



Confidential White-Label Agency Pricing Guide

Prepared For: Agency Partnership Network

1. How We Work With Agencies

We act as your hidden backend production team. We do all the heavy lifting—shooting and editing the videos and taking the photos. Your agency sells these services to your clients at a higher retail price, keeps the profit, and gets all the credit.

- **Strict Confidentiality:** We sign a Non-Disclosure Agreement (NDA). Your clients will never know we exist unless you want them to.
- **Texas Sales Tax:** Please note that all listed prices are wholesale costs and are subject to the standard Texas sales tax (8.25%), which will be added to your invoice.

2. Project Pricing Packages

Tier 1: Basic Videos & Real Estate Tours

Best for quick property walkthroughs, short client interviews, or simple videos for social media.

- **Wholesale Pricing:**
 - **Video-Only:** \$1,500
 - **Photo-Only:** \$650
 - **Full Video & Photo Combo:** \$1,950 (*Save \$200 when bundling*)
- **What Your Agency Can Charge the Client:** \$2,800 – \$3,500
- **Your Agency's Profit:** \$850 – \$1,550
- **What is Included:**
 - **Video:** Up to 4 hours of filming on location with 1 videographer and professional 4K cameras. You get 1 finished main video (1 to 2 minutes long) and 2 short vertical videos for Instagram Reels or TikTok.
 - **Photo:** Up to 2 hours of taking photos. You get 25 to 30 bright, edited, high-resolution images.
 - **Editing:** Includes regular color correction, clear audio mixing, background music, and 1 round of changes if you need edits.

Tier 2: Standard Corporate, Events & Project Highlights

Best for neighborhood grand openings, large business partnership announcements, and charity event recaps.

- **Wholesale Pricing:**
 - **Video-Only:** \$4,000
 - **Photo-Only:** \$1,500
 - **Full Video & Photo Combo:** \$4,950
- **What Your Agency Can Charge the Client:** \$6,500 – \$8,000
- **Your Agency's Profit:** \$1,550 – \$3,050
- **What is Included:**
 - **Video:** 1 full day of filming (up to 8 hours) with a 1 or 2-person crew. Includes beautiful aerial drone footage. You get 1 main highlight video (2 to 3 minutes long) and 3 short videos optimized for Facebook, Instagram, or Google ads.
 - **Photo:** Overlapping coverage during the shoot day. You get 50+ professional photos, including team headshots, candid moments, and building shots.
 - **Editing:** Includes premium editing, clean text overlays on screen, an animated logo at the end, and 2 rounds of changes.

Tier 3: Premium Brand Commercials & Large Industrial Projects

Best for massive company operations (like oil fields or manufacturing plants) and high-end cinematic films shown on big screens at fundraising galas.

- **Wholesale Pricing:**
 - **Video-Only:** \$9,500
 - **Photo-Only:** \$3,000
 - **Full Video & Photo Combo:** \$11,500
- **What Your Agency Can Charge the Client:** \$16,000+
- **Your Agency's Profit:** \$4,500+
- **What is Included:**
 - **Pre-Production:** We help write the script, plan out the scenes, and build the story timeline before we ever turn on a camera.
 - **Video:** Up to 2 full days of filming with a professional commercial crew (Director, Camera Operator, and a dedicated Sound Mixer). Includes full drone coverage. You get 1 cinematic master video (3 to 5 minutes long) and 4 different ad videos.

- **Photo:** Deep coverage of the entire project. You get 150+ high-end photos, plus 10 "sneak peek" photos delivered the next morning for fast news or social media posts.
- **Editing:** Elite cinematic editing, custom sound design, moving graphics, and 3 rounds of changes.

3. Monthly Plans (Great for Social Media & Ads)

If your agency runs monthly ad campaigns for clients, they will run out of content quickly. These monthly plans provide a steady stream of fresh videos and photos.

- **Option A: Short-Form Video Plan — \$2,600 / month** (*3-month minimum*)
 - Includes one 4-hour shoot day each month.
 - We deliver 10 to 12 short vertical videos ready for social media ads.
 - We can also send you all the unedited raw footage so your agency's in-house editors can change things up whenever they want.
- **Option B: Hybrid Content Plan (Video + Photo) — \$3,400 / month** (*3-month minimum*)
 - Includes one 5-hour structured shoot day each month.
 - We deliver 8 to 10 ad-optimized short videos *plus* 30 high-quality social media photos (perfect for carousel ads and picture posts).

4. Simple Extra Services Menu

If a project needs a little something extra, use these fixed rates to build a custom price:

Extra Service Line Item	Wholesale Rate	How it is Charged	Details
Extra Shoot Day (Video)	\$1,500	Per Day	Adds an extra 8-hour day of filming with 1 cameraman.
Extra Shoot Day (Photo)	\$900	Per Day	Adds an extra 8-hour day of taking photos.
Drone Only Shooting	\$600	Per Shoot	Up to 2 hours of drone flying by a licensed pilot.
Raw Footage Delivery	\$400	Flat Fee	We send you every single unedited clip we shot via a download link.
Extra Editing Time	\$125	Per Hour	Only charged if the client asks for extra changes after using their free rounds.
Next-Day Photo Delivery	\$200	Flat Fee	We deliver all your edited photos within 24 hours of the shoot.
Voiceover Actor	\$350	Per Project	We hire a professional voice actor to read the video script.

5. Travel & Location Rules

- **Free Travel Zone:** Any location within **15 miles** from downtown Houston is completely free to travel to.
- **Extended Travel Fee:** If the location is farther than 15 miles away from our office, we charge a travel fee of **\$0.85 per mile** calculated for the entire roundtrip distance.
 - *Example:* If a location is 25 miles away, the total roundtrip is 50 miles. The travel fee would be 50 miles × \$0.85 = \$42.50.

6. How Payments Work

Every standard project uses a 50/50 payment split:

1. **50% Deposit:** Paid upfront to lock in the shoot dates on our calendar.
2. **50% Final Payment:** Paid after we show you the finished video/photo proofs with our watermark on them. As soon as the final invoice is paid, we send over the crystal-clear, high-resolution files without any watermarks.



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