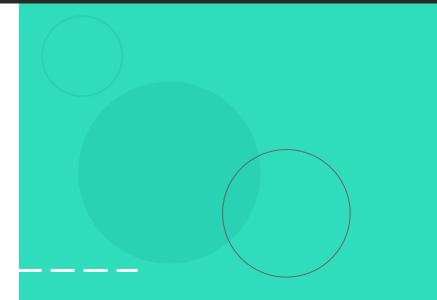
# HDMEJAB

# Photographer Onboarding







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### **Initial Contractor Setup**



The HomeJab app is our custom scheduling software. It provides a mobile application which you will use to accept or decline your HomeJab shoots.





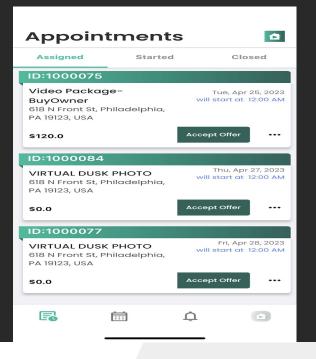
Once you are added to HomeJab, you will receive your **<u>Status Activated email</u>** instructing you on how to download the mobile app. Please follow accordingly and **download** from the app store.

After you are set up, you will receive job notifications on your phone asking you to Accept or Decline, with all details attached. ONCE YOU ACCEPT A SHOOT, AN EMAIL & TEXT GOES OUT TO THE CUSTOMER, CONFIRMING THE <u>SHOOT DATE & TIME.</u>

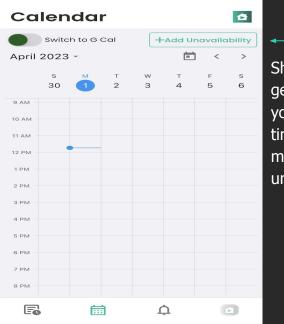
**Note:** The HomeJab app setup is the final step. This will only take place when you are fully approved and your photographer sign up has been completed. The HomeJab app setup will activate you as a HomeJab contractor.

### **Initial Contractor Setup**

# **Confirming a Shoot**



When you accept a shoot in HomeJab, the customer receives a notification email & text for that date & time. Only accept if you are available for the date and time as listed. Make sure your calendar is updated in your HomeJab app. Accepted jobs can be synced to your google calendar.



Shoots will not get assigned to you during times that are marked as unavailable.



### **Initial Contractor Setup**

You must **call or text the customer at least 2 hours prior** to leaving for the job to confirm the shoot. The customer's phone number is listed in the HomeJab app.

**Arrive 10 minutes early.** Call or text the customer if you are running late.

When you arrive, click the "Start" button in your HomeJab app.

When you complete the shoot, click the "Close" button in your HomeJab app.

Maintain **professionalism** and be **accommodating** to any specific instructions that the customer requests.

**Clean camera lens** before shooting and **bring backup** media cards and batteries.

#### ← Job ID: #1000075 Property Address: 618 N Front St, Philadelphia, PA Package Name Package Pay Video Package- BuyOwner \$ 120 Package Instructions CALL AGENT/OWNER BEFORE SHOOT TO CHECK IN & CONFIRM 'MUST HAVE SHOTS' Contact Name Dhakshina Kasthuri **Contact Phone €** 8563324122 Contact Email $\square$ mdhakshina@yahoo.co m.cnn **Property Address** $\Diamond$ 618 N Front St, Philadelphia, PA 19123, ... Scheduling Date Tue, Apr 25, 2023 Scheduling Time 12:00 AM Comments Accept Decline

# Equipment



### Photography

Camera with Full-Frame Sensor — This can be mirrorless or D-SLR.

*Wide-Angle Full-Frame Lens* — This can be a prime or a zoom lens, provided you shoot between 12-17mm with minimal distortion (i.e. no fisheye). Do NOT zoom in/out beyond 12-17mm. The sweet spot for most rooms is usually 14-16mm.

Tripod — You will need a tripod for all HDR photos.

#### Videography, Aerials and 360 Tours

*Gimbal* — For video shoots, a motorized camera stabilizer designed for mirrorless and D-SLR cameras is required (no glidecams). It is critical to have your gimbal balanced perfectly before you start shooting. We recommend the most recent DJI Ronin and Zhiyun Crane models. Plus, newer model Osmo's or GoPro's, as well as IPhone 15 Pro Max and up are acceptable.

Drone — For aerial shoots, we recommend the latest DJI models.

*360 Camera* — For 360/3D tours, we require the Ricoh Theta V or newer, as long as it shoots HDR. For the best quality, we recommend the Ricoh Theta Z1. HOMEJAB 6

Open your shutter to around 30-100 and bring up your ISO to no more than 1600 (the less, the better), based on your lighting needs.

Shoot interiors at an ISO of at least 400, minimum shutter speed of 1/60th of a second.

Shoot interiors at F4 if possible or smaller (ex: F5.6 - F8) to obtain a deeper depth of field. You should only shoot F2.8 in extremely dark rooms – basements, etc.

Shoot Single Raw interior photos  $\frac{1}{2}$  stop underexposed.

Exterior photos should be balanced.

No Flash.



Videos should be shot with normal exposure and saturation (no flat mode). Shoot at 30fps with a minimum shutter speed of 1/60th of a second (Don't go over 1/125th of a second for video unless absolutely necessary) and always at 1080p.

Aerial video at 60fps if possible. 1080p

Accurate White Balance for all photos and videos

## **General Settings: Photos & Video**

Focus — Shoot with manual focus, NOT auto.

**Aperture** — Strive to shoot F/8 for interiors and F/11 for exteriors for maximum sharpness. You may open up or close down as needed depending on the lighting or lack thereof.

White Balance — You may use Auto White Balance, but use Manual if colors look off.

**Picture Profile** — Use Standard, but reduce contrast and saturation in camera to produce a slightly flat look. Lowering contrast reduces overexposed spots, and lowering saturation reduces the severity of color temperature shifts. If you'd rather use Neutral, increase the saturation to avoid it looking too flat.





## **Pictures (& Aerial Pictures)**

Shoot in RAW format. No flash (only use existing light at the property).

Underexpose slightly to reduce overexposed areas.

Keep ISO as low as possible, and shoot no higher than ISO 1600.

Use a tripod for all HDR shots.



### Video (& Aerial Video)

**Resolution** — 1080p HD

Frame rate — 29.97fps

**Shutter** — 1/60 for indoors & between 1/60 - 1/125 for outdoors

**ISO** — As low as possible, however, if your camera handles low light well, you may bump it higher than 1600 provided the image quality is not overly grainy. Use Auto ISO as needed.

Aim for an even exposure, but if a bright window is so overexposed that the wall around it is a blob of white, you may underexpose a little to compensate.



**Mbps** — As low as possible provided image quality is reasonably good. If your camera does not provide a specific number of Mbps when you select your frame rate, then you can reduce it by changing your movie quality settings from high to standard or low.

# Format & Aspect Ratio

Always RAW (For both DSLR and Aerials) Photos are 3:2 ratio (Landscape)

Mode) Aerial Photos are 4:3

Video 16:9 (1920:1080) 30 fps (29.97 fps)





# Lighting

Use only available light at the property (i.e. no flash)

Check for lights under kitchen cabinets, stove tops, and built-in microwaves

If a room has two side table lamps and only one of them works, keep them both off so it matches

If a ceiling light or two is out, still keep the other ones on

Keep exterior lights OFF unless shooting at twilight





#### Number HOMEJAB of Files 0 Job Details HomeJab ID: 82522 Package Name Exact amount of the Luxury 30 Photos + Video Walkthrough files is specified in Package Instructions the HomeJab app in 25 HDR + 5 standard photos = 30 total photos. the instructions for Upload 1 front exterior HDR to virtual dusk each job. section of upload page. ; Video Walkthrough; CALL AGENT/OWNER BEFORE SHOOT TO CHECK IN & CONFIRM 'MUST HAVE SHOTS'. UPLOAD ALL MEDIA DAY OF SHOOT BY 8 PM TO HOMEJAB.COM. Package Pay \$190 Contact Name

Brian Doto

In general, the minimum requirements are:

**Standard Packages** with 30 photos = 4 HDR + 26 Single exposures

**Luxury Packages** with 30 photos = 25 HDR + 5 Single exposures + Virtual Dusk (1 HDR exterior shot)

For drone shoot, a **minimum of 10 aerial photos** are required.

Please shoot **5-10 additional photos** so we have extras to send in case a shot is missing.

**\*\*HDR and Standards can not be the same photos,** and should be 30 unique shots, no duplicates or almost identical shots.

### When You Arrive At A Shoot:

Click the "Start" button in the HomeJab mobile app.

Make sure your lens and sensor are clean!

Turn on all lights.

Turn off all ceiling fans.

Close toilet seats and hide toothbrushes.

Make sure window blinds in each room match each other (either all up, all down, or all halfway up).

Declutter by instructing customer what to remove/hide (pet bowls/toys, boxes, bottles/cans, clothes, garbage cans, food, bathroom items, paint cans, etc...) and where to hide it (bathtubs, under sinks, closets, outside...).

If home is very messy, don't worry about decluttering. Shoot as is.



# Composition & Framing Photos: Interiors

For interiors, try to capture three walls shot at chest height with an even distribution of ceiling space to floor space. Do so by shooting straight-on/centered as well as from corners.

Keep vertical lines straight and lined up with the left and right edges of your camera frame

Capture at least 1 angle of every laundry room, walk-in closet, and half bathroom.

Capture at least 2 angles of every bedroom and bathroom (include the shower/bathtub if possible)

Capture at least 3 angles for every kitchen, living room, and master bedroom

It's better to overshoot than to undershoot!



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# Composition & Framing Balance

Although the focus should ideally be the center of the room or house, ultimately, the goal is to shoot a well-framed and balanced shot. This means framing an equal amount of negative space on both the left and right side of the frame, as well as doing your best to prevent any object or piece of furniture from slightly entering the edge of the frame. If such an object enters the frame, be sure to include more than just a snippet of it, otherwise it will distract.





# Composition & Framing What to Avoid (Photo & Video)

The real estate sign (unless unavoidable)

Details/close-ups (unless requested by the agent)

Inside garages (unless requested by the agent)

Pets and people (unless on a busy city street)

Your reflection in mirrors, glass front doors, TV screens, etc...

Your shadow — especially for exterior shots when the sun is low





## **Photos: Interiors**

The ideal real estate photo of any particular room includes **three walls** and is shot at **chest height** with an **even distribution** of ceiling space to floor space.

All vertical lines in the room (door frames, windows) should be straight and lined up with the left and right edges of your camera frame. This will force your lens to be parallel with the ground and your camera body to be balanced.

#### Every room needs at least one photo.

These include but are not limited to the foyer, living room, family room, kitchen, laundry room, half bathrooms (powder room), stairwells, 2nd floor landing, bedrooms, full bathrooms, master suite, and basement. **Frame the space, not furniture.** Focus on the middle of the room. Since your lens is so wide, depth of field should not be a problem.

- Windows & Cabinets are parallel with the edge of frame
- Three walls are shown
- The fireplace is shot in context of the rest of the room

#### Some rooms need 2-3 shots of different

**angles** taken depending on the size, importance and features of the room. These often include a kitchen, family room, master suite, master bath and basement.



# **Photos: Interiors**





# **Photos: Exteriors**



WIDE

CLOSE UP

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# HDR / The Money Shots!

The purpose of HDR shots is to capture imagery that regular photos have difficulty doing by showing **more vibrant colors & warmth** (kitchens & main rooms, etc), **clearer detail & sight lines** (skies & vistas, etc), and **crisper & well exposed window views /** 

### crisper & well exposed window views / backdrops

(surrounding exteriors & landscapes, etc).

HDR are shot manually in RAW and are 3 brackets [-2;0;+2].

For interiors, don't be afraid to drop the darkest exposure even more; if -2 exposure is still capturing a bright window view, then adjust to -4. The main goal is to have a view outside of the window properly exposed, so we need extremes on both ends, light & dark.















[MERGED & EDITED]

For **HDR in Standard Packages,** we typically provide 2 Exteriors and 2 Interiors (4 images or 12 total exposures/files).

2 HDR exteriors are used for blue sky replacement, if necessary. If it's a sunny day and the sky is already blue, you can substitute those exteriors for additional interior HDRs (based on your best judgment).

2 HDR interiors are main rooms with windows to show the view from inside. It can be a living room and family room, or a master bedroom. It will depend on the property. Please use your best judgment.

For **Luxury 30 packages**: 25 HDR (75 exposures) are required that capture the entire home (interior & exterior).

# Virtual Dusk

Virtual Dusk photo is included in all Luxury Packages.

Virtual Dusk is the best shot of the front of the house that is digitally transformed into a twilight photo.

Generally, it should be a nice front exterior shot (not from a garage side).

Preferably HDR (3 brackets), but can also be single exposure.

Virtual dusk can be the same shot that is already included in the normal HDRs.

Sometimes, an agent might ask for a back yard shot (especially if there is a pool) to convert to a Virtual Dusk. But, if they didn't specify this, please stick to a good front exterior.



# Video

The purpose of the video is to clearly show how every room in the house connects in as few shots as possible

Don't rush! All camera moves should be slow, graceful and gradual (use the ninja walk – heel to toe)

Keep camera level and chest height

Before starting each floor, walk through it without recording to plot out a logical route. Take note of where you will need to change your exposure settings.

If highlights are bleeding beyond the window frames, close the blinds/curtains, if possible.

Only backtrack through a room you've already been through if the layout of the house makes it necessary to do so, such as if you are heading to the stairs to the next floor.

In the case of unfinished basements, it is important to consult with the agent to determine if they wish to include it. If you are unable to reach the customer for clarification, please proceed with including all basements to ensure comprehensive coverage of the property.

Try to capture an entire floor (multiple rooms) with one shot. The less files we send our editors, the better. Please refer to our video tutorial on how best to shoot with limited clips.



# Video: How to Shoot

### Method

Almost every shot should be a forward moving shot that gradually pans and settles.

Do not move backwards unless the next room you plan on entering is only a few feet behind and to the right/left where you just finished your last shot

### Areas

Front Exteriors – In one continuous shot, try to capture a view of the street, the front of the house (without cropping the top!) and walking to the front door. Use more than one shot if needed.

Back Exteriors – Use at least two shots to capture the back of the house, a view of the yard, and any extra features (i.e. pool, deck, garden, porch balcony, etc...)

Rooms – Do not shoot multiple angles of every room (we assume you have photos of those angles). Most rooms (bedrooms, bathrooms, etc.) only need one shot where you enter through the doorway and gradually settle on a wide shot of the room.



# Video: How to Shoot

### **Changing Floors**

If the home has an upstairs, make your last shot on the first floor pan from the floor and tilt up the steps to the second floor. Then start your first shot on the second floor either walking up those steps, or looking down the steps before tilting up and moving to a new room. Same goes for moving from the first floor to a finished basement and vice versa.

If moving from the second floor to the basement, don't travel to the first floor again. Just start your basement shot by referencing the stairs and then moving into the room (we will dissolve to the basement from your last shot on the 2nd floor). The same goes for transitioning to the back exterior unless you purposely walk to the back door that leads to it. Keep the tilt axis of your gimbal locked EXCEPT when shooting exteriors (to avoid cropping the top of the house) and when looking up and down staircases.



# Video: What to Shoot

# What to Shoot

Rooms that need 2-3 shots: family room, the kitchen, master suite, master bath and basement (if finished).

Rooms needing at least one shot: foyer, living room, dining room, laundry room, half bathroom (powder room), main stairwell, 2nd floor landing, bedrooms, full bathrooms, decks and patios, basement.

Our editing software will stitch all clips in the order they were filmed by default (due to file names).

If necessary, rename the files, or put a short and specific note to the editors which file name should be moved after which one.

# Tutorial



# Aerial

For the aerial shots, it is good to show not only the property from the elevated angle, but also establish the relation of the property to the surrounding area (especially if there are good selling features close by like a park/wooded area, a beach, a school, a shopping center, etc. The agent often can specify that).



# Aerials

### **Aerial Photo Requirements**

A minimum of 2 detailed photos of both the front and back of the house from approximately roof height.

3-4 photos at various angles from about 100 ft (medium shot).

3-4 photos from 200-300 ft to capture the whole of the property in context with the neighborhood.

Try to include the sky and horizon in each shot when possible.

### **Safety Guidelines**

Pass the FAA test to become a certified pilot under Part 107.

Register your drone with the FAA. Follow checklist provided by drone manufacturer.

Keep drone within eyesight at ALL times.

DO NOT fly over heavily populated areas (highways, commercial areas w/ high foot traffic).

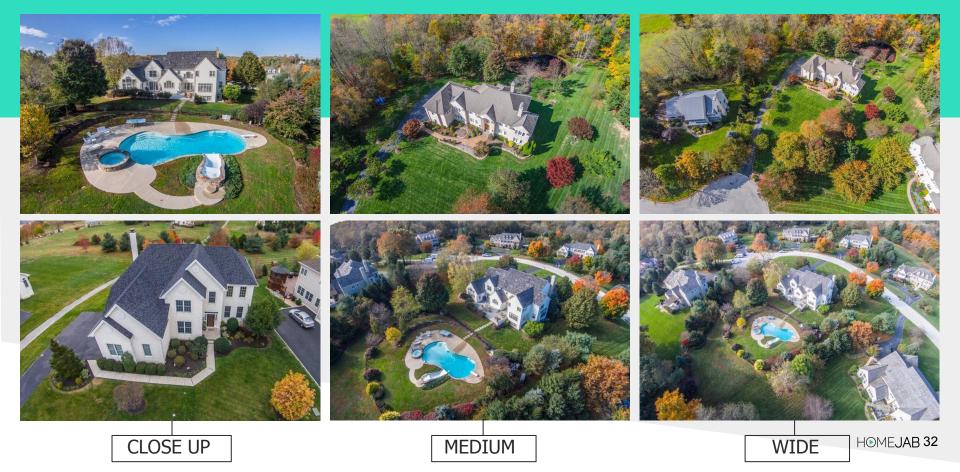
Stay below 250 feet unless property has extensive land, in which case, stay below 400 feet.

Be aware of and avoid obstacles such as power lines, trees, birds, etc.

Make sure occupants are located inside the house and not walking around the grounds during flight.



# **Aerial Photos**





# Aerial Video

Unless package is aerials only, shoot 3-4 shots of the front and 3-4 of the back.

Move drone gracefully/slowly – don't rush the shot!

Shoot parallax/arc shots moving left to right from high up (~200-250 feet), medium height (~100-125 feet), and close-up (~50 feet) for both the front AND back exterior. Make sure to keep the home centered in the frame!

# Rising shot from the back of the house:

Aerial tutorial video (some of the shots you can utilize for a proper aerial display):



The final cut of the footage should be around 1.5 - 2 minutes, depending on the package. Example of the Aerials Only package





# 360/3D

# **Golden Rules**

Measure your lens height (i.e floor to lens) and maintain throughout the property.

Capture in a clockwise manner around the property.

Make sure internal doors are open.

Shoot in the middle of the room.

If large furniture occupies the middle of the room, try and shoot on top of it while maintaining your tripod height.

Always capture exterior shots i.e. front, plus rear and side (rear and side if exists).

Exterior shots must be line of sight.Make sure all rooms are captured. We are generating a floor plan from the 360 tour. Every room/area that should be on the floor plan requires at least one 360 photo.

Make sure all interconnected hallways/spaces are captured.

Larger rooms/spaces please divide the whole space into equally sized areas and shoot in the middle of those areas.

Please shoot with auto HDR.

Upload equirectangular files to homejab.com.

# 360/3D

# **Please Do Not**

Do not shoot directly against a wall or window.

Do not shoot at very low heights/floor level.

Do not shoot over 6 feet/180cm.

Do not stand in the cameras 360 field of view.

Do not use the Matterport or Zillow app.

Do not shoot every 4 feet (like Matterport).

#### Full Video Explanation:



### Ricoh Camera Tutorial:





# Floor Plans

## How to get started

We use CubiCasa for all floor plan assignments.

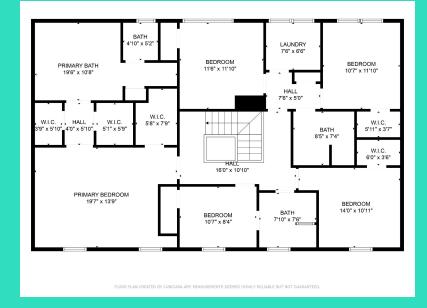
CubiCasa is a free floor plan software available in your mobile phone app store.

Download the CubiCasa app, but Do Not Create An Account. HomeJab needs to invite you in as a Collaborator.

Please capture all floor plans with HomeJab using the free CubiCasa version. If an advanced floor plan is requested, we will update your job instructions.

Capturing a floor plan with CubiCasa is very easy and efficient... should only take you 5 minutes.

Here is a link to how you capture a floor plan with CubiCasa... https://www.cubi.casa/how-to-use-cubicasa-app/





Upload all orders by 8pm the same day as the job. Please use Google Chrome as your browser for speed & efficiency.

# I. Sign Up to HomeJab

Go to <u>HomeJab.com</u> and choose **Sign Up.** Register to create an account as an **Artist** (change the default link from Realtor to Photographer).

Keep this sign up information on hand, you will be signing in with this login for every upload moving forward.

This is a separate account from the HomeJab App, but please use the same email/password.

Use the email address that you frequently check because the system sends a notification email if an upload fails.

# 2. Upload Media

After you sign in to your account and click the "Upload Media" button.

		Artist Dash	board		
Upload Media		\$ 00.00 available			
eferral program		\$00.00 Total Earnings	•	Referrals	
w Details	Ø	View Details	0	View all referrals	¢
Participate & share!		View Details		View all referrals	

# 3. Log into the Job

Use the Order# to log into the job. (Order# on Homejab.com = HJJobID: in Jabjobs App)

●Media Upload	
Please, enter the order number	
Order number	GO!

### Make sure to input the correct Order #. The

wrong Order # entry cannot be undone, and will prevent another shooter with that Order # from uploading their shoot. (If you claimed a wrong order #, please text support 215-960-9140 and let them know.)

# Sections

Depending on the package, you will have several sections for each type of assets: Single Exposure, HDR, Video, Virtual Dusk, 360.

Please upload the assets into correct sections as they are wired to different departments of the post production house.



# Photos

Please make sure to upload the amount of photos that is stated in the package description. Any additional photos should be uploaded to the Extra Files section of the upload page. Extra files do not get edited and are only delivered if requested by the customer.

Upload files in RAW format, unedited. You are responsible for selecting the files.

HDRs and Single Exposures can not be the same photos, and should be 30 unique shots, no duplicates/identical photos.

Do not merge HDRs, upload as separate brackets.







# Videos

The video clips have to be uploaded as selected takes in the correct order of appearance (exception is aerial video clips that all can be in the beginning or the end of the sequence of the clips).

Limit your total number of clips as best you can.

Make sure to include your 360 Cameras height in the details section BEFORE uploading 360 images. If you forget to, e-mail what it is to <u>support@homejab.com</u>.

# Aerials

Aerial photos are uploaded to the standard / single exposure section.

Aerial video clips should be uploaded with other video files.

# Virtual Dusk

Luxury Packages require a Virtual Dusk shot. This is a HDR photo (3 exposures) of the front exterior.

# 360 Photos

360 images must be uploaded as JPG and in equirectangular format.

# How to Upload

### Type # of files to upload

Type in the number of files you're going to upload, where it says: "ALREADY UPLOADED 0 FILES OF:".

(Note that for HDR it's 3 files for 1 photo, so for Standard shoot with 4 HDRs the number will be "12" for 25 HDRs - "75".)

Single Exposure Photographs					
INSTRUCTIONS Please enter the # of files you are uploading. If job includes aerials, please upload them here.   Enter here the total amount of raw files you will upload. ALREADY UPLOADED 0 FILES OF:   26					
FILES Select all the files to upload and then press the "Start" button. When all files are completed the job will be mark as completed. ADD FILES COMMENTS Leave a comment about this job and click on "update" before you click on "Start Upload"					

### Comments

Comments section is for the editors. The comments section has limitations on the number of characters, so if you need to add notes please be as clear and concise as possible.

If your notes exceed the character limitations, please email them to <a href="mailto:support@homejab.com">support@homejab.com</a>.

If some video clips were uploaded out of order please indicate the correct order with the names of the clips.

List any special instructions mentioned in the app to be communicated to the video editors (music selection, the clips to use first, etc.).

#### Extra Files

Please upload extra photos here. These files will not be edited.

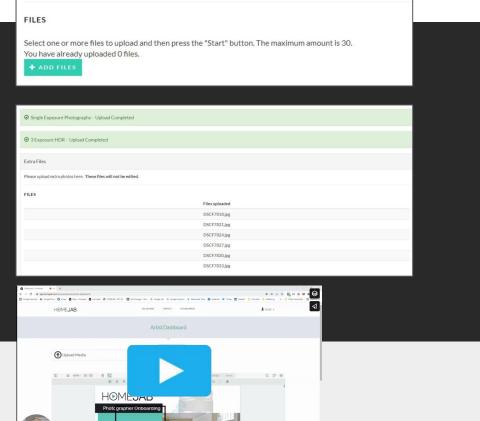
### Uploading Files | How to Upload

#### **Extra Photos**

Any additional photos should be uploaded to the Extra Files section of the upload page. Extra files do not get edited and are only delivered if requested by the customer.

When the correct number of all the files is uploaded, you will see a green bar saying

\*\*Upload is Completed\*\* and \*\*All Set\*\* Please upload 5-10 extra photos (depends on package) into the "Extras" section. It will not give any notification that upload is complete, but you will see the file names.



•) • 🖸



### Uploading Files | How to Upload

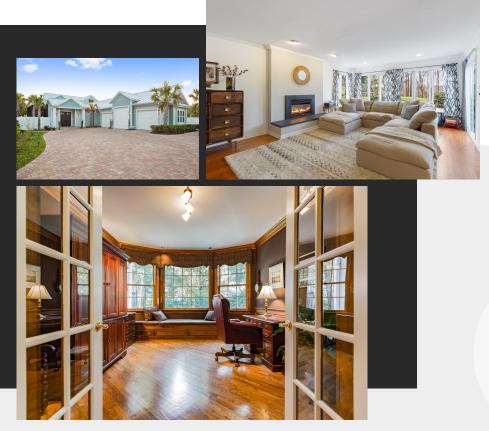
#### **Upload Issues**

If you are disconnected from the internet during an upload and the page says everything was completed when you log back in, text us at 215-960-9140 for the fastest response or email <u>support@homejab.com</u>. We will send you a new link to re-upload.

Keep all raw files on your external hard drive for 1 month.

If you have any issues, please contact HomeJab Support:

email <u>support@homejab.com</u> text/call 215-960-9140



# ♠

# Compensation

Please pay attention to packages & pricing posted with each job in your HomeJab app. Payments will vary depending upon the services needed. The average payment per shoot is \$140, but it can vary from \$80 (single exposure photos only) to \$400+ for HDR photos, video, aerials & 360.

Payments are sent twice per month — for shoots from the 1st - 15th, you are paid on the 20th, and for shoots from the 16th - 30th/31st, you are paid on the following 5th. If these days fall on a weekend or bank holiday, then the payment is sent the next business day.

### **Travel Pay**

# Service area expected is a 60-minute drive radius one way. Our goal is to assign photographers jobs close to their

home in order to minimize travel time and ensure convenience.

In the rare event that a job requires travel beyond the standard service area, additional travel pay will be provided to compensate for the extra time and gas expense. The specifics of the travel pay will be determined on a case-by-case basis, considering factors such as distance and travel time. Our commitment is to fairly compensate our photographers for extended travel while maintaining a focus on local assignments whenever possible.

### **Late Cancellation**

If a shoot is canceled within 2 hours of the scheduled start time, the photographer will receive \$40 for their time. If a shoot is canceled prior to 2 hours, the customer is fully refunded.

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