



**Texas Ranch Sales, LLC**

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## **TRS PROPERTY VIDEO POLICY**

This policy delineates the terms and conditions governing the production of property videos, with a focus on creatively and authentically portraying the 'ranching lifestyle.' Our objective is to transcend standard depictions of the ranch and property by actively featuring individuals engaging with the property.

### **VIDEO APPROVAL REQUIREMENTS:**

1. Properties must have ample content to create a compelling video.
2. Properties with minimal unique features may not be approved for video production.
3. Desired features include water elements, notable improvements (barns, homes, structures), and the potential for engaging scenes with wildlife and livestock.
4. Properties must hold sufficient value to justify inclusion in the marketing budget covering videography.

### **SCHEDULING:**

1. Approval for video production does not guarantee immediate scheduling.
2. The request for video content may extend the scheduling of photography sessions.
3. This extension is necessary to capture dynamic 'lifestyle' scenes, featuring activities such as cattle feeding, horseback riding, ATV driving, harvesting, fishing/hunting scenes, etc.
4. Additionally, the timing of video production will be assessed in consideration of the property's aesthetic appeal and overall presentation, including land conditions due to drought or other weather.
5. Whenever possible, we aim to align the schedule with ongoing activities and work on the property, such as scheduled cattle working, harvest times, or group events like hunting, etc.

### **PARTICIPATION:**

1. The listing agent is expected to actively participate in specific scenes, interacting with the property as needed.
2. This participation is crucial to authentically portraying the connection between individuals and the ranch, contributing to the overall narrative of the 'ranching lifestyle.'
3. The agent is encouraged to include their family, friends, or other individuals who can contribute to engaging with the property. However, it is essential to ensure that their participation does not disrupt the productivity of the videographer/photographer.
4. We strongly encourage the listing agent and/or seller to participate in recorded interviews or discussions about the property. This provides an authentic voiceover that can be incorporated into the final video, enhancing the narrative and personal connection to the property.