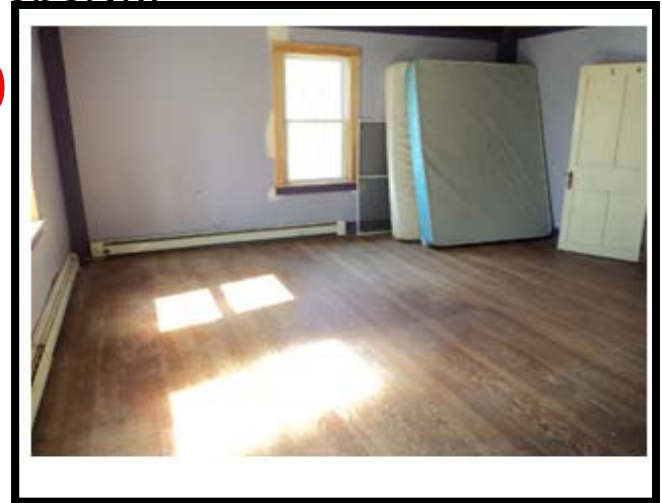


Examples

Property should be free of debris and personal property..



BAD



GOOD



Examples

Landscape activities should be completed prior to taking photographs.



BAD



GOOD



Summary

Contractors are required to provide the best quality photos possible so they can be used for marketing purposes.

- If initial services have not been performed, the contractor should request the order to be cancelled with detail reasons why
- Date/Time stamps on photos not required nor allowed on marketing photos
- Rooms must be clean and free of all debris
- Proper lighting should be considered
- All toilet seats, cabinets and drawers must be closed

Photos from these orders are used for online marketing purposes. They should NOT be comparable to photos taken when performing work such as landscaping or winterizations. Contractor should put on their best “photographer hat” while taking these photos.

