

IMAGINE

— LOCATIONS —

HOST PHOTOSHOOT GUIDE



Our Services & Fees

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Photos

Professional photos are essential. We can help organise having images taken. If you already have the rights to professional photos we can use those.

Registration

We charge a registration fee which is deducted from your first booking. If your property is accepted, we charge a one-off £250 + VAT registration fee. No shoot no fee.

What's Included

- Dedicated page for your property on our website
- Full marketing and representation across socials and to our clients
- Negotiation of hire fees
- Pre- and post-shoot admin, contracts and invoicing

Commission

Imagine Locations retains 20 % of the location hire fee and you keep the rest. We negotiate rates to include our commission.



What Makes a Stand-Out Location

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Location

London properties are always in demand. Outside London, a property needs unique appeal—expansive gardens, outbuildings, a pool or spectacular scenery.



Room Size & Layout

Spacious, versatile rooms let photographers pull back for wide shots. A minimum of three key rooms—living, dining, kitchen—plus main bedroom/bathroom is ideal.



Light

Abundant natural light is essential. Each location must have good natural light.



Interior Features

High ceilings, statement windows, original floors, fireplaces and stylish décor all add value. Neutral walls with a few feature areas give clients more creative options.



Exterior Features

Large gardens, terraces, pools and interesting architecture make a property irresistible.

How a Shoot Works

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Rates - Guidelines

- Commercial/Advertising Stills: £1,250–£1,500 per day
- Editorial: From £850 per day +
- Filming / TV: £2,500 - £5,000 per day (all depending)
- Overtime: +20 % of day rate per extra hour
- A standard day is 9 hours (8 a.m.–5 p.m. or 9 a.m.–6 p.m.)
- All our rates are bespoke, according to usage, crew size and timings, etc



Options & Booking

Clients place a provisional “option” on dates. Once confirmed, you'll receive a digital day sheet with full shoot details.



Payment

We invoice the client (upfront for new clients, some have 30-day terms). Once paid, you invoice us and we transfer the money, less our 20% commission..



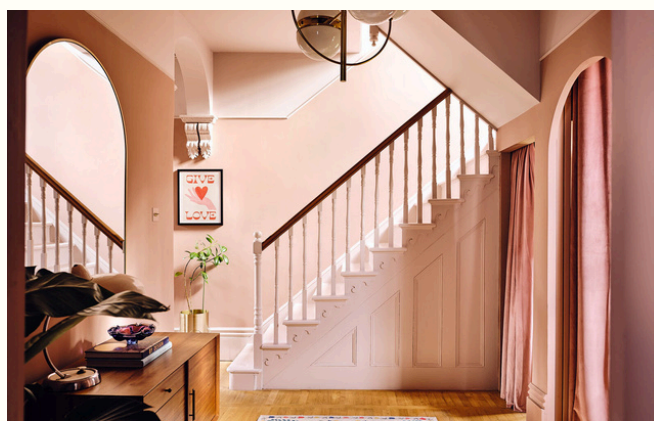
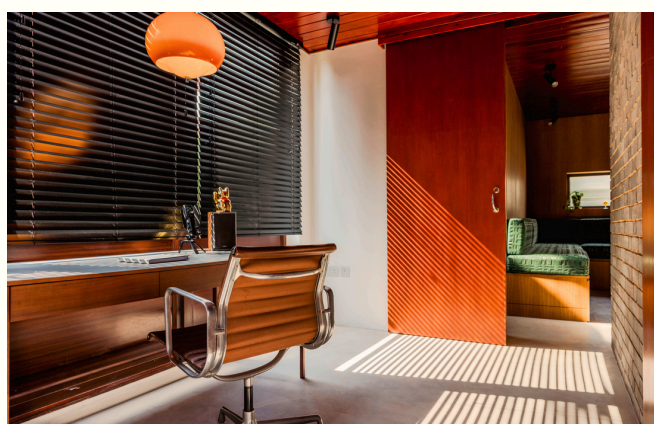
Paperwork

Every client signs a hire contract covering liability, insurance, hours and fees.



Shoot Day

Owners ensure the property is clean, tidy and as listed. Welcome the team, provide tea/coffee, then let them work.



“Imagine Locations gives outstanding support to property owners. They know every location inside-out and communication is always seamless. Quite simply, they’re brilliant.”

— Host of Violet

What to Expect

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Wear & Tear

Major damage is covered by our contract, but minor wear and tear can happen. Any damages/repairs are covered by the client. We will resolve any issues for you.

Accidents

Flag serious issues before the crew leaves to secure responsibility.

Moving Furniture

Items may be rearranged; most teams return them, but check before signing off.

Timings

Standard day 9 a.m.–6 p.m. (8 a.m.–5 p.m. in winter). Sometimes clients want a 12 hr day. If a shoot runs late overtime is charged.

Recce Visits

Expect occasional advance viewings. Clients often ask to view before they book.



Crew Size

Typically up to 10 people; large shoots may have 25+

Prop deliveries

Temporary furniture or props may arrive early or stay overnight by agreement.

Busy house

Be ready for activity; greet in the morning and check out at day's end.

Neighbours

Friendly neighbours make life easier during busy arrivals and departures.

Reinvest

Profitable properties eventually need refreshes—plan to reinvest.



Availability

Keep us updated so we can block out any unavailable dates.



Decor Updates

Tell us about renovations so we can refresh photography and client info.



Security

Ensure robust door and window locks; confirm the crew closes up if you're absent.



Hospitality

Tea, coffee and fresh milk are appreciated. Biscuits or fruit earn extra smiles.



Clean & Tidy

Your property must match its listing photos on every shoot day.

QUESTIONS?

If you have any other questions please drop us an email or give us a call.

Meet the team

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Siouxsie Dickens

Founder & Director



Chloë Beauvois Eames

Senior Location Coordinator



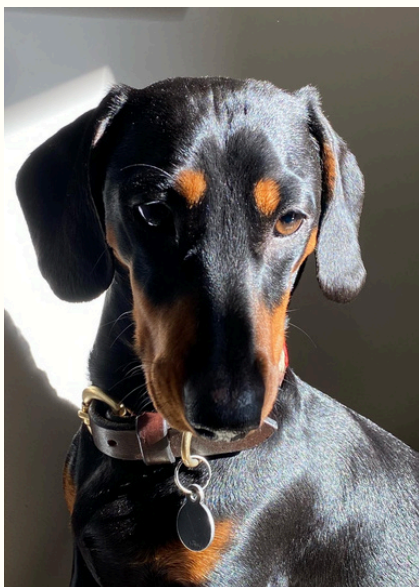
Laura Nicchorelli

Location Coordinator



Anna Butcher

Interiors Photographer



Tommy

Resident Sausage & Top Dog

"Imagine locations are the perfect partner, they manage everything for us extremely professionally and with no issues. Fantastic communication and the whole experience is seamless. Most importantly we do not have to lift a finger, they do all the admin and handle all the bookings and then they just send us the money. 10/10"

— Host quote - Graces

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07816668866 | bookings@imaginelocations.com
www.imaginelocations.com