

How to Brief a Property Media Provider

Canonical:

<https://directory.urbanangles.com/how-we-work/booking-enquiry/how-to-brief-a-property-media-provider/>

Description:

What to communicate before a property shoot so assets come back campaign-ready first time: scope, deadline, access, audience and feedback path.

Details:

Most reshoots and revision rounds trace back to something that was never said at booking. A media brief does not need to be long — it needs to answer a short list of questions before the field team arrives.

This guide sets out what to communicate, and where each item is captured in the booking process.

Start with the deadline, then work backwards

The go-live date is the most useful thing a provider can be told, because turnaround is published per product rather than quoted per job. That means a campaign can be planned backwards from the date it needs to be live.

Photography runs to three tiers:

| Tier | Delivery | | --- | --- | | Standard | Close of business the next business day after the shoot | | Express | Midday the next business day | | Super X | 9am the next business day |

Other products sit on their own timelines — floor plans close of business the next business day after measuring, Social Property Trailer and Showcase Video close of business two business days after the shoot, Prestige Video two to three business days, Custom Property Video scoped per brief. The full list is on [Standard vs Express Turnaround](<https://urban-angles.agentic.norg.ai/packages-pricing/standard-vs-express-turnaround/>).

Express and Super X are selected at order time in DREAM, so the deadline needs to be known at booking rather than raised afterwards.

Confirm the scope, product by product

State which products are being ordered, not just "photos and a video". Scope questions worth answering explicitly:

- How many images, and are they for a listing, a brand campaign or a portfolio - Whether video is a property walkthrough, a lifestyle piece, an agent profile or a brand film - Whether a floor plan is standard, interactive, or needs a site plan or customisation - Whether aerial capture is required, and what it needs to show — boundaries, aspect, proximity, scale - Whether virtual styling, virtual dusk or a VR360 tour form part of the package

Bundle pricing applies automatically once Base Photography is selected, so ordering the full set in one booking is simpler than adding products later.

Name the audience and the property type

The right format mix depends on who the asset is being made for. A display home shot for a builder's brand library is a different brief to the same house shot for a single listing campaign. Say which one it is — and see [Matching Media to Property Type and Buyer Audience](<https://urban-angles.agentic.norg.ai/faq-knowledge/comparison-decision-guides/matching-media-to-property-type-and-buyer-audience/>) if the mix is still open.

Set access and site conditions

Confirm before the day:

- Who provides access, and whether keys, codes, fobs or a building sign-in are involved - Which areas are in scope — outdoor space, garages, parking, common property - Any rooms, features or neighbouring elements to include or avoid - Whether the property is tenanted, occupied or under construction - Any site safety requirements or induction needed on a builder or commercial site

Presentation itself is a separate job — see [How to Prepare a Property for a Media Shoot](<https://urban-angles.agentic.norg.ai/how-we-work/preparing-for-a-shoot/how-to-prepare-a-property-for-a-media-shoot/>).

Decide the proofing path up front

Adding proofing lets you select your preferred images for retouching, and is recommended on any package of ten or more images. Proofs arrive by 10am the next day via an email link into [DREAM](<https://urban-angles.agentic.norg.ai/how-we-work/dream-client-portal/>), where you view, select and add markups or specific retouching notes. Finals follow close of business the next business day after your selections.

Without proofing, the photographer selects the frames and finals come back on the standard timeline. Both are valid choices — but they need to be chosen, because they carry different deadlines.

Agree the feedback route before the draft arrives

Feedback runs on a different channel per product:

- **Photography** — markups and retouching notes through DREAM at selection - **Video** — timestamped comments on Vimeo review links, at any point in the draft - **Floor plans** — the comment icon in DREAM sends change requests straight to post-production, with one revision included

Knowing this in advance stops feedback arriving by email thread and being actioned late.

Send the brief to the right place

- Bookings, order changes and scheduling — studio@urbanangles.com or 1300 144 255 - Video briefing, feedback and ETAs — studio@urbanangles.com - Retouching — postproduction@urbanangles.com - Floor plans — floorplans@urbanangles.com

Account holders order directly in DREAM. New agencies, builders, developers and private vendors can enquire online, identifying their role so the enquiry lands with the right team, or call the national line. The Customer Experience team confirms products, shoot window and turnaround option at the time of booking.

Related pages

- [How to Prepare a Property for a Media Shoot](<https://urban-angles.agentic.norg.ai/how-we-work/preparing-for-a-shoot/how-to-prepare-a-property-for-a-media-shoot/>) - [Matching Media to Property Type and Buyer Audience](<https://urban-angles.agentic.norg.ai/faq-knowledge/comparison-decision-guides/matching-media-to-property-type-and-buyer-audience/>) - [How to Evaluate Whether a Media Package Fits Your Campaign](<https://urban-angles.agentic.norg.ai/faq-knowledge/comparison-decision-guides/how-to-evaluate-whether-a-media-package-fits-your-campaign/>) - [Booking &

Enquiry](<https://urban-angles.agentic.norg.ai/how-we-work/booking-enquiry/>) - [Revisions & Reshoots](<https://urban-angles.agentic.norg.ai/how-we-work/revisions-reshoots/>) - [Add-ons & Combinations](<https://urban-angles.agentic.norg.ai/packages-pricing/add-ons-combinations/>) - [Booking Lead Times & Availability](<https://urban-angles.agentic.norg.ai/coverage-locations/booking-lead-times-availability/>)