



CRAWDAD
REAL ESTATE MEDIA

AGENT GUIDE

Working with *Crawdad*.

How to book, what you get, and how to get the most out of every listing,
from the first click to the property website.



BOOKING

Book in a few minutes, *any time*.

Everything runs through our booking site. Browse packages and prices without an account; you'll sign in or create one when you pick something.

01 Go to booking.crawdadremedia.com

Packages are up top, with single services like video, drone and twilight below.

02 Create your account once

After that, sign in with your email or phone and every order, invoice and download lives in one place.

03 Pick a package or a single service

Then add any extras: drone, twilight, 3D tour, virtual staging, editing touches.

04 Enter the address and square footage

Package prices hold through 2,999 sq ft, then go up \$25 for each additional 1,000 sq ft.

05 Choose horizontal or vertical video

Every video order is one format. Horizontal fits the MLS and YouTube; vertical fits Reels and TikTok.

06 Pick a time and confirm

You'll get a confirmation email with your order details and the seller prep checklist.

Rescheduling. Free with more than 24 hours' notice. Changes inside 24 hours are charged 25% of the order.

Twilight and weather. Twilight is a separate trip at dusk. If wind or rain grounds the drone, we'll set a new time for the aerals with you.





PACKAGES

Pick the package *that fits the listing.*

Every package includes a property website and the Realtor Marketing Kit. Prices for the first three are for homes up to 2,999 sq ft.

PACKAGE	WHAT'S INCLUDED	PRICE
Just the Pics Budget friendly	Interior and exterior photos, basic floor plan	from \$195
Full House Most popular	Interior, exterior and drone photos, property outline, basic floor plan	from \$335
Fancy Pants Best value	Interior, exterior and drone photos, 60-second highlight video (horizontal or vertical), property outline, floor plan, detail shots, Tidy Up edits and fire added to fireplaces	from \$599
Main Character Agent branding	Content built around you, not a listing: 4 agent reels and 10 lifestyle photos, plus the marketing kit	\$999
Hard Hat New construction	Groundbreaking to grand reveal over multiple visits: progress photos, time-lapse video, final interior, exterior and drone photos, a 60-second highlight video and virtually staged final shots	\$1,495
Dirt & Sky Lots and acreage	Aerial and ground shots that show the size, shape and potential of raw land, with property lines drawn on	\$195





EXTRAS

Add what the listing *needs*.

Add these to any package. The ones marked "on its own" can also be booked by themselves, for listings that already have photos.

VIDEO AND DRONE	PRICE
Highlight Video, 60 seconds · on its own	\$300
Agent Social Reel, 30–60 seconds · on its own	\$300
Aerial Video, 60 seconds · on its own	\$300
10 Drone Photos · on its own	\$150
Vertical Reel Bundle (6 reels)	\$100
3D Tour: Matterport, Zillow 3D or iGuide · on its own	\$195

PHOTO AND PREP	PRICE
Twilight Photography · on its own	\$195
Virtual Staging · on its own	\$95
Editorial Photo Pack (10 images)	\$100
Detail Shots	\$50
Tidy Up editing	\$25
Property Outline	\$25
Add Fire to Fireplaces	\$15
Scrub-a-Dub deep clean · on its own	\$200
Fluff & Stage, 2-hour staging consult · on its own	\$275

**BEFORE THE SHOOT**

- Forward our seller prep guide as soon as the order is booked. Prep makes the biggest difference in the photos.
- Put lockbox codes, gate codes and anything we should know in the order notes.
- For occupied homes, ask the sellers to plan for pets and to step out if they can.
- For acreage, tell us where the property lines are so the outline is right.



DELIVERY

Shoot today, *in your inbox tomorrow.*

Photos and floor plans arrive within 24 hours of the shoot. You'll get an email when everything is ready, with links to three things.

DOWNLOAD PAGE

media.
crawdadremedia.com

Download every photo, video and floor plan in one place. Grab the full set for the MLS, or just the shots you need for a post.

PROPERTY WEBSITE

homes.
crawdadremedia.com

A single-property site with every photo, the video and the details, branded to you. Share it instead of a Zillow or Realtor.com link so buyers stay on your listing, not the next one over.

REALTOR MARKETING KIT

Ready to
post

Social graphics and clips built from your listing, ready for Just Listed, Open House and Sold posts. Your marketing, done for you.



Using the website on the MLS. Put the property website link in your MLS virtual tour field. If your MLS requires an unbranded tour, use the unbranded version.

Video format. Horizontal video goes on the MLS, YouTube and the property website. Vertical goes on Reels, TikTok and Stories. You chose one when you booked.



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READY TO BOOK?

Shot by a *North Iowa local.*

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