# **PROJECT HANDOVER PACKAGE**

## **1. PROJECT SCOPE & OBJECTIVES**

**Primary Goal:** Create a comprehensive pricing database for real estate photography & videography services across all US municipalities (35,705+ locations according to 2022 US Census).

**Secondary Goals:**

* Establish systematic pricing methodology for national market
* Implement reliable interpolation for missing data
* Create scalable, professional database format
* Provide market intelligence for business expansion

## **2. RESEARCH APPROACH**

**Primary Objective:** Research actual market pricing for real estate photography & videography services across all US municipalities. Develop your own interpolation methodology based on real market patterns you discover through research.

**Expected Approach:**

* Conduct systematic market research to discover true pricing patterns
* Identify factors that drive regional pricing differences
* Develop statistical models for interpolation based on actual market data
* Apply your expertise to handle data gaps intelligently

## **3. REQUIRED OUTPUT FORMAT (STRICT COMPLIANCE)**

**JSON Structure (Hierarchical - DO NOT MODIFY):**

json

{

"United States": {

"[State Name]": {

"[City Name]": {

"services": {

"Photography": {

"price": 325.00,

"interpolation\_used": false

},

"Videography": {

"price": 550.00,

"interpolation\_used": false

},

"Drone Photography": {

"price": 175.00,

"interpolation\_used": true

},

"Drone Video": {

"price": 275.00,

"interpolation\_used": true

},

"3D Virtual Tour": {

"price": 200.00,

"interpolation\_used": false

},

"Floor Plans": {

"price": 125.00,

"interpolation\_used": false

},

"Virtual Staging": {

"price": 85.00,

"interpolation\_used": false

},

"Twilight Photography": {

"price": 150.00,

"interpolation\_used": false

},

"Agent Intro/Outro": {

"price": 225.00,

"interpolation\_used": false

},

"Voiceover": {

"price": 95.00,

"interpolation\_used": false

}

}

}

}

}

}

**Critical Requirements:**

* **Exact field names:** Use only "price" and "interpolation\_used"
* **Price format:** Decimal number (no currency symbols)
* **Boolean values:** true/false only for interpolation\_used
* **Hierarchy:** Country > State > City > Services structure mandatory
* **No additional fields:** Do not add population, tier, confidence, or other fields

**Mandatory Services List (Exactly 10 per municipality):**

1. Photography
2. Videography
3. Drone Photography
4. Drone Video
5. 3D Virtual Tour
6. Floor Plans
7. Virtual Staging
8. Twilight Photography
9. Agent Intro/Outro
10. Voiceover

## **4. INTERPOLATION REQUIREMENTS**

**When to Use Interpolation:**

* No direct real estate photography & videography pricing data found for specific municipality
* Limited or unreliable data sources
* Rural/small towns with no local real estate photographers/videographers

**Interpolation Methodology:**

1. **Geographic Interpolation:** Use pricing from nearby similar-sized municipalities
2. **Market-Based Interpolation:** Apply tier system based on market characteristics
3. **Regional Adjustment:** Consider cost-of-living differences within states
4. **Validation:** Cross-reference with state/regional market averages

**Interpolation Flag:**

* Set "interpolation\_used": true when calculated
* Set "interpolation\_used": false when based on direct research

## **5. DATA COLLECTION STRATEGY**

**Primary Research Sources (Real Estate Photography & Videography ONLY):**

* Local real estate photography & videography business websites
* Real estate photographer/videographer Google Business listings with pricing
* Real estate photography & videography company directories
* Real estate agent preferred vendor lists
* MLS photographer/videographer networks
* Real estate brokerage recommended photographers & videographers

**Excluded Sources:**

* Wedding photography/videography pricing (different market)
* General photography/videography services
* Gig economy platforms (Fiverr, Upwork, etc.)
* Stock photography/videography services
* Event photography/videography pricing

**Quality Control:**

* Focus exclusively on real estate photography & videography market pricing
* Validate pricing against regional real estate photography & videography averages
* Cross-reference major cities with multiple real estate photography & videography sources
* Flag outliers for review and re-research

## **6. FILE MANAGEMENT REQUIREMENTS**

**Output Structure:**

* Deliver as single comprehensive JSON file if manageable
* If file size requires splitting, use state-by-state files with consistent naming
* Maintain exact JSON structure across all files

**Naming Convention:**

* Single file: US\_REAL\_ESTATE\_PHOTOGRAPHY\_VIDEOGRAPHY\_COMPLETE.json
* Split files: US\_[STATE\_NAME]\_REAL\_ESTATE\_PHOTOGRAPHY\_VIDEOGRAPHY.json
* Include creation date in documentation

**Documentation Required (Separate Files):**

* METHODOLOGY\_REPORT.md - Explaining approach and tools used
* DATA\_SOURCES.md - Real estate photography & videography specific sources
* INTERPOLATION\_ALGORITHM.md - Algorithm explanation and validation
* QUALITY\_ASSURANCE.md - Summary with interpolation statistics

## **7. SUCCESS CRITERIA**

**Completeness:**

* 100% coverage of ALL US municipalities (35,705+ locations)
* All 50 states represented with complete data
* Every municipality includes all 10 required services

**Quality:**

* Realistic pricing reflecting local real estate photography & videography markets
* Consistent application of tier methodology
* Proper JSON formatting and validation
* Accurate interpolation flagging

**Accuracy:**

* Pricing data sourced exclusively from real estate photography & videography market
* No contamination from wedding, event, or other photography/videography markets
* Regional variations appropriately reflected
* Interpolation used appropriately for data gaps

**Technical:**

* Valid JSON format that passes validation
* Exact compliance with specified structure
* No additional or modified fields
* Consistent data types throughout

## **8. PROJECT DELIVERABLES**

**Primary Deliverable:**

* Complete US real estate photography & videography pricing database in specified JSON format

**Supporting Documentation (Separate Files):**

* Research methodology documentation
* Tools and processes used
* Data source listing (real estate photography & videography specific)
* Interpolation methodology and validation
* Quality assurance report
* Statistics on interpolation usage by state/region

**Final Package:**

* Validated JSON file(s) ready for immediate business use
* Complete documentation package (4-5 separate files)
* Source verification for spot-check validation