

FAQ

INFORMATION FOR HOME OWNERS



What fees can I expect to attract from a shoot?

An 8 hour day of stills can start anywhere from \$1500 and TV commercials can be upwards of \$2000, which is inline with the industry standards. Home owners are always welcome to set their own fees which we will then pass onto the client. In saying this, we always try to help out small businesses where we can and we would hate to turn down any income on your behalf. We will bring every budget to you, so you can then decide whether or not you would like to take on the shoot.

PHOTOLOCO
EST. 2008

What is the step by step process?

Once your home is listed with us and we have received a signed listing registration with images of the house, we can start putting it forward for shoots.

If a client is interested in your home, we will notify you and most likely organise them to come for a quick walkthrough.

Once the shoot is confirmed, we will run all details by you including; date/s and time, areas of the house, number of crew/talent and of course your fee.

On shoot day, we just ask that the house is clean and any special requirements of the client are fulfilled (eg. personal items removed from desired shoot areas). Clients are asked to take images of all the rooms they access before moving a thing so that everything is returned back to it's rightful spot.

All clients must present a copy of their insurance before they step foot on your property, which covers them in the unlikely event of any accidental damages. Drop sheets are used to cover any delicate surfaces.

You should return home from the day without knowing anyone was even there.

How often will my house be used?

This is one of those "how long is a piece of string" questions. The number of times your home is used really depends on what's happening in the minds of the creatives at the time. Each brief is unique and we can never predict a trend.

We have homes that go through periods of being used weekly for 6 months and then not again for a year. In saying that, the number of shoots you take on is always up to you.

What brands might be interested in my house?

As our database of locations expand, so does our clientele. We work with anyone from cars to consumables to furniture companies and fashion. As a result of varied industries, we represent homes of many different styles including; coastal, architectural, retro, country and even relatable family homes - the list goes on.

Some notable campaigns we have supplied locations for include; Coco Republic, Myer, Country Road, Nike, Fendi, and Bonds.

Will PHOTOLOCO be present on the shoot?

We always try our best to get out to as many shoots as possible but sometimes we are required for a full day on set elsewhere. In saying that, if you need one of our team to let the clients in on your behalf we are always happy to lend a helping hand.

When can we expect payment?

All homeowners will receive payment the Monday following the shoot.

What if we don't want certain rooms to be used?

We get it, some areas of your house might be off limits. If this is the case, we recommend noting this on the door to let the team know. It is also important to notify us about this when listing so the shoot team isn't counting on it as a designated hair and makeup space etc.

Can my pets be present?

We love our furry friends but unfortunately due to OH&S, dogs must be taken off site for the duration of the shoot. Cats are welcome to roam...unless you're housing a lion, then they may be considered an OH&S issue too.

Can I be present on the shoot?

As with any good relationship - it's all about compromise. Whilst it works best if the owners are off site (most of our shoots are closed sets) we can generally make an exception if you need to be home.

What happens if the shoot runs overtime?

Whilst we always try and ensure the clients are out at their booked times, overtime does happen. As long as the additional time is okay with you, you will be paid for any additional time the clients spend in your home.

Interested?

We are always looking for new locations to share with our clients and it's free to list with us!

For more details, please email admin@photoloco.com.au with images of your home.