

VIRTUAL TOUR FEATURES—MLSNI MEMBERS



STANDARD TOUR FEATURES

The following features are provided at **no additional cost** (features preceded by a single or double asterisk are not available on the stand-alone Slide Show Tour; features preceded by a double asterisk are not available on the MOSTour):

Flash Compatibility. As some computers have problems with Java, we have provided an optional viewing method which can be accessed by clicking on “Switch to Flash” – this option helps to insure that anyone will be able to view your Virtual Tour.

Traffic Report. Traffic data can be easily accessed for each Virtual Tour by clicking on the inconspicuous ‘dot’ located beneath the Virtual Tour frame and to the right of the text “Imagemaker360 Provider.” Charts and graphs plot: stats on a month-by-month basis, page views per scene, monthly total hits, most popular scenes viewed during the current month, total scene hits, and, where visitors are coming from.

Agent Photo / Company logo. .jpg formatted photos and .jpg or .gif formatted logos can be emailed to customerservice@imagemaker360.com. This photo and/or logo will be shown on the Tour viewer frame of every Imagemaker360 Tour completed for you.

***Link to Agent Website.** If we are provided with your website URL, a clickable link to your personal website will be featured on the viewer.

***Link to Company Website.** Same as above.

Map to Property. Property location is flagged, and driving directions can be accessed. This service is provided by Google (property matching is dependent on listing data available within the Google database).

Aerial View. View a satellite photograph of the area surrounding the listed property. This service is provided by Google; photos are subject to availability within the Google database).

School Information. Find the location and details of area schools. This resource also allows you to click on the name of the school to view important information about the school, including student demographics. This feature is provided by NCES (data is subject to available data within the NCES database).

Open House Announcement. Open house information can be shown on the Tour; data can be entered or changed at any time.

Customizable, Printable Flyer. You have total control over what information and photos (stills, panos, or a combination) appear on this tasteful, printable flyer. Customizable fields also include flyer layout, border color/scene, heading, property details. You may also include or update your contact information, photo, and logo.

***Send to a Friend.** The Virtual Tour may be sent via email to an interested party.

Agent’s Listing Page. All Imagemaker360 active and completed Virtual Tours for you are showcased on this gallery web page.

Larger View Option. This increases the viewing size of an image (this option is currently unavailable on MOSTours).

Slide Show with Music. If two or more still images appear on the Tour, the slide show feature will become operable. Background music may be added (or changed at any time) by going to www.imagemaker360.com and selecting the “Select Slide Show Music Bed” option under the “Real Estate Virtual Tours” menu on our Home Page.

IDX Compatible (non-branded) Tour Link. As some sites (such as MLS board sites) will not allow a branded version of the Tour, we will provide you with an IDX Tour Link. This link can be found on the Order Completion email.

Downloadable Tour. Each Tour may be downloaded onto CD, floppy disk (depending on file size), or to your desktop at the click of a button.

Lead Forwarding. When a visitor to the website is interested in more information or a physical showing of the property, a short, on-line form is completed; these details are then automatically transmitted to the email address we have on file for you.

Downloadable High-Resolution Still Images. Still images may be easily accessed and downloaded for any Imagemaker360 Tour completed for you by going to the Home Page of www.imagemaker360.com and clicking on the menu option "Download Still Shots" under the Section "Real Estate Virtual Tours." Images can be downloaded in a variety of image sizes.

Tour Posting. Tours will automatically post to MLSNI intranet site(s). The Tour link will be automatically emailed to the address listed in your personal profile, and you may manually post this link to any website that will allow Imagemaker360 Tours. Tours may also be automatically posted to Homes.com (no charge) and to Homeseekers.com (\$5.00) if you are registered with each site. Tours can be automatically posted to Realtor.com for an additional \$24.95 (or \$5.95 for Showcase Members). In order for Tours to post to Homes.com, Homeseekers.com, or to Realtor.com, the listing must be present on the corresponding site(s).

Email Notifications. You will receive notifications when each order has been placed and when each order has been completed. The order placed email contains the photographer's contact information along with all pertinent order information (including the Imagemaker360 Service Policy). The order complete email contains the completed Tour link (along with an IDX compatible, or non-branded, Tour link) that can be forwarded to webmasters, interested homebuyers, etc.

Tour Hosting for 12 months. Residential Tours expire 180 days after the Tour has been completed. You will be notified via email one week prior to the Tour expiration, and you may opt to extend the Tour an additional 180 days at no additional charge. See below for additional tour hosting renewal terms and pricing.

OPTIONAL TOUR ENHANCEMENTS:

****VIEW Technology.** This is a special image enhancement service to provide a clearer view through the property's most significant windows, and limiting or removing the over-exposed, blown-out glare commonly associated with the windows of interior images. Image glare in reflections, mirrors, and in small or distant windows is not always corrected. An overview of this process, along with "before" and "after" images can be found by clicking on <http://im3.imagemaker360.com/content/public/viewtech.asp>. Price: \$24.95 per Virtual Tour

***Narrated Scene Audio** includes complete in-house scripting services and broadcast-quality, professional narrations over pleasing background music. The popular Audio feature holds a visitor's interest, and it has been proven that visitors view more photos on a Virtual Tour with a professional narration. Audio really provides the emotional appeal, and the "sell" with each image, providing you with a significant competitive advantage. The many other very important details pertaining to this program can be found at: <http://imagemaker360.com/AudioFeatureOverview.asp>. When the Audio feature is ordered, directions will also be emailed to you once the Tour has been completed. Audio Tours will go live without the audio component once the Tour has been completed. If ample script notes are provided, the audio will be then be added to the Tour within the next 24 hours (excluding weekends and holidays).

If Scene Audio is added to a Standard Virtual Tour, each 360° image within that Tour must have audio, including "extra" 360° images"... i.e., for a 4- 360° image Tour, all 4 scenes receive audio. Each clip is promised to be 8- to 12-seconds in length, but is rarely under 18 seconds per scene--the more complete the notes you provide for each image, the richer the script. There is an additional charge of \$5.95 per image for this feature-- \$23.80 is the cost for a Tour with 4-360° images, for example.

If Scene Audio is added to a MOSTour, each still image within that Tour must be narrated, including any additional images added to the Tour. The MOSTour Audio package is \$99.95. Additional images added to the Tour are \$13.00 each.

***Narrated Agent or Company Profile** is a one-minute, professional narration promoting you or your company. We will edit the one-minute script you provide for length, content, taste, grammar, and narrative impact. This narration will be added to every one of your Imagemaker360 Virtual Tours. The audio can be heard by the person viewing the Tour in two ways: By clicking the play button on the lower right corner of the Tour; or, should the consumer not voluntarily select to learn more about you or your company, this same narration will play when the "Audio Slide Show" button is selected (there must be at least two still shots to create this slide show). The price for the Profile Audio is \$49.95 per year and includes script editing, narration, background music, placement of the audio on each Tour, and the cost of bandwidth for hosting this fairly large file.

****Hotspot Linked Images.** Small targets ("Hotspots") added onto 360° images direct visitors to photos of rooms/areas beyond each designated Hotspot. Cost is \$7.95 for unlimited Hotspots on a Virtual Tour.

***Interactive Floor Plan.** A special sub-viewer is created with Hotspots added to the floor plan and linked to the image of that room or area. You provide the floor plan, and we format the plan, clean it up slightly, link it within the custom viewer, and host the new floor plan viewer. The cost is an additional \$22.95 per Virtual Tour.

Property Website. This is a single property website that will showcase the property listing via the Tour. We purchase the domain for one year and incorporate the Tour onto this website. Price: \$29.95 per property listing per year. For a sample website, go to: www.123anystreetaddress.com.

Property Flyers / Marketing Materials. A wide selection of customizable, printer-ready flyer templates for single property promotion can be purchased for only \$10.00 per template. Additionally, no-cost customizable Virtual Tour marketing templates promoting the use of Imagemaker360 Tours can be ordered (please contact Imagemaker360 Customer Service for access to these templates).

Virtual Tour Expiration/Extension: Virtual Tours expire 180 days after the Tour has been completed. You will be notified via email one week prior to the Tour expiration, and you may opt to extend the Tour an additional 180 days at no additional charge. Thereafter, a \$15.00 fee will be charged to extend the tour for each additional 180-day period.

VIRTUAL TOUR TIMELINE:

Once you have received the "Order Confirmation" email, one of our Photographers will contact you within two business days to schedule the photo session and to discuss the rooms/areas to be shot. Once the photographs have been taken, the Virtual Tour will be completed and posted to all pre-determined websites within two business days (more often the Tour will be completed and posted within one business day). An Order Completion email will be sent to you and will include immediate access to the Virtual Tour.

Important:

- It is highly recommended that you check to make sure each Virtual Tour successfully posts to applicable websites. The "Order Confirmation" email will list the websites to which your Virtual Tour will be posted. If you ordered a post and it is not noted on this email notification, please contact Imagemaker360.com Customer Service so that we can immediately add the posting.

In order for a Tour to post, the listing data appearing on the Virtual Tour must match exactly with what is noted on the MLSNI affiliated sites and on Realtor.com. If posting to Realtor.com, the listing data--including the zip code--must appear on Realtor.com in order for the Tour to post. If the listing appears but the zip code does not, you must contact Realtor.com directly to have this added (we, as a third-party, are not allowed to change any of your listing data on Realtor.com). Once the zip code is appearing on Realtor.com, please contact Imagemaker360 Customer Service to have the Tour reposted.

- If there are **any** problems with the tour (including but not limited to quality or posting issues), you must contact Imagemaker360 Customer Service within 48 hours of tour completion so that we can troubleshoot and resolve such issues. As a general policy, refunds are not given.

IMAGEMAKER360 SERVICE POLICY:

Virtual Tour features and pricing may change without notice. Please reference our Service Policy located on your Order Confirmation email for details concerning cancellations, no shows, rescheduling, retakes, and refunds.

IMAGEMAKER360 CUSTOMER SERVICE:

Phone: 800-852-2871

Fax: 800-283-2916

Email: customerservice@imagemaker360.com

Hours of Operation: 9 a.m. to 6:30 p.m. Central Time Monday – Friday

Voice messages and emailed inquiries are typically responded to within 24 hours (excluding weekends and holidays)

* These features are not available on the stand-alone Slide Show product.

** These features are not available on the MOSTour and the stand-alone Slide Show products.