MARATHON CREATIVE
MEDIA · MARKETING · PRINTING

// LISTING · BUILDER · COMMERCIAL · LAND

REAL ESTATE PRICING GUIDE

Listing, builder and commercial property media, in one place. Scan any code to watch the real thing.

Looking for content days, ad shoots, testimonials, events, headshots and podcasts? Get our Media Pricing Guide at MarathonCreative.co/pricing/media.

PRICING GUIDE	BOOK	CALL
Last updated November 8, 2026.	Media.MarathonCreative.co	832.639.1810

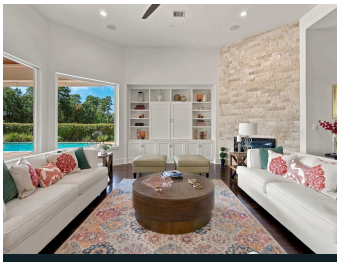
// WHAT WE SHOOT

ONE TEAM. EVERY LISTING.

Photography, video, aerials, 3D tours and floor plans for homes, builders and commercial property, produced in house by the same Houston crew from booking to delivery.



03
RESIDENTIAL



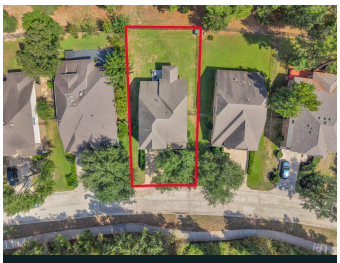
04
A LA CARTE



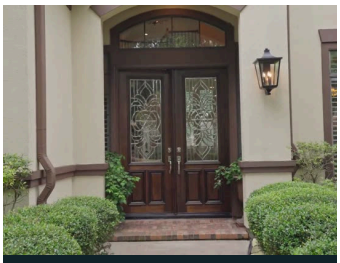
05
BUILDER



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COMMERCIAL



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LAND AND MULTIFAMILY



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LISTING VIDEO



10
POLICIES



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WATCH THE WORK

ZILLOW SHOWCASE CERTIFIED

Marathon shoots Showcase-eligible listings for any agent. You do not need your own certification.

WATCH BEFORE YOU BOOK

Every video product has a code. Point your phone camera at it to play a real Marathon example.

ALSO AVAILABLE: MEDIA PRICING GUIDE

Content days, ad shoots, testimonials, events, headshots and podcasts are priced in our Media Pricing Guide. Download it at MarathonCreative.co/pricing/media.

Packages are the normal path and the best value. A la carte is there for the exceptions. All prices before tax.

// 01 · RESIDENTIAL

LISTING PACKAGES





WALKER

LEASE AND INVESTOR

- 15 lease photos
- 1 twilight photo

$125
PLUS TAX



JOGGER

LISTING ESSENTIALS

- Interior and exterior photos
- Aerials up to 5, or a Zillow 3D tour
- 1 virtual twilight edit

$300
PLUS TAX



SPRINTER

MOST BOOKED

- Everything in Jogger
- Standard floorplan
- Speed ramp vertical video
- 2 virtual twilight edits

$475
PLUS TAX



MARATHON

THE FULL LAUNCH

- Everything in Sprinter
- Enhanced floorplan
- Zillow 3D tour
- Cinematic listing film
- Amenity photos

$925
PLUS TAX

SIZE

Every package covers homes up to 3,000 sqft. Add $50 for each additional 3,000 sqft or part of it. Jogger saves $55, Sprinter saves $95, Marathon saves $130 against booking the same work separately.

USAGE

Use your photos and video to market the property and your own business, for as long as you want, at no extra cost. Marathon keeps the copyright and any third party request comes back to us.

WATCH AN EXAMPLE
Speed ramp vertical
MarathonCreative.co/video-examples/#speed-ramp

WATCH AN EXAMPLE
Cinematic listing film
MarathonCreative.co/video-examples/#cinematic

// 01 · RESIDENTIAL

A LA CARTE

For a single service, or when a listing needs something a package does not cover.







PHOTOGRAPHY	BY SQFT
HOME SIZE	**PRICE**
Up to 2,000 sqft	**$175**
Up to 3,000 sqft	**$225**
Up to 5,000 sqft	**$300**
Up to 7,500 sqft	**$400**
7,501 to 10,000 sqft	**$475**
Above 10,000 sqft	**Quoted**

ZILLOW 3D TOUR	BY SQFT
HOME SIZE	**PRICE**
Up to 3,000 sqft	**$150**
Up to 5,000 sqft	**$175**
Up to 7,500 sqft	**$225**
Above 7,500 sqft	**$275**

AERIAL PHOTOGRAPHY	BY ACREAGE
LOT	**PRICE**
Up to 1 acre	**$150**
2 to 5 acres	**$200**
5 to 10 acres	**$250**

ADD-ONS	WITH A PACKAGE OR SHOOT
ADD-ON	**PRICE**
Amenity photos	**$75**
Aerial photos	**$105**
Standard floorplan	**$85**
Enhanced floorplan	**$120**
3D tour	**$105**
Speed ramp video	**$105**
Cinematic listing film	**$250**
Virtual twilight edit	**$25**/image
Virtual staging, AI	**$5**/image
Virtual staging, hand staged	**$30**/image
Twilight or dusk shoot	**+$125**
Property floorplan, standalone	**$95**

ANY VIDEO, ANY SERVICE	
ADD-ON	**PRICE**
Additional revision round	**$85**
Additional cutdown, same footage	**$65**
Second format, same footage	**$65**
Voiceover, professional read	**$150**
Raw footage delivery	**$250**
Rush, 24 hour delivery	**+25%**

Every aerial set includes a straight-down shot of the whole site at no charge. Add-on rates apply on top of a package or a photography shoot.

// 02 · BUILDER

GROUNDBREAKING TO LISTING



BUILDER PACKAGES	10% OFF, AUTOMATICALLY	
PACKAGE	**STANDARD**	**BUILDER**
Jogger	$300	**$270**
Sprinter	$475	**$428**
Marathon	$925	**$833**

BUILD YOUR OWN PROGRESSION	
PER VISIT	**PRICE**
Progress visit, 20 to 30 documentary photos	**$150**
Aerials, 3 to 8 site photos	**$85**
Video clips, vertical or horizontal	**$85**
3D tour of the current stage	**$85**
Aerial video, 30 sec	**$85**
Virtual twilight	**$25**/image
Amenity and lifestyle, 1 hour	**$150**
Build recap reel	**Included**

The 10% builder rate applies to listing packages. Content days, events, commercial video, ad shoots, headshots and testimonials are priced as listed in our Media Pricing Guide.

BUILD STORY FLAGSHIP

GROUNDBREAKING TO HANDOVER, IN ONE FILM

- 4 visits: pour, framing, pre-drywall, dry-in
- Pre-drywall 3D tour
- Handover reaction capture
- Build Story mini-doc, 2 to 4 min
- Final shoot at Marathon tier
- Recap reel, 30 to 60 sec

$2,450

PLUS TAX · SAVES $183

ALSO FOR BUILDERS	PRICE
Lived-In Testimonial, after move-in	**$650**
Aerials only, dedicated trip	**$125 min**
Same day, same area, 2+ homes	**-$15 each**

WATCH AN EXAMPLE

Lived-in testimonial film

MarathonCreative.co/video-examples/#testimonial

// 03 · COMMERCIAL

PRICED BY THE SHOT, NOT THE FOOT



Commercial work is priced by image count, matched to property type. A 60,000 sqft warehouse needs fewer photos than a 6,000 sqft office, so square footage is the wrong measure. **Every commercial job includes full usage rights.**

TIER	PHOTOS	TYPICAL PROPERTY	PRICE
CP-15	15	Single-tenant retail, restaurant, small office suite, pad site, flex bay	**$200**
CP-25	25	Office floor, medical office, showroom, warehouse with office, retail strip, self-storage	**$300**
CP-40	40	Office building, retail center, hotel, industrial facility, church, school	**$400**
CP-60	60	Apartment community, mixed-use, corporate campus, multi-building park	**$550**
Above 60	60+	Larger or multi-building sites	**Quoted**

LEASE READY

VACANT SUITE OR BUILDING

- 25 photos
- 5 aerials
- 2D floor plan
- Property website
- Full usage rights

$450
PLUS TAX

MARKETED

MOST BOOKED

- 40 photos
- 10 aerials
- 3D tour
- 2D floor plan
- Speed ramp vertical
- 2 dusk conversions
- Property website

$750
PLUS TAX

FULL CAMPAIGN

INVESTMENT SALE OR FLAGSHIP

- 60 photos
- 15 aerials, annotated site plate
- 3D tour, enhanced floor plan
- Motion listing video, to 1 min
- 3 vertical social cutdowns
- Property website

$1,450
PLUS TAX

All three packages cover one building up to 10,000 sqft; larger is quoted. The property list is a starting point, the photo count is the contract. Exterior only prices one tier down. Additional building on the same site $250. Per-suite interior set, 8 to 12 images, $125. Occupied space adds 15%.

TOURS, PLANS, LAND AND COMMUNITIES

Scanning and floor plans still price by size, because the work really is walking the floor area.

COMMERCIAL 3D TOURS AND PLANS

BUILDING SIZE	PRICE
3D tour, up to 5,000 sqft	**$275**
3D tour, 5,001 to 10,000	**$425**
3D tour, 10,001 to 25,000	**$750**
3D tour, above 25,000	**$750 + $0.03/sqft**
Floor plan, up to 5,000 sqft	**$175**
Floor plan, 5,001 to 10,000	**$275**

COMMERCIAL AERIALS

LINE	PRICE
5 images	**$175**
10 images	**$250**
15 images	**$325**
20 images	**$400**
Straight-down whole-site shot	**Included**
Boundary lines on an aerial	**$45**/image
Annotated site image	**$95**/image

LAND AND ACREAGE

PARCEL	PRICE
10 to 49 acres	**$250**
50 to 99 acres	**$500**
100 acres and above	**Quoted**
Land Film	**$550**

MULTIFAMILY AND COMMUNITIES

BOOKING	PRICE
Full community package	**$650**
Model unit, full photo set	**$225**
Amenity set, indoor or outdoor	**$225**
Additional model unit, same day	**$150**
Per unit type, lease-up, 3 minimum	**$175**

Full community covers one model unit, indoor and outdoor amenities, the clubhouse and leasing office, and aerials. Every land shoot includes the straight-down whole-parcel shot at no charge.

WATCH AN EXAMPLE

Commercial motion listing video

MarathonCreative.co/video-examples/#motion-listing

LISTING VIDEO THAT SELLS

Short form for the feed, long form for the website. Edited in house in DaVinci Resolve.



SPEED RAMP WALKTHROUGH

The whole house in one continuous move. On camera or voiceover, same price.

$150 standalone



CINEMATIC LISTING FILM

A film, not a tour. Built around an idea, shot on a gimbal and graded.

$300 standalone



SOCIAL HYPE VIDEO

Fast cut to stop the scroll. You at the top and tail, b-roll through the middle.

$300 standalone



LIFESTYLE AND AREA

The neighborhood and the way of life around the listing, shot and cut as its own film.

$400 standalone



COMMERCIAL MOTION LISTING

Drone footage with suite sizes, traffic counts and drive times animated onto it.

$650 to 1 min



LIVED-IN TESTIMONIAL

Your buyers on camera after move-in, talking about the home you built.

$650 per film

Scan a code to watch a real example. Every video includes 2 revision rounds and basic subtitles; Cinematic and Social Hype include masked subtitles.

WHAT EACH VIDEO COSTS

Attached pricing applies when the video is booked with a photo package. Standalone is the same product on its own trip.

LISTING VIDEO

PRODUCT	ATTACHED	ON ITS OWN
Speed Ramp Walkthrough	$105	**$150**
Cinematic Listing Film	$250	**$300**
Social Hype Video	$250	**$300**
Lifestyle and Area		**$400**
Lifestyle, additional shoot day		**$175**
Closing Reel / Finish Line Reel		**$450**

Closing Reel / Finish Line Reel: closing-day coverage for the agent, including the keys, signatures, client reaction, a short testimonial, and content at the title company and the home.



WATCH AN EXAMPLE

Lifestyle and area video

MarathonCreative.co/video-examples/#lifestyle

COMMERCIAL MOTION LISTING — BY LENGTH

LENGTH	PRICE
Up to 1 minute	**$650**
Up to 2 minutes	**$950**
Up to 3 minutes	**$1,200**
Over 3 minutes	**Quoted**

There is no cap on callouts. Your property gets as many as it needs. **What we need before editing starts:** the site plan, suite sizes, delivery date, and any traffic or access figures you want on screen.

ANY VIDEO

ADD-ON	PRICE
Additional revision round	**$85**
Additional cutdown, same footage	**$65**
Second format, same footage	**$65**
Voiceover, professional read	**$150**
Raw footage delivery	**$250**
Rush, 24 hour delivery	**+25%**

// 06 · THE FINE PRINT

HOW BOOKING WORKS



USAGE

Use everything we deliver to market the property and your own business, for as long as you want, at no extra cost. No usage fees, no expiry, nothing to renew. Commercial jobs include full usage rights. Marathon keeps the copyright, and if a third party wants to use the images they come to us.

REVISIONS AND SUBTITLES

Every video includes two rounds of revisions and basic subtitles. The Cinematic Listing Film and the Social Hype Video include masked subtitles. Additional rounds are $85.

FORMAT

Video is delivered in the format you choose when you book, vertical or horizontal. The other format cut from the same footage is $65.

TAX

Prices are before Texas sales tax, 8.25%, which is shown on every quote.

RATES AND DELIVERY

Last updated November 8, 2026. Your written quote confirms the final rate and delivery timing before booking.

ALSO AVAILABLE: MEDIA PRICING GUIDE

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TRAVEL	FROM OUR HOUSTON BASE
DISTANCE	**CHARGE**
Within 30 miles	**Included**
30 to 50 miles	**$50**
50 to 75 miles	**$100**
Beyond 75 miles	**Quoted**

GOOD TO KNOW

LINE	PRICE
Aerials only, dedicated trip	**$125 min**
Same day, same area, 2+ properties	**-$15 each**
Rush, 24 hour delivery	**+25%**
Raw footage delivery	**$250**

01 BOOK

Media.MarathonCreative.co or 832.639.1810.

02 SHOOT

We confirm the shot list before we arrive.

03 DELIVER

Edited media lands in your gallery, ready to post.

// WATCH THE WORK

REAL SHOOTS. REAL CLIENTS.

Every piece below was shot and delivered for a Marathon client. Point your phone camera at any code to play it.



SPEED RAMP, AGENT ON CAMERA
MarathonCreative.co/video-examples/#speed-ramp



SPEED RAMP, PROPERTY
MarathonCreative.co/video-examples/#speed-ramp



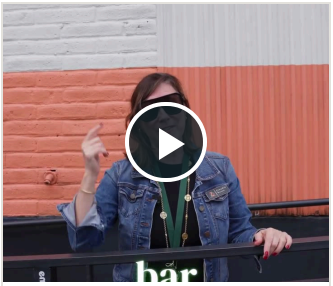
CINEMATIC LISTING FILM
MarathonCreative.co/video-examples/#cinematic



CINEMATIC, BUILDER PRESENTED
MarathonCreative.co/video-examples/#cinematic



SOCIAL HYPE VIDEO
MarathonCreative.co/video-examples/#social-hype



LIFESTYLE AND AREA
MarathonCreative.co/video-examples/#lifestyle



LIVED-IN TESTIMONIAL
MarathonCreative.co/video-examples/#testimonial



COMMERCIAL MOTION LISTING
MarathonCreative.co/video-examples/#motion-listing

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LET'S GET IT SHOT

BOOK ONLINE
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CALL OR TEXT
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EMAIL
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