

TO	Samantha Smith Home Property Agents 1 Commercial Road Melbourne VIC 3000	FOR	Online Video Content
		DATED	1 June 2018

Hi Samantha,

Thank-you again for getting in touch with us regarding your suite of online videos for Home Property Agents. We've prepared a Proposal for your review, including a Cost Estimate.

Project Overview

Lucidus Creative is to develop a number of promotional videos ~1 to 2 minutes in length. These videos would be a combination of footage from the Melbourne area, interview footage, voice over commentary and footage from open houses and auctions.

Lucidus Creative would produce these videos in 1080p Full High Definition in MOV format, suitable for online syndication on Facebook, Vimeo, and YouTube.

Schedule of Videos

Lucidus Creative would prepare a number of videos, as listed in priority order below:

1. Area Profile (interview footage, shots of the local area, commentary);
2. How to Choose a Real Estate Agent (interview footage, shots of the local area, commentary);
3. How to Research Real Estate Values (interview footage);
4. Agent Profile (interview footage, office cutaway footage);
5. Market Commentary (interview footage, shots of the local area);
6. First Home Buyer Checklist (interview footage, shots of the local area, commentary);
7. How to Prepare for Your Property Sale (interview footage, internal footage of an example property before and after styling);
8. What to Ask at an Open House (face to face conversation at an open house, miscellaneous shots of an open house); and
9. How to Bid at Auction (example auction footage, face to face conversation with an auctioneer).

Proposed Approach

Lucidus Creative proposes to split this project into two stages – Videos 1 to 6 and Videos 7 to 9.

As such, the content for Videos 1 to 6 would be shot simultaneously to minimise time on site and minimise cost. *Lucidus Creative* would create a “bank” of local area footage which would allow post-production of Videos 1 to 6 without returning for a reshoot. Similarly, the interview footage and voice over commentary for Videos 1 to 6 would be recorded during one uninterrupted in-office shoot. This would require changes of attire and scenery (i.e. different backdrops/areas) to give the illusion of variety. Following these shoots, *Lucidus Creative* would undertake post-production and delivery of Videos 1 to 6.

Filming of Videos 7 to 9 would be ad hoc, given the location and scenario requirements for shooting.



Time Requirements

Videos 1 to 6

For Videos 1 to 6, *Lucidus Creative* proposes a total of:

- 4 hours shooting time for interview footage and voice over commentary, shot on site at the Home Property Agents offices;
- 2 hours shooting time for local area footage in the vicinity of Melbourne; and
- 14 hours editing time (i.e. 2 hours per video, and a total of 2 hours of footage handling/contingency).

Lucidus Creative recommends filming the interview footage on a Sunday to minimise in-office disturbance (as we would require a number of spaces within the office and low noise levels). *Lucidus Creative* recommends filming the local area footage on a Saturday – we are more than happy to have a Home Property Agents member join us on this shoot.

Delivery of Videos 1 to 6 would be within 10 business days of the final shooting date. Shooting dates are to be advised.

Videos 7 to 9

For Videos 7 to 9, *Lucidus Creative* proposes a total of:

- 3 hours shooting time for face to face footage and voice over commentary, to be shot on location; and
- 8 hours editing time (i.e. 2 hours per video, and a total of 2 hours of footage handling/contingency).

Lucidus Creative would attend the open house and auction as advised by Home Property Agents. It is assumed that Videos 7 to 9 would be shot independently at different times. Times and locations are to be advised.

Delivery of Videos 7 to 9 would be within 5 business days of the individual shooting dates. Shooting dates are to be advised.

Cost Estimate

Based on the above, a cost breakdown is provided in **Table 1**.

Table 1
Cost Breakdown

Element	Time Requirement (hours)	Rate (AUD per hour)	Element Total (AUD)
Videos 1 to 6 Filming	6	100	600
Videos 1 to 6 Editing	14	80	1120
Music Licensing	N/A	N/A	100
Total for Videos 1 to 6			1820
Videos 7 to 9 Filming	3	100	300
Videos 7 to 9 Editing	8	80	640
Music Licensing	N/A	N/A	50
Total for Videos 7 to 9			990



As such, Videos 1 to 6 have an indicative Cost Estimate of **1820 AUD**, and Videos 7 to 9 have an indicative Cost Estimate of **990 AUD**. Both values include expenses for background track licensing. Note that *Lucidus Creative* is not registered for GST, and no GST would be payable on these amounts.

As noted earlier, preparing Videos 1 to 6 in parallel is the most cost-efficient approach and minimises time on site. Should Home Property Agents wish to film any of these videos separately, this Cost Estimate would be adjusted.

Provisions

Home Property Agents would provide a complete video script and voice over transcript prior to filming. In addition, Home Property Agents would provide *Lucidus Creative* with the relevant branding materials (i.e. font, logo, colours) in appropriate formats to allow branding at the beginning and end of each video.

Should you have any queries or questions, please don't hesitate to get in contact at any time on 0400 123 123 or by email at contact@lucidus.com.au.

Regards,

Lucidus Creative

