

SERVICES & PRICING GUIDE

How to choose the best services for your budget and client

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HELLO *and* WELCOME

At Roisum Residential, we specialize in premium real estate media designed to make your listings stand out and sell faster. With 15 years of industry expertise, budget-friendly pricing, easy online scheduling, and same-day delivery, we provide the high-quality photography today's home buyers expect. Our professional approach and stunning visuals help capture attention online and elevate your brand. We love making our REALTORS® look good.

Haley Roisum

Schedule your appointment here



ABOUT US

Meet the Team



FOUNDER & OWNER

Haley

Haley started Roisum Residential in 2020 during the global pandemic. She loves running businesses that help REALTORS® leverage their own. Whether it's photography, staging, administration, or transaction coordination, she has the resources and expertise to help you do what you do best: sell homes. Haley loves dogs, got her bachelors degree in two years, and can parallel park like it's her job.



PHOTOGRAPHER & CO-OWNER

Chris

Chris jumped in to the Roisum Residential world after just a few months, knowing Haley needed a couple more hands to handle the demand. He has a great eye for the best angles, and is an expert behind the camera. He loves sports, is effortlessly good at nearly everything he tries, and has the driest sense of humor. He's joking 90% of the time, you just may not be able to tell.



SOCIAL MEDIA EXPERT

Reagan

Reagan is a mother to two children, wife to one full-grown adult male, and owner of four cats. She loves all forms of pasta, and is by far one of the most creative people in the world. She finds beauty in everything, and makes a mean latte. She has a knack for figuring out anything, even if it takes days of research, but once she's locked in, the project will get done. She is the brains (and fingers) behind our social media pages.

PRICING OVERVIEW

Still Photos

Quick Pix	\$100
Under 3,000 SqFt	\$150
3,000-6,000 SqFt	\$200
Over 6,000 SqFt	\$250

3D Tours

Matterport	Starting at \$150
Zillow	Starting at \$150
iGuide	Starting at \$200

Aerial Media*

Drone Photos	Starting at \$50
Drone Video	Starting at \$100

Videos**

Walkthrough	Starting at \$150
Stitched Clips	\$150

Add Ons

HDR Editing	\$50
2D Floor Plan	\$50
Twilight Edit	\$15
Listing Description	\$25
Virtual Staging	Starting at \$15

*Drone use is subject to approval by FAA.

**Videos can be shot either horizontal for desktop or vertical for social media use

32%

FASTER

Listings with professional photography sell 32% faster than those without.

47%

HIGHER

Listings with professional photography sell for up to 47% more per square foot.

90%

OF BUYERS

Over 90% of buyers start their home search online, where professional photography makes the first impression.

118%

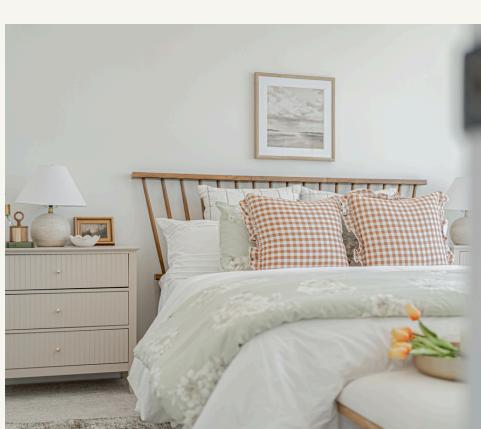
MORE

Listings with professional photography receive 118% more online views.



Pricing & Services STILL PHOTOS

*Everything you need to know about the most essential
part of real estate media*



STILL PHOTOS

Our photos are taken with a DSLR camera and a wide-angle lens, our tried-and-true combo for capturing bright, high-definition shots of your listing. We take several angles of each room so buyers browsing online can get a full sense of the space.

If there are areas you'd prefer not to have photographed, just let us know. We're happy to follow your lead on what best showcases the home.

During the appointment, we ask that the clients step out for a bit so we can move quickly and capture the best possible images without distractions. Don't worry, it doesn't take long!

Estimated Time for a 3,000 sq ft home: **30 minutes**



View our portfolio



Still Photos

QUICK PIX

\$100

Created for vacant homes that can be photographed at any time. You will provide us with a way to access the home on our own. We will photograph the home on the day you schedule, but a specific time cannot be guaranteed. These photos are not eligible for free retakes or file renaming. You will receive up to 35 photos. Quick pix are only available to Idaho Falls and Ammon.

UP TO 3000 SQUARE FEET

\$150

Our standard photo shoot for homes up to 3000 square feet. We do not cap the amount of photos returned to you. For homes up to 3000 square feet, you'll receive anywhere from 30 to about 75. Standard shoots are eligible for one free retake up to 6 months later, perfect for if the home becomes vacant, the sellers repaint, the weather changes, etc. Files are renamed in order to ensure an extra easy upload from your computer to the MLS.

3000 TO 6000 SQUARE FEET

\$200

Our standard photo shoot for homes 3000 to 6000 square feet. For homes between 3000 and 6000 square feet, you'll receive anywhere from about 50 to 100 photos. Standard shoots are eligible for one free retake up to 6 months later, perfect for if the home becomes vacant, the sellers repaint, the weather changes, etc. Files are renamed in order to ensure an extra easy upload from your computer to the MLS.

OVER 6000 SQUARE FEET

\$250

Our standard photo shoot for homes over 6000 square feet. For homes over 6000 square feet, you'll receive anywhere from about 75 to 125 photos. Standard shoots are eligible for one free retake up to 6 months later, perfect for if the home becomes vacant, the sellers repaint, the weather changes, etc. Files are renamed in order to ensure an extra easy upload from your computer to the MLS. If the home is over 9000 square feet, you may incur a small fee. Please contact us prior to scheduling in this situation.



Pricing & Services 3D TOURS

Upgrade your listing by including a 3D virtual tour for more online reach



3D VIRTUAL TOURS



For a virtual tour, we use a specialty 360-degree camera that scans each room and then stitches the images together to create an interactive 3D model of the home. To get a smooth, accurate result, it's important that everything in the home stays exactly as it is for every scan, which includes window coverings, doors, cabinets, and furniture. Keeping things consistent helps the camera align each space perfectly.

During the tour, we ask that your clients, their children, and pets step out so we can move through the home efficiently and capture the best possible results, ensuring proper alignment for each of the scans.

We offer three different virtual tour options: Zillow, iGuide, and Matterport

Estimated Time for a 3,000 sq ft home: **60 minutes**

3D Virtual Tours

ZILLOW

\$150

Zillow has created their own 3D tour system after removing Matterport support from their website. Listings with Zillow 3D tours get a specialized badge and a massive algorithmic boost in Zillow search results. A supported 3D tour puts your listing in front of more eyes, multiplying your chances of a quick sale. Unfortunately, this tour is only available to Zillow, and none of the other websites that the MLS syncs with. This option also comes with a floor plan that can be downloaded and added to the MLS.

Price is \$150, regardless of the size of the home.

MATTERPORT

STARTING AT \$150

Matterport tours are still visible on the MLS and other 3rd party home listing sites, and are the gold standard in 3D tours for their high-end features. The “digital twin” is highly accurate, and allows buyers to measure different locations in the home. Matterport also has a de-furnish feature, to show what the home would look like without the current seller’s belongings. Matterport is definitely the most cinematic of the options, giving any listing a luxury feel.

Price is \$150 for homes under 3000 square feet, \$250 for 3000 to 6000 square feet, and \$350 for homes over 6000 square feet.

Matterport tours are specifically for real estate listings, and will expire after the home has been withdrawn or sold.

IGUIDE

STARTING AT \$200

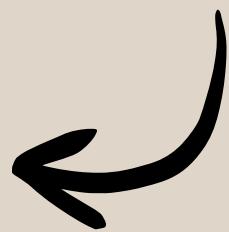
We recommend iGuide for builders trying to add to their portfolios, short-term rentals like VRBO or Airbnb, or long-term leases. We also love this tour for under construction homes to mark electrical and plumbing before drywall is installed. iGuide is charged per square foot, unlike our other virtual tours. The minimum charge is \$200 for up to 1500 square feet. Additional square footage is charged at \$0.05 per square foot. The iGuide includes a 2D floor plan in addition to the 3D tour.

CHECK OUT OUR 3D TOUR

Portfolio



Zillow 3D Tour



Matterport 3D Tour



iGuide 3D Tour





Pricing & Services

AERIAL MEDIA

The bird's eye view



AERIAL MEDIA

We capture stunning aerial photos and videos that showcase your home and its surroundings from above. These images help buyers better understand the property's location, lot size, and neighborhood setting.

Before the appointment, make sure the yard is free of clutter, toys, waste/recycling bins, and vehicles. Because the drone captures both the home and the surrounding area, this is the time to have landscaping and outdoor spaces looking their best.

We're fully licensed with the Federal Aviation Administration (FAA), which means we're cleared to legally and safely operate drones for real estate purposes. This is an important distinction, as hiring an unlicensed individual can cost you tens of thousands of dollars in fines.

Estimated Time: **10 - 15 minutes**



Aerial Media

DRONE PHOTOS & VIDEO

STARTING AT \$50

Aerial imagery highlights lot size, boundaries, surrounding landscape, nearby amenities, and the home's relationship to the neighborhood. This is perfect for acreage, luxury homes, waterfront properties, or new developments. For Realtors, drone photography creates stronger first impressions online, increases engagement, and helps buyers better understand the full scope of the property before ever stepping inside.

Drone photos can be added to a still photo appointment for \$50. Drone photos for vacant land are \$75. Drone video added onto a still photo appointment is \$100. A drone video for vacant land is \$150.





Pricing & Services VIDEOGRAPHY

Simple video footage for social media and MLS use



VIDEO SERVICES

We provide a limited amount of video services, just enough to give your listing a little boost. Video showcases the flow, scale, and personality of a home, helping buyers emotionally connect before they ever step inside. High-quality listing videos boost online engagement, increase showing interest, and give your listing a competitive edge across MLS, social media, and digital marketing platforms. If you're trying to build a social media presence, these videos are a great way to do just that.

There are two types of videos offered. One is shot in one take, and edited to look like a walk through of the home, sped up during transitions. The second is created using photos of the home, and requires no additional time inside the home.

Estimated Time: **10 - 15 minutes**



Video Services

VIDEO CREATED FROM PHOTOS

\$75

This video service transforms professional real estate photography into a smooth, cinematic presentation. It highlights the flow of the home, showcases key features, and creates an emotional connection buyers feel instantly.

Perfect for social media, listing websites, and digital ads, these videos help your property stand out in a crowded market—without the time or cost of a traditional video shoot. It's a modern, efficient way to elevate your marketing and give buyers a compelling first impression that encourages more clicks, more showings, and more offers. Can be shot portrait or landscape.

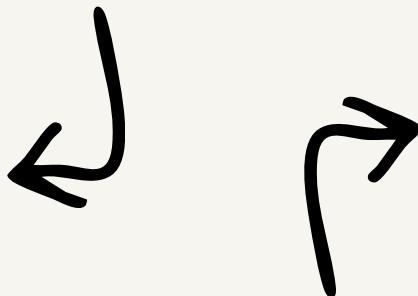
VIDEO WALKTHROUGH

\$150

Boost online engagement, increase showing requests, and help listings stand out in a crowded market. Perfect for MLS, social media, and digital advertising, this service gives your listings a premium presence that attracts serious buyers and helps homes sell faster.

Shot with a gimbal for smooth motions and transitions, this video takes an extra five to 10 minutes to shoot, and is all done in one take. Can be shot portrait or landscape.

VIDEOS CREATED FROM PHOTOS



VIDEO WALKTHROUGH



Pricing & Services

ADD-ONS

Take your media to the next level



Add-Ons



TWILIGHT EDIT

\$15

Without the need for additional after-hours shooting, we can create a scroll stopping twilight edit.



HDR EDITING

\$50

Smoother walls and floors, exaggerated windows, and even lighting distribution.



VIRTUAL STAGING

\$15

Virtually stage your vacant listing photos. Fee is \$15 per photo.



2D FLOOR PLAN

\$50

Show the basic layout of the home without a high cost.

Travel Fees

WE TRAVEL NO MORE THAN ONE HOUR OUTSIDE THE IDAHO FALLS AREA. PLEASE CONTACT US FOR ANYTHING FURTHER THAN IDAHO FALLS, RIGBY, AND SHELLEY. WE CAN REFER YOU TO SERVICE PROVIDERS OUTSIDE OUR SERVICE AREA.



IDAHO FALLS, RIGBY,
& SHELLEY

NO ADDITIONAL FEE



MENAN, REXBURG,
& ROBERTS

\$30



BLACKFOOT & ST ANTHONY

\$40



POCATELLO, ASHTON,
& SWAN VALLEY

\$50

ABOUT US

Contact Details



CONTACT BY PHONE

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SEND US AN EMAIL

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ON SOCIAL MEDIA

 [@roisumresidential](https://www.instagram.com/roisumresidential)

 [@roisumresidential](https://www.facebook.com/roisumresidential)

SCHEDULE YOUR
APPOINTMENT HERE



