

The CP Creative Terms Booklet





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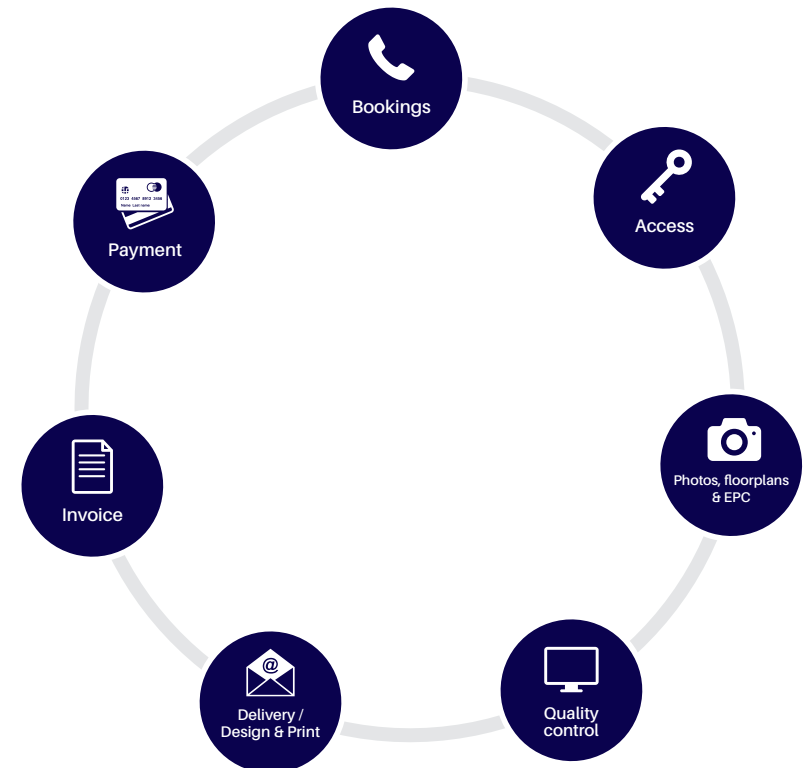
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1) Introduction

Welcome

Welcome to CP Creative Ltd and thank you for using our Property Marketing Service.

This booklet is designed to provide you with all the information you require to get the very best from our service.





2) Bookings and Customer Service

Placing Orders

For optimal efficiency, please place your orders via email or online. This enables us to keep an electronic trail and ensure all details are correct. Help us to process your orders successfully by providing us with as much information as possible, including:

- Full address and postcode
- Property type (house/flat)
- Approximate square footage or number of bedrooms
- Access arrangements (keys/porter/appointment)
- Full contact details of vendor/landlord/tenant (where applicable)
- Any special requirements or requests

The more accurate the information, the smoother the process will be. Every order is on a per property basis i.e. if you are marketing a property as two flats it will be booked and charged as such.

Keys and Appointments

When you place an order, we will agree a date and time for your appointment. If we are collecting keys, the time given is approximate.

If the appointment is to meet at the property, we will always endeavor to be there at the allocated time. If regrettably our photographer is running late or early, we will inform you as soon as possible.

Your vendors or landlords must be aware of the appointment time and informed of the cancellation fee involved if we cannot access the property.

Reserving Time Slots

We are happy for you to reserve an appointment slot to allow you to confirm suitability with your client, however we can only hold a reservation for one hour. Please confirm your order within this time frame to avoid losing the space.

Turnaround Times

We appreciate the importance of a quick turnaround, for this reason we aim to book orders within one to three working days. Our bookings team will always search for the earliest available space for you.

If the appointment is to be arranged with a vendor or tenant, we will require their contact details and a booking will be arranged as soon as we can contact them.

Busy Periods

During peak periods some orders may take a little longer to be booked in. We will notify you of any delays and when possible, offer you an evening or weekend slot to speed up the process.

Evenings and Saturdays (extra charges)

On occasions we can offer appointments in the evening and/or at the weekend. These are not always available, so please check with us before offering this to your customers. Evening and weekend appointments will incur an additional charge of £15.00 plus VAT and any photography and floorplans will be sent to you on our next regular working day.

Customer Service

We pride ourselves on offering a friendly, efficient, skillful and prompt service to our customers. We will do everything we can to accommodate your orders and requests. Please feel free to contact our team if you have any comments, feedback or special requests.

3) Cancellations

Overview

Late cancellations have major implications on our entire business. While we want to avoid cancellation fees as much as you do, they are essential to cover our costs for lost time, admin, petrol, parking and congestion charge. With your co-operation, we can limit cancellations and ensure appointments go ahead.

Notice Period

To avoid a cancellation fee, we require a **minimum of four working hours' notice** from the appointment time (office hours are Monday to Friday 9am-6pm).



When is a Cancellation Fee Applicable?

A cancellation fee is applicable if we cannot gain access to a property for any of the following reasons:

- Keys do not work
- Keys are not present or available
- Order is cancelled within four hours of appointment time
- Agent/vendor/tenant/landlord doesn't turn up to let us in
- We are denied access by tenant/porter/concierge

Rebooking

When cancelling an order, please decide if you wish to reschedule for a later date or cancel completely. The cancellation fee is still applicable if you reschedule for a later date.

Cancellation Fees

The standard cancellation fee is £35.00 plus VAT for regular photography and floorplan orders. Larger projects may incur an additional cancellation fee.

Replacing Cancelled Orders

To avoid a cancellation fee, you may be able to replace a cancelled order with a new order at the allocated time and in the same area.

4) Floorplans

Overview

At CP Creative we produce many types of floorplans from a simple marketing floorplan to a full measured survey. Unless you have requested otherwise, you will receive a standard marketing floorplan.

What are Marketing Floorplans?

Standard marketing floorplans are for illustrative purposes only and should be viewed with that in mind. Your floorplan will include approximate room dimensions, the approximate gross internal area (GIA), floor levels, a north point as well as the layout of the property, fixtures and fittings.

These floorplans and the information within them should not be used for the valuation of a property nor form any part of a contract or agreement to purchase, sell, let or rent a property.

Checking Your Floorplans

Whilst every effort is made to ensure the accuracy of our floorplans, rarely a human or technical error can occur. We ask that you and the property vendor thoroughly check the floorplan before publication to satisfy yourselves with its accuracy.

Amendments

Should you require any amendments to your floorplan, please reply to the original email clearly detailing all the changes you wish to be made. All reasonable amendments are free of charge and are completed promptly to ensure you can market the property as soon as possible.

Area and Measurement Queries

We are happy to review a floorplan in the event of a query regarding dimensions or the GIA (Gross Internal Area). If you believe the calculations should be altered, we will require you to provide us with documented evidence, for example a previous floorplan or a surveyors report. If this is not possible, we are able to revisit the property to verify the measurements, however if no error is found this visit will be chargeable.

RICS Code of Measuring and GIA Calculations

All GIA (Gross Internal Areas) are calculated in accordance with RICS code of measuring practice. They include all internal areas other than restricted height areas under 1.5m. The GIA includes all bathrooms, WC's, hallways and cupboards but does not include outside areas such as gardens, separate garages, balconies or roof terraces.

Floorplan Disclaimer

All marketing floorplans should include a disclaimer. Unless you supply us with a suitable version of your own, we will use the standard version as follows:

Floorplan is for illustrative purposes only and is not to scale. Every attempt has been made to ensure the accuracy of the floorplan shown, however all measurements, fixtures, fittings and data shown are an approximate interpretation for illustrative purposes only and should not be used for valuation purposes. Liability for errors, omissions or misstatement through negligence or otherwise is hereby excluded.



Templates and Formats

We produce floorplans of all styles and formats. Unless otherwise requested, we will produce a standard marketing floorplan for you. Before your first order, we will set up a floorplan template in your desired style. This can include your logo and branding as well as other specific requirements you may have. You can also choose the size and file format you require.

Turnaround Time and Delivery

We happily boast a rapid turnaround time; having visited the property you will receive your floorplans the next working day via email.

Redrawing Old Floorplans (Sketch and Scan)

If required, we can redraw old floorplans. However, we can only work with the information provided and take no responsibility or liability for the accuracy of dimensions, areas and detail. You and your vendor must satisfy yourself with the accuracy before publication.

5) Photography

Overview

Everyday across London our team of professional photographers are visiting properties of different values, types and sizes, capturing the best images possible and producing photographs to an exceptional standard.

Equipment

All of our photographers carry equipment of a high professional standard including a full frame Canon camera, Canon wide angle lens, flash lights and tripod. This costly equipment ensures that we have the tools to get the finest images for you.

Photography Requirements

Our photographers will always try to capture the best images possible, regardless of the condition of the property. If you have any specific requests regarding a property, please let us know or speak to the photographer before the photoshoot.

What is a Standard Photoshoot?

A standard photoshoot will include internal photographs and externals of the front exterior and garden.

We can also capture more artistic or lifestyle shots if requested. We always aim to photograph all key rooms; if any rooms are neglected there will usually be good reason for this so please feel free to enquire. Wide angle lenses are used to allow us to capture a room at its broadest, however please be aware that angles are sometimes dictated by the contents of a room including furniture and avoiding anything unsightly. Photographing a property is not always as simple as one may think.

Untidy Properties

Our photographers will always spend some time preparing a property for photography but will not carry out substantial cleaning, tidying or heavy lifting, therefore it is important that this is done prior to our visit. We will gladly move a few items, organise cushions and move bins, tea towels etc., however are not permitted to move large, heavy or awkward items. Any property that is not suitably prepared will either be photographed as it is, or cancelled and rebooked on your instruction.

Quality Control and Retouching

After the photoshoot, all images are downloaded then undergo a quality control procedure where they will be colour corrected, airbrushed, optimised and resized. This procedure is as important as the initial photoshoot and ensures they are suitable for your requirements.

Photograph Quantities and Additional Purchases

Your photography package will include an agreed amount of images within your set price. We will send you a selection of images to choose from via a contact sheet. If extra photographs have been taken of the property you can purchase them for an additional discounted cost if you wish.

Turnaround and Delivery

Our turnaround time is very swift; having visited a property, your photography will be sent to you the next working day via email.

Reshoot Policy and Queries

If you are not satisfied with a photoshoot, please inform us. There may be additional images we can supply and many issues can be resolved with a bit of editing. In the event that you feel we have missed an important photograph, we will review and decide if we can offer you a free of charge reshoot.

Please always let us know if you have any queries or feedback about our photography. Your feedback is important to ensure we provide you with the service you require.



6) Design and Print

Our Design and Print Service

Our design team can cater for all your design needs; from producing a simple yet beautiful brochure of your property, to creating an imaginative, lively marketing campaign for your business.

Design Procedure

For all projects we require a clear, concise brief from you to guarantee we produce the right designs for your business. The first step is for us to fully understand what you require; we will ask the relevant questions and request that you provide us with as much information as possible. Once we have a good understanding of your requirements we will create the perfect designs for you.

Brochure Templates

If you have instructed us to produce your property brochure, we will first design templates that can then be used for future brochure orders that you place. This not only maintains brand consistency, it also speeds up the production process. When you place an order, please tell us what size brochure and how many copies you require.

Content and Text

If we have produced your photography and floorplans we will have the content ready to be placed into your brochure, any additional content will be provided by you. To allow us to produce your brochures quickly, please confirm that all text, content and property details are approved before sent to us.

Draft Approval

Having received all the content we will compose the brochure and email you a PDF draft for approval. Please review your draft thoroughly, then either inform us of any changes or approve it for print. When you are ready to approve your brochure, simply reply to our email with clear instructions. We cannot take brochure approvals over the phone.

NB Please review your draft carefully, the designer is not responsible for any content errors, mistakes or omissions after you have approved the brochure for print.

Brochure Amendments

If you do require any amendments to your draft brochure, please supply all changes in one clear

email to the person who sent you the draft. We will carry out two sets of amendments free of charge but any further changes will be chargeable.

Delivery

Any printed materials will be delivered direct to your doorstep at no additional cost.

7) EPC's

Overview

We can produce an Energy Performance Certificate (EPC) for both domestic and commercial properties. All of our EPC's are produced by approved and accredited Domestic Energy Assessors who hold all relevant insurance.

Bookings

If you order an EPC as part of a package, we will strive to arrange for all aspects of the booking to be undertaken at the same time. The order will be booked in as detailed in section 2 (Bookings and Customer Service).

Payments

If we are taking payment for the EPC from the vendor or landlord we will require their contact details. In this instance, we call for full payment before the EPC can be supplied to you or your customer. If you (the agent) are paying for the EPC we will invoice you as explained in section 8 (Invoices & Payment).

EPC Area Calculations

All EPC Certificates include a "Total Floor Area" Calculation on the opening page. Please note that these calculations often differ to the GIA areas noted on our marketing floorplans. This is because they are calculated differently, please contact us if you have any queries.

Queries

If you, or your customers have any queries about an EPC we have produced, we will gladly discuss them with you.



8) Invoices and Payment

How and When Will You Receive Your Invoice?

Your invoice will be emailed to the designated accounts email address on your account. All account client invoices are raised on the last working day of each month. They will be emailed to you within the first few days of the following month. All non-account clients will receive their invoices on a per order basis or as agreed.

Credit Terms

Your credit terms will be pre-agreed and displayed on your invoice. All invoices should be settled within the agreed terms.

Payment Methods

Payment methods are detailed on your invoice. You can pay by BACS, cheque or over the phone with a credit or debit card.

Late Payment Terms and Charges

If your account is overdue, we reserve the right to place your account and any pending orders on hold until the account is settled. The late payment interest rate is 8.5% for business accounts and 4% for private customers per annum on the amount unpaid from the due date until the date of actual payment, together with the reasonable costs of recovering such unpaid amounts through legal action.

Vendor/Landlord Payments

If you require us to take a payment from one of your vendors (i.e. for EPC payments) we must receive payment before the order can be completed. Please ensure your vendor is aware of this when you place the order.

Invoice Queries

Any queries regarding your invoice should be sent to accounts@cpcreative.co.uk

9) Copyright and Usage

Copyright Ownership

We retain the copyright of all images, photography, floorplans and design that we produce. Upon purchasing these products you are given a license to use and publish the products as you wish.

Reselling of Images

After a period of six months we have the right to resell photography, images, floorplans and design. Before the period of six months, we will seek your permission before selling any products.

Use of Images within Our Marketing

We reserve the right to use images that we have produced for our internal company marketing, advertising and social media.

Our official terms and conditions can be found at:

Business Terms: <http://cpcreative.co.uk/Business-Terms-and-Conditions.pdf>

Consumer Terms: <http://cpcreative.co.uk/Consumer-Terms-and-Conditions.pdf>

Please ensure you are familiar with them prior to placing an order.

Ipswich Office:

Manor House
6-10 St Margarets Green
Ipswich, Suffolk
IP4 2BS

London Office:

Forge & Co
154-158 Shoreditch High Street
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