



# Photographer Information Pack

Australia, June '19



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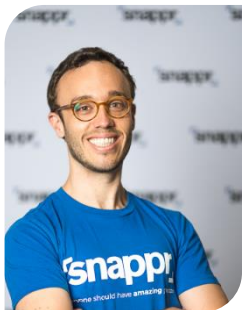
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# Welcome to snappr

It is great to have you on board!



**Matt Schiller**

CEO



**Rafat Khan**

Head of Operations



**Andres Serrano**

Head of Technology



**Julian Cardenas**

Senior  
Software Engineer



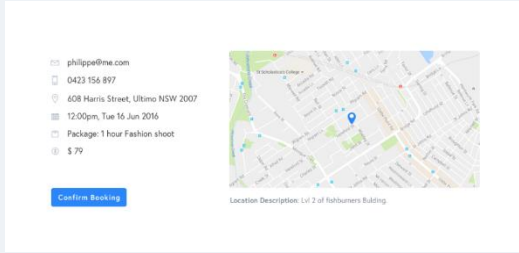
**Ben Feldman**

Head of Partnerships





# How **snappr** works



Customers provide the logistical and stylistic details for the shoot



Photographers travel to the customer with the right kit and shoot



1. Book



2. Match



3. Shoot



4. Use

Our algorithm recommends the most appropriate photographers, and customers book their favorite one

Photographers upload the photos and we deliver them as a beautiful hosted gallery, ready to use





# The journey for snappr customers



←

Where is your shoot going to be held?

180 Sansome Street, San Francisco, CA, USA

Floor 2

Next

←

What do you need to shoot?

Portrait Family

Graduation Party

Wedding Engagement

Dating Maternity

Travel Real Estate

Event Baby

Next

←

How long will your shoot be?

30 min 1hr 2hr 3hr 4hr 5hr 6hr Show more

3 Hour Portrait Shoot (all-inclusive) \$349  
All high-res photos included  
Image enhancement included

3 Hour Portrait Shoot (value) \$209  
9 high-res photos included (extras are \$10/ea)  
Image enhancement included

Next

←

What date would you like to shoot?

Jun 2019

<	Su	Mo	Tu	We	Th	Fr	Sa	>
							1	
	2	3	4	5	6	7	8	
	9	10	11	12	13	14	15	
	16	17	18	19	20	21	22	
	23	24	25	26	27	28	29	
	30	1	2	3	4	5	6	

Next

←

What time would you like to start your shoot?

6 Jun 2019

Morning	Afternoon	Evening
6:00 AM	12:30 PM	6:00 PM
7:00 AM	1:00 PM	6:30 PM
7:30 AM	1:30 PM	7:00 PM
8:00 AM	2:00 PM	7:30 PM
8:30 AM	2:30 PM	8:00 PM
9:00 AM	3:00 PM	8:30 PM
9:30 AM	3:30 PM	9:00 PM
10:00 AM	4:00 PM	9:30 PM
10:30 AM	4:30 PM	10:00 PM
11:00 AM	5:00 PM	10:30 PM
11:30 AM	5:30 PM	11:00 PM
12:00 PM		11:30 PM

Next



←

Choose a photographer

Next

**Sky**  RECOMMENDED Selected

Has made 37 other Snapper customers happy

SPECIALIZES IN Profile Photos Portfolio examples

**Olga**  Click to Select

Has made 136 other Snapper customers happy

SPECIALIZES IN Profile Photos Portfolio examples

←

Confirm your shoot details

22 people are looking at shoots for a similar time and location  
We're holding your slot for the next 4:52 mins

Pay with Credit Card

Paypal

By continuing, you accept the Snapper Terms of Service

Total \$99

rafa@snappr.co  
4342188613  
Santa Monica, CA, USA  
10:00pm, Fri 7 Jun 2019

30 Minute Portrait Shoot (all-inclusive) \$99

Sky

Coupon or gift card code?

←

What style of photos are you looking for?

(Optional)  
Get better results by letting your photographer know what style of photos you're looking for

Candid  Posed

Traditional  Stylized

Snapper-2.jpg uploaded

Upload

Please provide more details to help your photographer better understand your shoot needs.

Want portrait shots on the beach during sunset for my dating photo?

Next



snappr

My shoots

Portrait Shoot 8 Jun 08:00pm

February Snappy Hour 8 Jun 10:00pm

Download Share

Next

Please rate Brennan

Let us know how happy you were with your photographer and their work so that we can help other customers get matched to the best talent

Overall customer service ★★★★★

Brennan was so professional!

Quality of photos ★★★★★☆

The photos were very good! Could've used some more variety!

I give permission to show a few photos from my shoot on snappr.co pages like my photographer's portfolio page

Done

Would you like to tip Brennan?

Tipping is not expected, but is greatly appreciated if you had an amazing experience. 100% of tips go to photographers.

No tip 10% 15% 20% 25% Custom

USD 14.90

Visa - 471500\*\*\*\*5683

Continue



# Snappr takes care of everything



## Customer Acquisition

Forget about dealing with leads, we'll do the heavy lifting to find work for you.

Just let us know when you're free and we'll allocate shoots during the empty slots in your schedule.



## Administrative Burden

Don't waste precious time preparing quotes and trying to sell to customers. Just turn up and shoot.



## Guaranteed payment

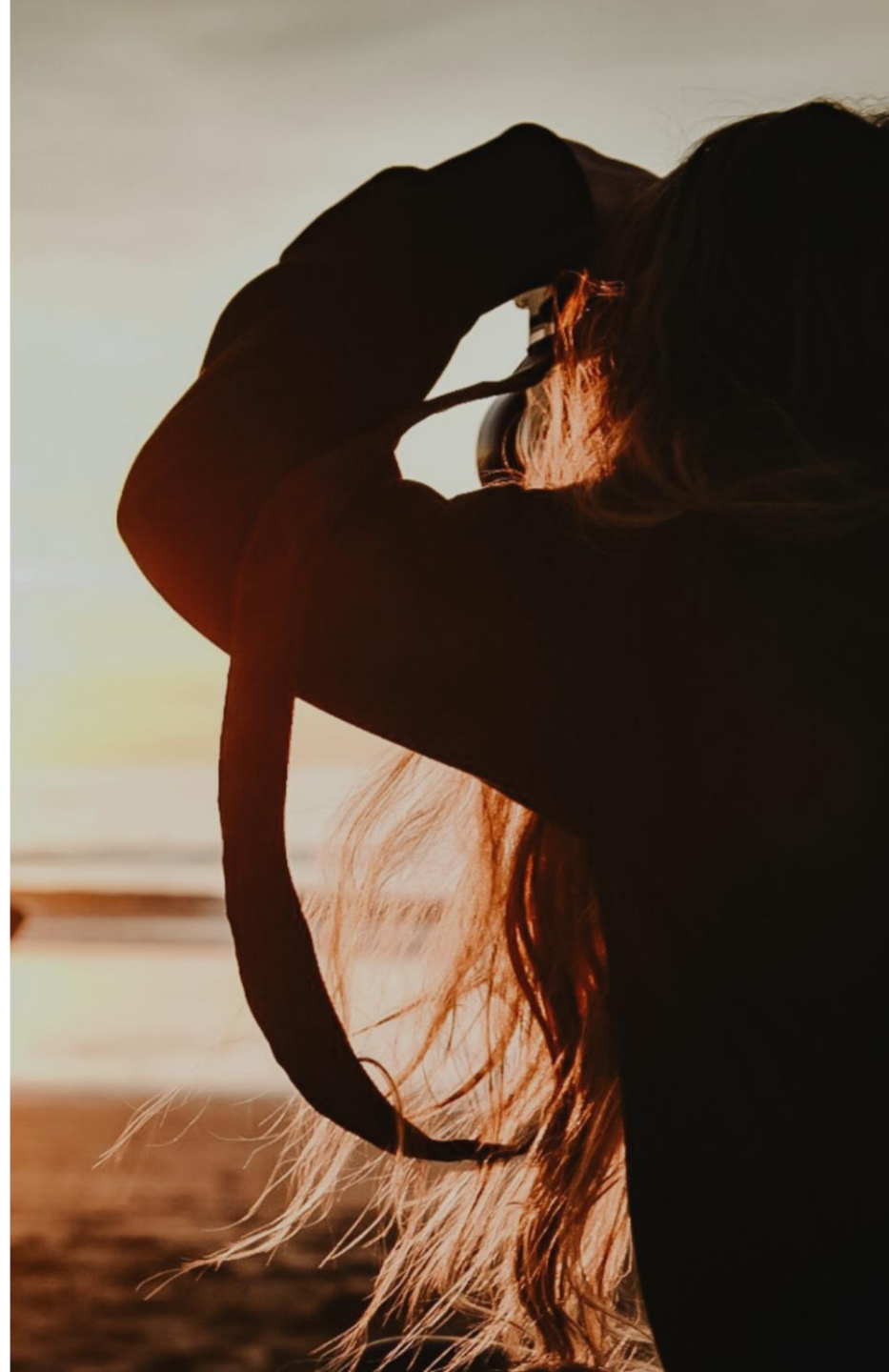
No more chasing clients for payment. Snappr makes sure you are paid for the shoots you do.



# The Process

1. Photographers apply and go through the evaluation and onboarding process.
2. Photographers set their availability.
3. Customers can book online up to **12 hours in advance**.
4. Jobs are assigned instantly to the photographer selected by the customer.
5. Photographer calls the customer to go over expectations and confirm details.
6. Photographer meets the customer at the specified shoot location to shoot.
7. Photographer edits the photos and uploads to Snappr **within 48 hours\***.
8. Fees are transferred to photographer **every 2 weeks** for bookings completed and post-shoot sales (net of Snappr fees) during that period.

*\*Note - The turnaround time for Event and Party shoots is 72 hours, and the turnaround time for Wedding shoots is 96 hours.*





# The Process – Short Notice Bookings

1. Customers can request to book a shoot **on short notice between 2-12 hours before their shoot.**
2. Snappr will send an automatic SMS and email request to a few photographers who show up as available during that time.
3. **The offer will expire after 15 minutes or after another photographer accepts** the shoot, whichever comes first.
4. **Please accept or decline the shoot asap** using the link provided so that we can check with other photographers if you decline.
5. If you accept the shoot, you will be able to see the remaining shoot details on your dashboard. **Call the customer immediately.**
6. Please **check whether you have enough time to travel** to the shoot location before accepting.
7. Photographers who don't respond to requests on time repeatedly **will receive demerits.**
8. **Customers will pay an extra \$50 fee** for short-notice bookings, with \$32.50 transferred to the photographer after Snappr fees.\*

\* This fee does not apply when we reach out with last minute requests due to a cancellation from a different photographer. Snappr also reserves the right to waive the reschedule/cancellation fee for a customer under certain circumstances – e.g. when it's necessary to ensure repeat bookings from a new customer, etc. When the fee is waived, you will not receive any additional compensation for short notice bookings.

Can you take a short-notice Snappr Portrait photoshoot tomorrow at 8:00AM (EDT) for 2 hours? Here is the location: 450 West 50th Street, New York, NY, USA  
 Accept/Decline here: <https://dev-app.snappr.co/provider-dashboard/short-notice/80adb041-cdf2-4855-b7ff-e8e958d6dc35>  
 This offer will expire in 15 minutes, or if another photographer accepts the job before you.

Your short notice shoot offer has expired. Next time, try to reply within 15 minutes either way.

## Short notice booking

Your calendar shows you as available for this short-notice shoot! If you are the first photographer to accept you will be allocated the booking.

450 West 50th Street, New York, NY, USA

8:00am, Thu 25 Oct 2018 (EDT) (in 11 hours)

2 Hour Portrait Shoot (All-Inclusive)

**Other details**  
 Need a quick headshot done outside for profile photo for an urgent job application

Can you take it? Please let us know either way.

Reject

Accept

**Snappr Support**  
to Jarred ▾

5:42 PM (5 minutes ago) ☆ ↶ ⋮

Hi Jarred,

Can you take a short-notice Snappr Portrait photoshoot?

- **Shoot date:** tomorrow at 8:00AM (EDT) for 2 hours
- **Shoot type:** Portrait
- **Shoot location:** 450 West 50th Street, New York, NY, USA

Accept/Decline here: <https://dev-app.snappr.co/provider-dashboard/short-notice/80adb041-cdf2-4855-b7ff-e8e958d6dc35>

This offer will expire in 15 minutes, or if another photographer accepts the job before you.

Cheers,  
Snappr Team












# Snappr Products











# Packages Available to Customers

## Value Packages <sup>1</sup>

		Most popular			
					
<b>Quick 'n Snappy</b> 30 mins   \$75	<b>Mini Shoot</b> 1 hour   \$109	<b>Short Shoot</b> 2 hours   \$179	<b>Standard Shoot</b> 3 hours   \$249	<b>Half Day Shoot</b> 4 hours   \$319	<b>Full Day Shoot</b> 7 hours   \$529
3 high-res photos included (extras \$10 ea) Image enhancement included	6 high-res photos included (extras \$10 ea) Image enhancement included	12 high-res photos included (extras \$10 ea) Image enhancement included	18 high-res photos included (extras \$10 ea) Image enhancement included	24 high-res photos included (extras \$10 ea) Image enhancement included	40 high-res photos included (extras \$10 ea) Image enhancement included

## All Inclusive Packages <sup>2</sup>

		Most popular			
					
<b>Quick 'n Snappy</b> 30 mins   \$119	<b>Mini Shoot</b> 1 hour   \$179	<b>Short Shoot</b> 2 hours   \$299	<b>Standard Shoot</b> 3 hours   \$419	<b>Half Day Shoot</b> 4 hours   \$539	<b>Full Day Shoot</b> 7 hours   \$899
ALL high-res photos included Image enhancement included	ALL high-res photos included Image enhancement included	ALL high-res photos included Image enhancement included	ALL high-res photos included Image enhancement included	ALL high-res photos included Image enhancement included	ALL high-res photos included Image enhancement included

1. With **value shoots**, customers pre-purchase a limited number of digitals, but can then buy additional digitals for \$10 each. You should upload as many high quality edited photos as possible to increase your revenue from additional sales or package upgrades.

2. With **all-inclusive shoots**, customers pre-purchase all the edited digitals that you decide to upload. The more high quality photos you upload, the more likely that the customer will be satisfied and come back to book you again.



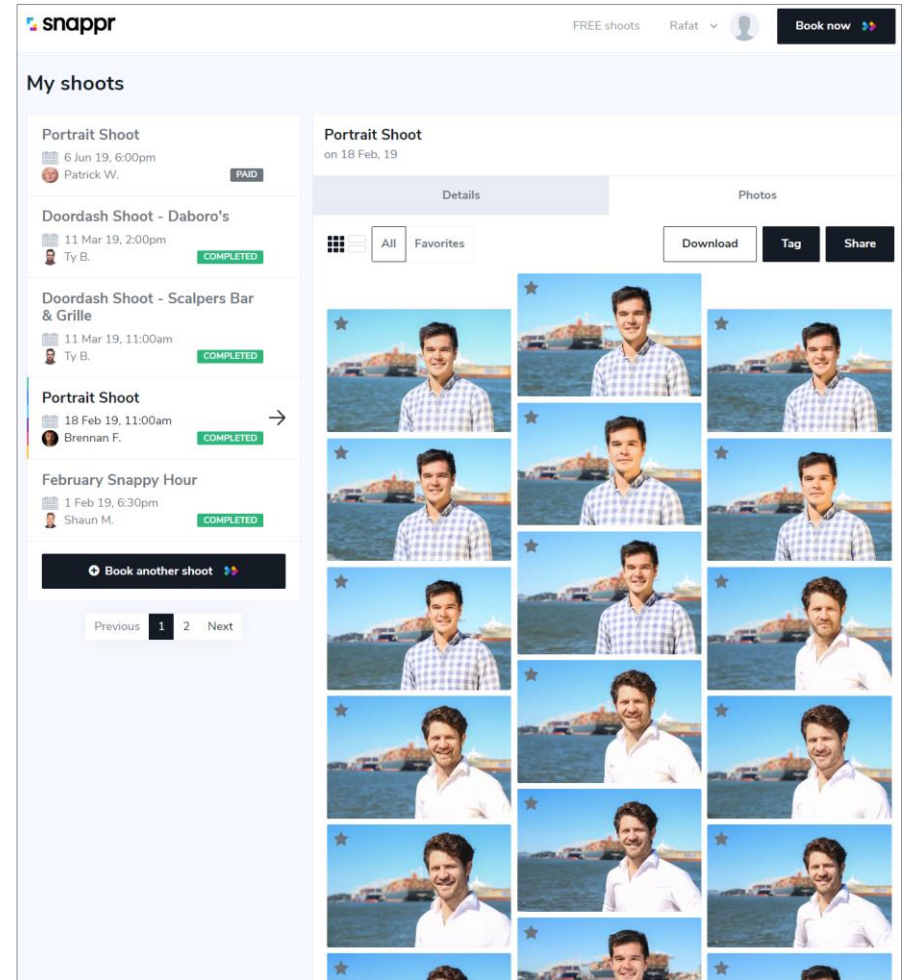


# Post-Shoot Sales

After the shoot, the photos are uploaded to a private online gallery.

Here the customer can:

- Download their included digitals.
- Purchase extra digitals for \$10 each, of which Snappr keeps \$5.
- Upgrade to an all-inclusive package to get all the photos.





# Payments





# Photographer Fees

Snappr is a matching and payment processing platform that allows you to connect with customers and receive payment from them. You become eligible to receive transfer of fees for a shoot once the photographs for that shoot have been uploaded to the platform.

**You will have your fees transferred to you on the 1st and 15th of every month via bank transfer** for all fees earned in the 2 weeks prior to the transfer date.

- The cut-off for shoots to be counted will be 11:59pm local time the day before the transfer.
- The transfer will be processed by the end of the business day in San Francisco, CA on the transfer date (Pacific Time Zone). If the transfer date falls on a weekend, the transfer will be processed on the following Monday.
- An email with the breakdown will be sent to you when the transfer is processed.

Please remember – **we are not your employer and not your customer.** As a result, we will not be sending you tax documents for your earnings. We are simply matching you with new customers and facilitating a transaction where the customer is paying you their package price, and you are paying Snappr the matching fee.





# Fee Schedule

## Value Shoots

- Limited digitals included for free
- Additional purchases are \$10 each
- Snappr fee on additional digitals is \$5 each
- 100% of tips from customers will be transferred

Shoot Duration (hrs)	Customer Price	Snappr Fee <sup>1</sup>	Net Photographer Fee	Number of Free Digitals Included <sup>2</sup>
0.5	\$75	\$15.00	\$60.00	3
1	\$109	\$21.80	\$87.20	6
2	\$179	\$35.80	\$143.20	12
3	\$249	\$49.80	\$199.20	18
4	\$319	\$63.80	\$255.20	24
5	\$389	\$77.80	\$311.20	30
6	\$459	\$91.80	\$367.20	36
7	\$529	\$105.80	\$423.20	42
8	\$599	\$119.80	\$479.20	48
9	\$669	\$133.80	\$535.20	54
10	\$739	\$147.80	\$591.20	60

## All Inclusive Shoots

- All digitals are included in the price
- 100% of tips from customers will be transferred

Shoot Duration (hrs)	Customer Price	Snappr Fee*	Net Photographer Fee
0.5	\$119	\$41.65	\$77.35
1	\$179	\$62.65	\$116.35
2	\$299	\$104.65	\$194.35
3	\$419	\$146.65	\$272.35
4	\$539	\$188.65	\$350.35
5	\$659	\$230.65	\$428.35
6	\$779	\$272.65	\$506.35
7	\$899	\$314.65	\$584.35
8	\$1,019	\$356.65	\$662.35
9	\$1,139	\$398.65	\$740.35
10	\$1,259	\$440.65	\$818.35

Note - Rates are in local currency, are current as of June 2019, and they are subject to change.

<sup>1</sup> This covers the costs of marketing, sales, customer support, payment facilitation, accounting, website development and maintenance, and more - all of the things that you don't have to worry about when being matched to jobs on the Snappr platform!

<sup>2</sup> Portrait and Dating Portrait value packages include half as many digitals.





# Reschedules & Cancellations

- If a customer cancels or reschedules a shoot, you may be compensated depending on how late Snappr was notified of the cancellation/rescheduling.\*
- Please check the table below for reference.
  - e.g. if a customer cancels a shoot with 32 hours' notice, you will get paid \$10.
  - e.g. if a customer cancels a shoot with 12 hours' notice, you will get paid the full booking fee.
- Please note that Snappr reserves the right to waive the reschedule/cancellation fee for a customer under certain circumstances – e.g. when it's necessary to ensure repeat bookings from a new customer, etc. When the fee is waived, you will not receive any additional compensation for reschedules or cancellations.

Timing of Customer Notifying Snappr	Payment
Less than 24 hours before shoot start	You get your full booking fee for the shoot
Between 1-14 days before shoot start	\$10
More than 14 days before shoot start	\$0
Less than 1 hour after booking is placed	\$0

\* Note – In some cases, there may be a delay between the customer notifying Snappr and Snappr notifying the photographer. The cutoff is based on the timing of the customer informing us.





# Being a Photographer on Snappr







# Setting Your Availability

## Set your Weekly Recurring Availability

1. First, set the general hours you prefer to work

Shoots **Availability** Calendar sync Service area

Points Update portfolio Info pack

Update your availability

**Weekly Base Availability** Exceptions

These are the recurring times during the week that you are able to take bookings

Monday

Morning	Afternoon	Evening
06:00	12:00	18:00
06:30	12:30	18:30
07:00	13:00	19:00
07:30	13:30	19:30
08:00	14:00	20:00
08:30	14:30	20:30
09:00	15:00	21:00
09:30	15:30	21:30
10:00	16:00	22:00
10:30	16:30	22:30
11:00	17:00	23:00
11:30	17:30	23:30

Check the day of the week

The black slots represent your availability for that day

Tuesday Not available all day.

Wednesday

Morning	Afternoon	Evening
06:00	12:00	18:00
06:30	12:30	18:30
07:00	13:00	19:00
07:30	13:30	19:30
08:00	14:00	20:00
08:30	14:30	20:30
09:00	15:00	21:00
09:30	15:30	21:30
10:00	16:00	22:00
10:30	16:30	22:30
11:00	17:00	23:00
11:30	17:30	23:30

Saturday 7:00am until 11:30pm

Sunday 12:30pm until 11:30pm

Don't forget to save changes!

Save Changes

Make sure this button is turned on to accept shoots

## Set your Exceptions

1. If you have a Google Calendar that you keep up to date, you can skip this part and sync your calendar with Snappr. See the next page for instructions.

2. If you don't have a personal Google Calendar that you keep up to date, add **all the periods of time when you are busy** as "Exceptions". Add a new exception every time your availability changes and you have a personal shoot, holiday, etc. planned.

3. Keep these up to date at all times.

Dashboard Set availabilities Set service area

Available to take bookings

Update your availability

Weekly Base Availability **Exceptions**

These are the periods of time that you are not available to take bookings. Please keep this up to date for the forward 3 months.

From To Note

Dec 29, 2017 08:00 Jan 3, 2018 10:00 holiday

Mar 15, 2018 20:00 Dec 10, 2017 22:26 Steve Holmes Wedding Shoot

March 2018

Su Mo Tu We Th Fr Sa

15 16 17

18 19 20 21 22 23 24

25 26 27 28 29 30 31

March 15, 2018

18:30

19:00

19:30

20:00

20:30

21:00

21:30

22:00

22:30

23:00

23:30

+ Add a new exception

- Delete an exception

Save Changes

Save changes after adding all the exceptions

Pick the start date and time, then pick the end date and time





# Setting Your Availability

## Sync your Google Calendar

1. Click on the **Calendar Sync** tab on your dashboard.
2. Connect your Google account (if you have multiple accounts, pick the one with your main calendar)
3. After allowing Snappr to access your account, select the calendar that you want to sync. You can only select one calendar so please select your main one that you keep up to date.
4. Click on “Start syncing my calendar” button.

**Calendar Sync**

Select the calendar you want to sync (you can only sync with one calendar).

We will assume that any event in that calendar that is marked as 'Busy' is time that you're not available to take Snappr shoots.

Rafat (Snappr) ▾

**Start syncing my calendar**

## Keep your Google Calendar up to date

1. **You won't be given shoots at times that are within 30 minutes of any events in this calendar.** If you have items in your calendar that don't affect your availability for shoots (e.g. reminders) be sure to make them as 'Free' not 'Busy' (see image to the right).

2. Your calendar information gets combined with the Weekly Recurring Availability and Exceptions you have entered into your Snappr dashboard, so please continue to ensure those are accurate.

You will be eligible for shoots at times that fall within your weekly recurring availability, unless the time slot is blocked in your synced calendar or your exceptions.

3. Double check that all-day events on your calendar are set to Busy if you don't want to receive shoots on those days.
4. New calendar events are synced to your Snappr account every hour, so there may be a slight delay in your update taking effect.
5. We don't support calendar sync for calendar systems other than Google Calendar at this time.

**EVENT DETAILS** FIND A TIME

Add location

Add conferencing ▾

ADD NOTIFICATION

Julian Cardenas ▾ ● ▾

Busy Default visibility ▾ ?

Free

Add description





# Before the Shoot

Suggestions for happy customers, good ratings and repeat business:

1. Keep availability updated on your [Snappr dashboard](#).
2. When a booking has been allocated to you, you'll receive an email and SMS and the booking will appear on your [Snappr dashboard](#).
3. **Read** the brief and view the examples provided by the customer.
4. Review shoot guides we sent to you.
5. **Call the customer:**
  - Within 3 hours of getting the booking.
  - It is **your responsibility**.
  - The customer does not have your contact details.
  - If they can't be reached, leave a text message or voicemail.
6. **Confirm** the date, time, shoot location and requirements of the shoot. **Communicate** and understand what the customer wants.
7. If the shoot requires **additional expenditure for rental/disposable equipment or a location fee**, please ensure the customer is aware and willing to cover the additional cost. If they agree, ask them to email support with a written confirmation, as well as email support yourself with any receipt you have so we can invoice the customer and pay you.
8. Pack the right equipment and **show up 10 minutes early**.





# During the Shoot

**Suggestions for happy customers, good ratings and repeat business:**

1. Communicate clearly with the customer about the scope of work and styles.
2. Be polite and professional.
3. Take **lots** of photos. Don't stop snapping! We recommend taking 1 suitable photo per minute of shoot time, e.g. 60 suitable photos for a 1 hour shoot. **The more images you take the higher your chances for post-shoot sales and package upgrades.**
4. Shoot in RAW at maximum resolution. This ensures the highest quality and gives more flexibility regarding exposure and white balance in editing.





# After the Shoot

## Suggestions for optimal workflow and happy customers:

1. Complete standard Lightroom edits
2. Export using specified settings
3. Upload to the photographer dashboard.
4. Note – **submit as many photos as possible** as clients may purchase additional photos from you or upgrade the package

**snappr** FREE shoots Rafat

Shots Availability Calendar sync Service area Points Update portfolio Info pack Available to take bookings

**Matt's Portrait Shoot**

Details Photos

3 Photos [Delete all pictures](#) [Send to client](#)

Drop your images here  
or click here to upload

Cover	File name	Status	Progress
☆	Snappr-1.jpg	Uploaded	- Delete
☆	Snappr-14.jpg	Uploaded	- Delete
☆	Snappr-3.jpg	Uploaded	- Delete
	Snappr-8.jpg	Uploading	7.7% Cancel

Library Filter: Text Attrib

Grid view showing 16 photo thumbnails in a 4x4 grid. The photos show a woman sitting in a yellow egg-shaped chair against a chalkboard background. The interface includes a toolbar at the bottom with icons for grid, compare, web, and print, and a status bar at the bottom showing 'Folder: 2016.05.13 FB Free linkedin 2368 photos / 24 selected / \_MG\_6893.CR2'.



# Post Production

What customer have purchased from you as part of their package in terms of editing is **standard Lightroom edits** to be performed to the customer's requested style, including but not limited to:

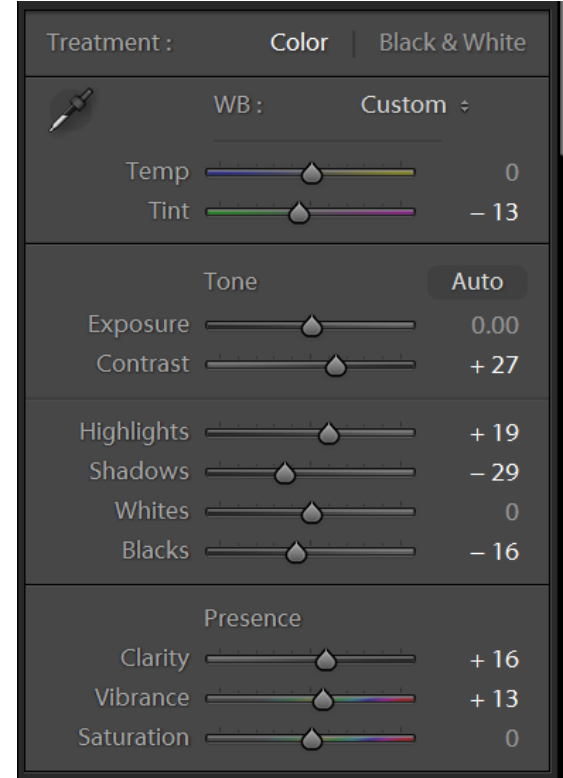
- White balance
- Tone
- Presence

Tip: You can sync edited settings across similar photos to improve efficiency

The examples below are **not offered** as part of standard packages offered via Snappr and you are not expected to perform them ordinarily:

- Deep-etching, Airbrushing
- Other retouching work done in Photoshop
- RAW file submission

If your customer requests any of these services, you can refer to the FAQ.



Example settings

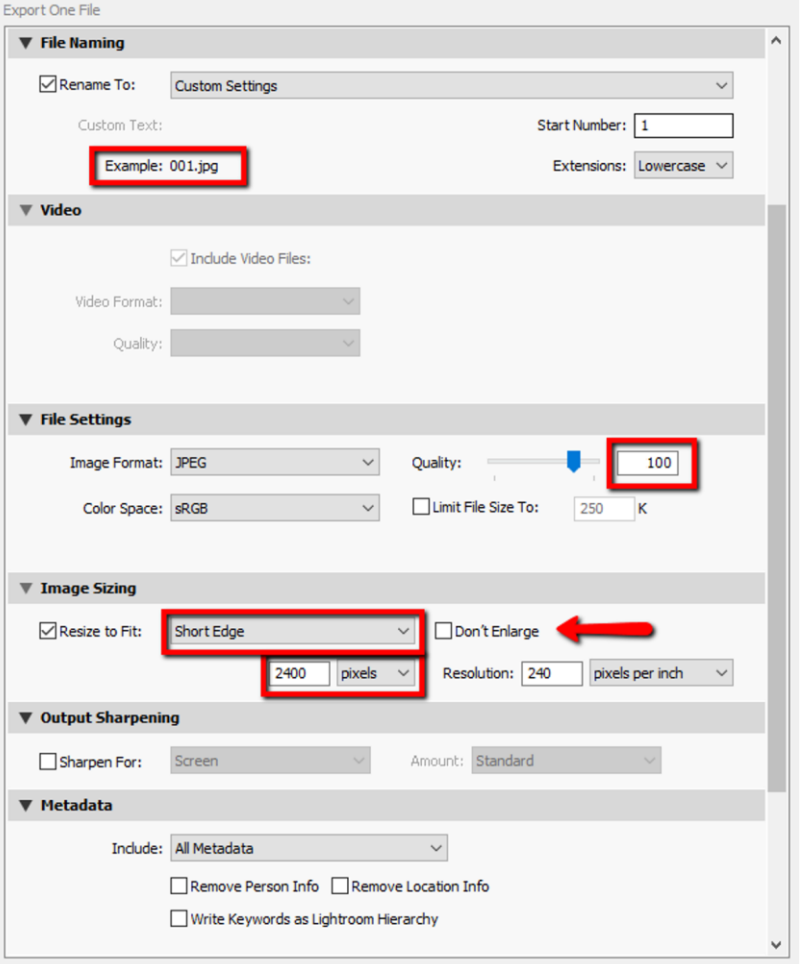
It is your responsibility to make the photos look good and match the customer's requirements



# Photo Export Settings

Unless the customer has requested for specific export settings to be used, you should use the settings below by default to be compatible with the Snappr image management platform:

- 1) Sequential file names – 001.jpg, 002.jpg, etc.
- 2) JPEG Quality – 100.
- 3) Short Edge – 2400 pixels (unless specified by customer).
- 4) Uncheck “Don’t Enlarge”.
- 5) Include all metadata
- 6) Consistent editing style that meets the customer’s requests.
- 7) Provide more rather than less photos.



The screenshot shows the 'Export One File' settings panel with the following configurations:

- File Naming:**  Rename To: Custom Settings; Custom Text: Example: 001.jpg; Start Number: 1; Extensions: Lowercase
- Video:**  Include Video Files; Video Format: [dropdown]; Quality: [dropdown]
- File Settings:** Image Format: JPEG; Quality: 100; Color Space: sRGB;  Limit File Size To: 250 K
- Image Sizing:**  Resize to Fit: Short Edge;  Don't Enlarge; Resolution: 240 pixels per inch
- Output Sharpening:**  Sharpen For: Screen; Amount: Standard
- Metadata:** Include: All Metadata;  Remove Person Info;  Remove Location Info;  Write Keywords as Lightroom Hierarchy





# Turnaround Time for Delivery

Snappr prides itself on fast turnaround times that impress customers and create repeat business. Photographers are expected to deliver photos on time to fulfil our promise to customers. Please see our requirements for turnaround times below:

**Event and party shoots:** 72 hours after the shoot.

**Wedding shoots:** 96 hours after the shoot.

**All other shoots:** 48 hours after the shoot.

Failure to deliver photos on time will lead to negative points, which, in turn, will affect the probability of future bookings. If you are running late on delivery for some reason, please inform support immediately so that we can manage the customer's expectations.

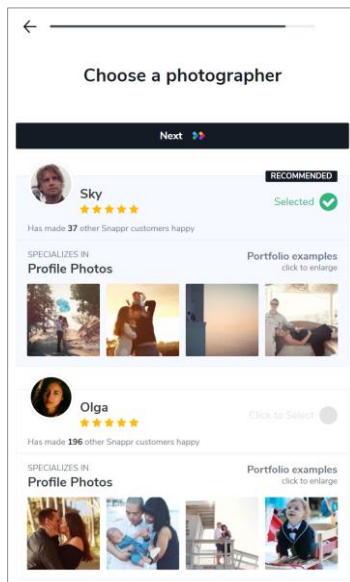




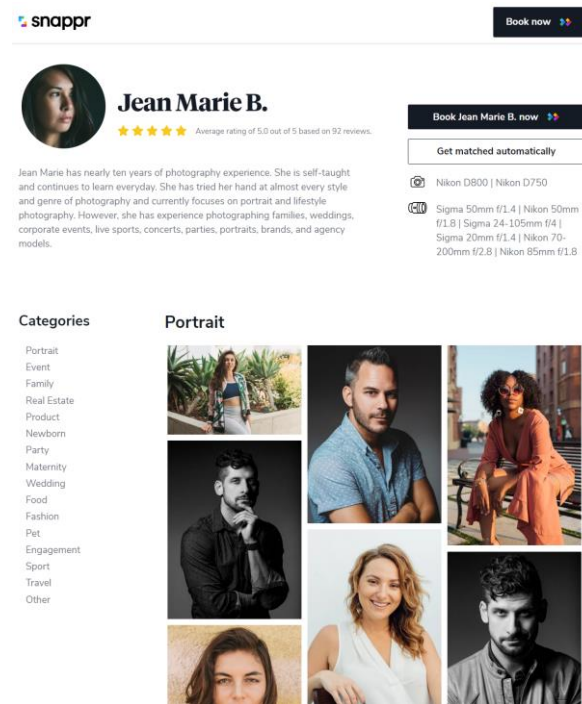
# Updating your Snappr Portfolio

Customers decide who they want to book based on the quality of photos they see in photographers' portfolios. They see your photos in two places:

1. When picking from recommended photographers in the booking process\*



2. When browsing photographer profile pages on the Snappr website



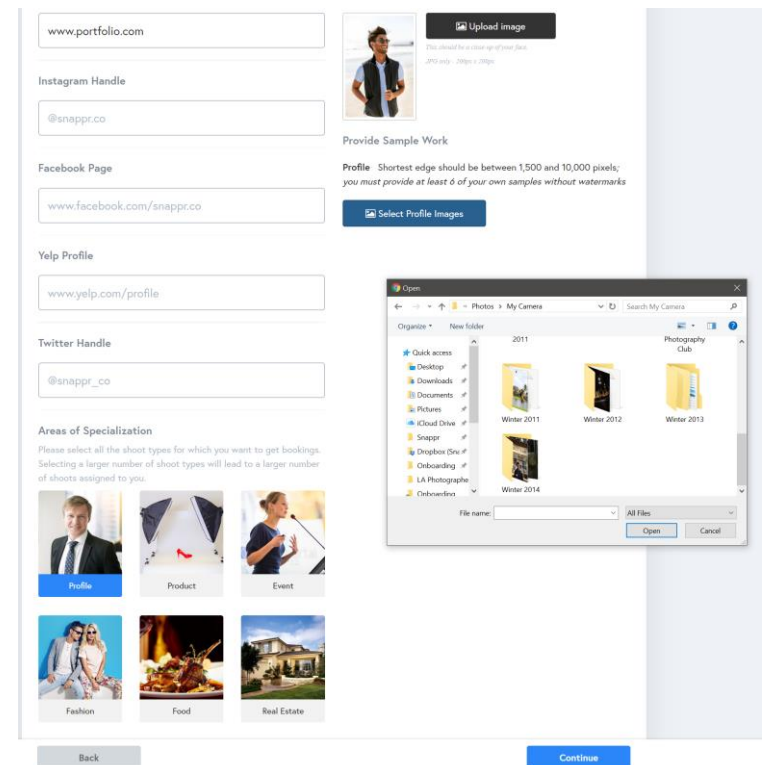
\*Note - Our algorithm only recommends photographers who have shoot type specific samples



# Updating your Snappr Portfolio

Please upload photos for all the different shoot types that you are willing and able to do, and then upload as many quality photos as possible within each category (10+ ideally). Here's how:

- Log into [www.snappr.co/portal/update](http://www.snappr.co/portal/update) to access your application again
- **Go to the portfolio section on the last page** and make sure you upload photos that are the best reflection of your quality. Remove bad photos and upload the best ones. Add photos for as many categories as you can.
- **Update your basic details, equipment, and profile page responses in the earlier pages if you want to.**
- “SUBMIT” the application at the end to make sure your changes are saved. Ignore the confirmation email.
- Your updates are reflected automatically in the customer's booking form at [app.snappr.co/book](http://app.snappr.co/book) as well as your personal Snappr profile page.



**Note** – if you're already logged into your dashboard, you can access your portfolio by changing the URL to <https://app.snappr.co/apply/portfolio>. Down the road, we plan to build this functionality right into your dashboard.





# Using the Photos to Promote Yourself

If you want to display the photos from a Snappr shoot to promote yourself on Snappr or elsewhere, you need to get the customer's permission after you finish uploading the photos.

You can do this by following the process below:

- Email [us-support@snappr.co](mailto:us-support@snappr.co) with subject "Permission Request for Photos"
- Specify the customer name, shoot date, and the specific photos you want to use and how you want to use them.
- The support team will contact the customer and check to see if they are comfortable with you using their photos. We ask their permission because the customer has all the rights to the images.
- The support team will get back to you with their decision. If the customer gives you permission, you can use the photos for the reason you specified. Please consider adding these photos to your Snappr portfolio as well!

**Note** – we actively encourage photographers to use the photos from Snappr shoots to show off their work on both Snappr and your personal portfolio. We intend to automate this process of requesting and acquiring permission down the road.





# Customer Feedback & Snappr Points

Customers are asked to give you **star ratings and written feedback** (optional) after a shoot, on two criteria:



**Service quality**



**Quality of photos**



Additionally, Snappr maintains an **internal points system** based on a variety of factors:

★ Photo quality ratings

- 😊 5 stars (+5)
- 😐 3 stars (-2)
- 😞 1 or 2 stars (-10)

★ Customer service ratings

- 😊 5 stars (+1)
- 😐 3 stars (-2)
- 😞 1 or 2 stars (-10)

🕒 Photo upload timing

- ✅ On time (+1)
- 🕒 Late by < 24 hours (-2)
- 🕒 Late by > 24 hours (-10)

📈 Return customers

- 🏠 Customer booked again with Snappr (+10)

🗑️ Cancellations

- 🚫 Cancelled a booking (-20)

🏆 Milestones

- 🏆 Completed your 10th booking (+2)
- 🏆 Completed your 100th booking (+10)
- 🏆 Completed your 1000th booking (+100)

- You can view your points balance from your dashboard.
- You will receive an email every time your points balance changes.
- Photographers with the most points in their city will get recommended for more jobs.
- As a minimum, you should maintain a points balance above zero.
- Ongoing poor ratings/feedback or low points will lower your probability of receiving jobs, and in severe cases may result in being removed from the platform.





# Non-Circumvention Policy

**Partner Photographers have signed a contract agreeing to not solicit Snappr customers to transact with them off our platform.**

- Snappr takes instances of off-platform activity **very seriously**.
- If we are made aware of an instance where you asked our customers to circumvent us and book you directly, we will dismiss you from the platform immediately. This includes handing out personal business cards, sharing your personal email and accepting payment through other means.
- You will also be responsible for the \$5,000 fee, as specified in our [terms](#).
- If a customer asks to book you again directly, ask them to rebook you through Snappr.

**See below for our full non-circumvention clause, as specified in our [Terms & Conditions](#):**

As Photographer, you acknowledge and agree that a substantial portion of the compensation Snappr receives for making the Site available to you is collected through the Snappr Fee described in *Payment Terms*. Snappr only receives this Fee when a Subject and a Photographer pay and receive payment through the Site. Therefore, for 12 months from the time you identify or are identified by any party through the Site (the “Non-Circumvention Period”), you must use the Site as your exclusive method to request, make, and receive all payments for work directly or indirectly with that party or arising out of your relationship with that party. You may opt-out of this obligation with respect to each Subject-Photographer relationship only if Subject or prospective Subject or Photographer pays Snappr for each such relationship by paying an “Opt-Out Fee” of \$5,000 USD.

To pay the Opt-Out Fee, you must request instructions by sending an email message to support@snappr.co.

Except if you pay the Opt-Out Fee, you agree not to circumvent the *Payment Terms* offered by the Site.

By way of illustration and not in limitation of the foregoing, you must not:

- Submit proposals or solicit parties identified through the Site to contact, hire, work with, or pay outside the Site.
- Accept proposals or solicit parties identified through the Site to contact, provide services, invoice, or receive payment outside the Site.

You agree to notify Snappr immediately if another User improperly contacts you or suggests making or receiving payments outside of the Site.





# FAQ

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2. [What do I do if my booking runs overtime?](#)
3. [How long should I expect to travel for a shoot?](#)
4. [What if I have to travel "too long" to take a 30 minute shoot?](#)
5. [What if I can't reach the customer to confirm shoot details?](#)
6. [What if I arrive at the location and the customer isn't there?](#)
7. [Who pays for parking?](#)
8. [What if I have to cancel a shoot due to an emergency?](#)
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31. [What kind of shoots should I expect?](#)
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33. [What if I disagree with a customer's review of my work?](#)
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35. [Is GST included in the price that the customer pays?](#)
36. [Can my clients leave me a tip?](#)





# FAQ

## 1) I can't take a booking that has been allocated to me. What do I do?

**Action:** Email us at [us-support@snappr.co](mailto:us-support@snappr.co) and we will reallocate the booking to another photographer (note that demerit points will be applied). Please write “**URGENT**” in the body of your email.

- Do not cancel the booking within the calendar
- Do not contact the customer saying you are unavailable
- Do not try to arrange for a reschedule.
- It is your responsibility to keep your availabilities updated, reallocating a booking will result in demerit points, especially if it is last minute.

## 2) What do I do if my booking runs overtime?

**Action:** Ask the customer to send a simple written request for booking extension to [us-support@snappr.co](mailto:us-support@snappr.co) before proceeding to stay overtime. Once you see proof of the email being sent, you can continue.

- Always try to address any concerns about duration before the shoot when you have the pre-shoot call with the customer. If you feel the scope of work cannot reasonably be accomplished in the time allocated, let them know your concerns and make them aware of the extend/upgrade shoot button in their Snappr dashboard, where they can add extra time in advance.
- Please bear in mind that at the time of the booking the customer has only paid for their allocated time.
- We cannot guarantee payment for overtime unless the customer has explicitly requested an extension.





# FAQ

## 3) How long should I expect to travel for a shoot?

- You can set your travel radius according to your preferences.
- Typically you can expect a travel time of 20-40 minutes per booking

## 4) What if I have to travel “too long” to take a 30 minute shoot?

- Being part of our platform means that you have to take the bookings.
- Canceling any booking will lead to demerit points.
- Average booking length is 2 hours

## 5) What if I can't reach the customer to confirm shoot details?

- Email [us-support@snappr.co](mailto:us-support@snappr.co)
- Arrive at the shoot location early regardless

## 6) What if I arrive at the shoot location and the customer is not there?

- Email [us-support@snappr.co](mailto:us-support@snappr.co)
- Try to contact customer again - wait for 15 minutes in case customer is running late
- If customer still isn't there, you can leave. You will get paid the full fee for the shoot.







# FAQ

## 7) Who pays for parking?

- The photographer is responsible for all transportation expenses.

## 8) What if I have to cancel a shoot due to an emergency, e.g. car accident on the way?

- Email [us-support@snappr.co](mailto:us-support@snappr.co)
- We will determine whether you'll incur demerit points on a case by case basis.

## 9) What if I finish the shoot early?

- We recommend that you stay for the entire duration of your booking and continue to take photos.
- Speak to the customer about the quantity and quality of photos you were able to capture. If they are satisfied with the work and tell you that you can leave, you may finish the shoot.
- The customer will have to pay the fee for the full booking length, and you will be paid for the entire duration of the shoot. Please make sure the customer is aware of this is they allow you to leave early.

## 10) How can I use the photos from a booking on my Snappr profile or personal site?

- Email [us-support@snappr.co](mailto:us-support@snappr.co) and our staff will work on getting you permission from Snappr and the customer to use the photos.





# FAQ

## 11) What if the customer asks me to send them RAW files?

- You are not expected or required to submit RAW files for shoots. If the customer requests them, you can submit them if you want to go above and beyond what is expected, but you are welcome to tell the client that Snappr does not offer RAW files for shoots.

## 12) How long should I keep the photos on my computer after uploading?

- The photographer is not required to retain photos on their computer. However, we recommend you keep photos for at least 90 days as backup after uploading them.

## 13) What happens if the customer asks for a refund?

- Snappr has sole discretion to act on behalf of the customer, and to not pay photographer fees, if the customer reports that the photography services were not provided or adequately completed. This may include but is not limited to circumstances where a photographer did not arrive for a booking or photos were of insufficient quality for use. Snappr will independently review such cases, seeking input from the customer and/or the photographer in its sole discretion, and may decide at its sole discretion to issue a refund to the customer.

## 14) How do I update my information and portfolio?

- You can access your application at [www.snappr.co/portal/update](http://www.snappr.co/portal/update). This will allow you to update your information in the system and change the photos that customers see when they are booking.





# FAQ

## 15) How much work can I expect?

- Unfortunately, we can't guarantee any amount of work as the customers ultimately make the booking decisions based on the quality of the photographer's portfolio. The amount of work varies based on a number of factors –portfolio, availability, specialties, demand, weather, etc.

## 16) How do customers book?

- Customers enter their shoot type, date, time and location. The system recommends up to three photographers who are available, and the customer browses their portfolios and books their favorite one. They can also book you directly from your profile page by looking at your calendar.

## 17) Will I get a lot of 30 minute value shoots?

- The average shoot duration is 1-2 hours, and the majority of our customers book the all-inclusive package. You'll receive some 30-minute value shoots, but the majority of the shoots will be longer.

## 18) How often do customers book with just 12 hours' notice?

- Most customers book at least 3-7 days in advance. However, they can book you on short notice so it's important to monitor your notifications and keep your availability up to date.

## 19) What if I want to move to a new city?

- Just update your service area in your dashboard and send us an email with your new address!





# FAQ

## 20) What if I want to shoot in other cities while traveling?

- The system isn't designed to accommodate traveling photographers, but if you're going to be in a different city for an extended period of time, you can update your service area and your availability to become eligible to receive shoots in a different city for a period of time. Just make sure that you block off the period after your travel end date so that you don't get booked in the new city for dates when you won't be there.

## 21) What if I want to leave Snappr?

- If you're no longer interested in staying on the Snappr platform, just send us an email informing us that you wish to deactivate your account.

## 22) How many photographers do you have in my city?

- The number of photographers varies from city to city. We keep the number limited based on demand so that each of our photographers is eligible to receive a lot of work.

## 23) What if the customer requests services beyond the scope of a Snappr shoot?

- If a customer requests additional services currently not included within the scope of Snappr shoots (e.g. retouching, deep-etching, video, etc.), please email support with the customer's request, along with a quote for how much you'd charge for the additional services. We will then inform the customer of your quote and facilitate the transaction on an ad-hoc basis if they wish to continue.





# FAQ

## 24) What do I do if my fee transfer is not what I expected?

- First of all, identify the specific shoot(s) where the fees weren't what you expected. Then double-check the shoot details. If you think something still doesn't add up, let us know via [this link](#) and we'll look into it. You will receive a reply within 2 business days.

## 25) What if the booking information is wrong?

- If you can't contact a customer by phone and you suspect an incorrect number has been provided, please contact us-support@snappr.co as soon as possible. We will try to use all means available (including other phone numbers and email addresses on record) to try to get in contact with the customer and fix the incorrect record. Do not wait until the day of the shoot to sort out these issues - the sooner the better!

## 26) How much of my time should I be able to devote to Snappr customers?

- We built Snappr to be as flexible as possible for all kinds of professional photographers. We have photographers who do shoots all day every day on Snappr, and we also have folks who just do shoots one day a week. You give us your availability for shoots for the coming months, and we only match you to jobs when we know you're free.
- We have a neat Google Calendar sync function for photographers that makes it super easy to keep your availability up to date!





# FAQ

## 27) What if I need to take some time off?

- No worries. You can add an 'exception' to your availability that ranges from the start date to the end date of your time off. If you have your Google Calendar synced, you could alternatively create an event where you are marked as 'busy' for the period. Finally, if you want a super quick solution, you can toggle the 'accepting bookings' switch at the top-right of your screen to 'no'. Don't forget to turn it back on again when you come back from vacation!

## 28) What if I can't edit the photos in time?

- Snappr customers expect a **48 hour\*** turnaround on editing and upload from the time the shoot ends, and for them this is one of their key benefits of using the Snappr platform. We closely monitor whether partner photographers deliver photos to customers on time. Repeated late photo delivery by a photographer causes a reduction in their ranking and reduces the chances of that photographer being allocated future bookings.
- In very rare cases, the requirements of the shoot may cause delays in editing. The important thing in these cases is to communicate this to customers during the shoot itself to set their expectations.
- \*Note - The turnaround time for **Event and Party shoots** is **72 hours**, and the turnaround time for **Wedding shoots** is **96 hours**.





# FAQ

## 29) Can I rate my clients through Snappr?

- Yes! After a shoot is completed and you have uploaded the photos you will be asked to rate your customer from 1 to 5 stars based on how easy and fun they were to work with.

## 30) What if I am booked for a style I don't shoot?

- Since customers select photographers based on their portfolio, we would like for you to work with the customer to produce results that you're both happy with. If you are unable to deliver the style or quality that the customer is requesting, please contact us immediately so that we can work on finding a different photographer who will be a better fit.

## 31) What kind of shoots should I expect?

- Our top shoot types by volume are:
  - Portraits (profile, family, dating)
  - Events (incl. parties)
  - Real estate
  - Other specialty shoot types – product, food, engagement, maternity, newborn, etc.

## 32) Does Snappr have a smartphone app?

- We have released an app for customers, but we haven't released one for photographers yet.





# FAQ

## 33) What if a customer rates me poorly even though I delivered good photos?

- While your customer's ratings are highly subjective and may, in cases, not reflect accurately on the quality of your work, the purpose of the ratings system is to give you visibility on how happy you're making your customers. Customers are entitled to their opinion and ultimately, you are responsible for making sure that your customers are happy with the result. We do not manipulate customer reviews and negative points incurred due to poor ratings from customers will stand.

## 34) What if the location of the shoot requires a permit?

- Customers are responsible for making sure that they have all permits necessary for their shoot.
- If a location requires a permit and a customer doesn't have it, please make the customer aware that the authorities may stop the shoot or fine the customer if they proceed to shoot in that location without a permit. The customer assumes the risk of cancellation in such cases.

## 35) Is GST included in the price that the customer pays?

- All taxes (including GST if you're so registered) are included in this package price. If you are registered for GST, your earnings include GST and you'll need to pay GST on those earnings.
- The customer pays you the package price as if they were your own customer, but you pay Snappr our fee as a marketing expense. There's no need for you to send Snappr or our clients a tax invoice, unless we request it. You should report your earnings from our shoots to your tax authorities the same way you report your earnings from non-Snappr shoots.







# FAQ

## 36) Can my clients leave me a tip?

- Yes! The clients have the option to leave you a tip after they download their photos. 100% of tips will be transferred to you along with your other earnings twice each month.





# Quick References

## Pre-booking checklist

- Review shoot brief
- Call customer min 3 days before booking
- Plan equipment
- Plan transport
- Read Shoot Guides:
  - [Profile](#)
  - [Real Estate](#)
  - [Event](#)
  - [Team & Office](#)
  - [Food](#)

## During booking checklist

- Communicate with customer
- Be polite and professional
- Take lots of photos
- Shoot in RAW at max resolution

## Post-booking checklist

- Edit and upload photos within on time
- Upload photos to your dashboard

## Post-production guidelines

- Provide a wide range of photos
- Export settings:
  - 2400 short edge
  - JPEG
  - Quality 80-100
  - Sequential numbering i.e. 001.jpg, 002.jpg.
- Match editing style with customer requirements

## Contact

- Dashboard: [www.snappr.co/portal](http://www.snappr.co/portal)
- Update Portfolio: [www.snappr.co/portal/update](http://www.snappr.co/portal/update)
- Email: [support@snappr.co](mailto:support@snappr.co)
- Phone (9am-6pm AEST): 1300 762 777
- SMS (no calls): 042 843 9094





# Appendix: Shoot Guides



Portrait



Event



Real Estate



Team & Office



Food





# Appendix: Insurance Coverage



## Public Liability

\$5 million public liability cover for bookings conducted through Snappr.

*Terms and conditions apply*



## No Additional Costs

You pay no extra fees to be covered by our insurance.





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