

SERVICE PACKAGE COMBINATIONS & PRICING SUMMARY

INDIVIDUAL SERVICE PRICING

Photography Services:

- **Essential Photography:** €199 (up to 2 bedrooms)
- **Premium Photography:** €299 (3-4 bedrooms)
- **Luxury Photography:** €449 (5+ bedrooms)
- **Commercial Photography:** €599+

Drone Services:

- **Aerial Essentials:** €199 (basic aerial coverage)
- **Aerial Premium:** €349 (comprehensive coverage)
- **Aerial Luxury:** €549 (luxury estates)
- **Commercial Aerial:** €749+

Virtual Tours:

- **Essential Virtual Tour:** €399 (up to 8 rooms)
- **Premium Virtual Tour:** €599 (up to 15 rooms)
- **Luxury Virtual Tour:** €899 (unlimited rooms)
- **Commercial Virtual Tour:** €1,299+

Interior Design:

- **Design Consultation:** €299 (3 rooms)

- **Virtual Staging Design:** €499 (5 rooms)
- **Complete Staging Design:** €899 (8 rooms)
- **Luxury Design Package:** €1,499 (unlimited)

3D AI Animation (Premium Service):

- **Luxury Apartment:** €2,500 (2-4 rooms)
- **Luxury Villa:** €3,500 (4-6 rooms)
- **Luxury Estate:** €4,500 (6+ rooms)
- **Commercial Luxury:** €5,500+

PACKAGE COMBINATIONS (DISCOUNTED)

COMPLETE MARKETING PACKAGE - 25% Discount

Includes: Photography + Drone + Virtual Tour - **Essential Complete:** €797 €598 (Save €199) - **Premium Complete:** €1,247 €935 (Save €312) - **Luxury Complete:** €1,897 €1,423 (Save €474)

VISUAL STORYTELLING PACKAGE - 20% Discount

Includes: Photography + Drone + Design Consultation - **Essential Visual:** €697 €558 (Save €139) - **Premium Visual:** €947 €758 (Save €189) - **Luxury Visual:** €1,247 €998 (Save €249)

LUXURY SHOWCASE PACKAGE - 30% Discount

Includes: Photography + Drone + Virtual Tour + Design + 3D Animation - **Luxury Apartment Showcase:** €4,746 €3,322 (Save €1,424) - **Luxury Villa Showcase:** €5,746 €4,022 (Save €1,724) - **Luxury Estate Showcase:** €6,746 €4,722 (Save €2,024)

DEVELOPER PORTFOLIO PACKAGE - 35% Discount

Includes: All services for multiple properties - **5 Property Portfolio:** €23,730 €15,425 (Save €8,305) - **10 Property Portfolio:** €47,460 €30,849 (Save €16,611) - **Custom**

Portfolio: Quote based on requirements

COMPETITIVE POSITIONING VS PORTUGUESE MARKET

Our Pricing vs Market Leaders:

- **Photography:** 20-30% premium vs standard market (€75-350)
- **Drone:** Competitive with premium providers (€80-400)
- **Virtual Tours:** 15-25% premium vs basic providers (€300-600)
- **3D Animation:** Unique service - no direct competition
- **Package Deals:** Significant savings vs individual services

Value Proposition:

- **Premium Quality:** Professional equipment and expertise
- **Fast Turnaround:** 24-72 hours vs 5-10 days market standard
- **Technology Integration:** AI-powered workflows
- **Comprehensive Service:** One-stop solution vs multiple vendors
- **Luxury Focus:** Specialized in EUR 1M+ properties

FREELANCER COMPENSATION STRUCTURE

Photography Freelancers:

- **Per Shoot:** €150-300 (based on property size)
- **Travel Expenses:** Covered up to €50
- **Equipment Allowance:** €100/month for top performers
- **Bonus Structure:** 10% for exceptional quality

Drone Pilots:

- **Per Session:** €200-400 (based on complexity)

- **Regulatory Support:** Permit fees covered
- **Insurance:** Assistance with coverage
- **Performance Bonus:** 15% for premium work

Video Editors:

- **Per Project:** €50-150 (based on length/complexity)
- **Rush Delivery:** 50% bonus for 24-hour turnaround
- **Long-term Projects:** Monthly retainer €500-1,500
- **Creative Bonus:** €100 for innovative approaches

3D Artists:

- **Per Rendering:** €100-300 (based on complexity)
- **Animation Projects:** €500-1,500 per project
- **Technology Training:** Paid training opportunities
- **Innovation Bonus:** €200 for new techniques

Content Writers:

- **Property Descriptions:** €25-75 per property
- **Marketing Copy:** €100-300 per project
- **SEO Content:** €50-150 per article
- **Translation:** €0.15-0.25 per word

Interior Designers:

- **Design Projects:** €200-500 per property
- **Virtual Staging:** €50-100 per room
- **Consultation:** €75/hour
- **Staging Coordination:** €150/day

REVENUE PROJECTIONS WITH FREELANCER COSTS

Cost Structure (% of Revenue):

- **Freelancer Payments:** 25-30%
- **Technology & Tools:** 5-8%
- **Marketing & Sales:** 10-15%
- **Operations & Admin:** 8-12%
- **Profit Margin:** 40-50%

Monthly Targets for EUR 5,000 Profit:

- **Required Revenue:** €10,000-12,500
- **Required Projects:** 8-15 projects/month
- **Average Order Value:** €800-1,200
- **Freelancer Costs:** €2,500-3,750/month

QUALITY CONTROL & STANDARDS

Freelancer Requirements:

- **Portfolio Review:** Minimum quality standards
- **Test Projects:** Paid trial assignments
- **Ongoing Training:** Quarterly skill updates
- **Performance Metrics:** Quality scores and client feedback
- **Equipment Standards:** Professional-grade requirements

Client Satisfaction Guarantees:

- **Photography:** Reshoot guarantee if unsatisfied
- **Drone:** Weather delay protection
- **Virtual Tours:** Technical functionality guarantee

- **Design:** Unlimited revisions until satisfied
- **3D Animation:** Quality assurance promise

This pricing structure positions us as a premium service provider while maintaining healthy profit margins and competitive freelancer compensation.