

Expertise Photo Usage Agreement

Thanks for choosing Expertise Photography for your real estate photos!
We would like to very quickly review our Copyright Policies.

In the simplest possible terms, we would ask that you not SELL the photos to anyone else.

Here's why: As the creators of the photos, Expertise Photography is the copyright holder. In return for an agreed-upon fee, the Realtor® (substitute homeowner if appropriate) is then granted a LICENSE TO USE those photos under a limited set of circumstances.

It is important to understand that the Realtor® is not buying the photos, and does not own the photos. The Realtor® has purchased THE RIGHT TO USE the photos.

A simple analogy would be the renting of a house. We own the house and in return for payment, we allow you to use the house under certain conditions. That's fair, right?

Expertise Photography grants the Realtor® the right to use the photos for the following purposes:

The Realtor® may use the pictures to directly market or advertise that particular home in any avenue they choose **for a period of one year for any listing with the same Principal (Owner). The Realtor® may also re-use the pictures if that home is re-listed – as long as the list date is within 1 year of the photos' creation.** For example: If a home is withdrawn and re-listed later, or is listed for sale and then later for rent, within 1 year of the photos' creation – this is an acceptable use of the photos per this Usage Agreement.

A Realtor® may also use the photos to market their services to other potential customers/homeowners. For example, in a listing packet, or on their website. If the photos are used in this type of secondary manner, Expertise Photography **must** be credited.
Example credit: Photo by Expertise Photography

Things that the Realtor® should not do:

Re-sell or transfer the photos to a third party for re-use. The Realtor® does not own the photos, and therefore can not sell or give away the photos. If another Realtor® or the homeowner asks you if they can buy or use the photos, please refer them to Expertise Photography. We will work it out.

Things we would like the Realtor® to do:

If you see that another Realtor® has used the pictures that you paid for the rights to – without written permission – please notify us so that we can discuss this matter with you. Our policy in these cases is to find out from you how you would like to proceed. We do not want to make an enemy anymore than you do. Our desire would be for you to allow us to politely inform the Realtor® who has taken the photos that they have violated our copyright, and discuss remedies, while hopefully making them a new Expertise Photography client.

Things that Expertise Photography reserves the right to do:

1. We reserve the right to re-use the photos for our marketing efforts. For example, we may use photos as part of our portfolio on our website or in our advertising.
2. We reserve the right to future re-use or re-sale of the photos we have created. However, we agree not to allow reuse of any photos of the home that the Realtor® has usage rights to while the Realtor® is still using those photos in an active or contingent listing.*

*The only exception to this is the use of non-exclusive (stock) amenities photos.

For example, if we take some nice pictures of Oceanfront Condo II and its community pool and dune crossover, we can simultaneously re-license those same stock photos to another client who may have a listing in the same building.

We do not license stock/community/amenities photos for exclusive use.

That's it!

Thanks again.