

Alcove Media Company

Media Kit

Alcove Media | Who We Are

The Basics:

Alcove Media is a residential and commercial real estate media company headquartered in Philadelphia, Pennsylvania.

Alcove Media provides photos, videos, and digital marketing material to real estate agents, home sellers, and business owners in five different states across the country.

The Mission

We strive to provide the highest quality products, at the best possible price, with unmatched customer service. We are not just here to take photos. Our goal is to make the process easy for agents and home sellers by providing up to date marketing tools that sell homes quickly. Most importantly, we are a part of the real estate community, we understand what our clients are experiencing and how to best serve their listings.



Residential Photos

Our most popular product. Get simple, great photos, at an even better price.

Flat Rate - \$75

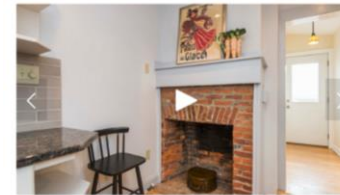
PACKAGE DETAILS:

- 25-35 standard size photos for any MLS
- Good for online use
- On-site time is about 30-45 minutes
- Get photos next business day!
- Download our [Photo Checklist](#) to get your home ready



ADDITIONAL OPTIONS*

- High Resolution photos for print material - \$5
- Room Measurements - \$15



Video Virtual Tour

This 2-3 minute video will give prospective buyers a better idea of the amazing features and layout of a home. You'll get an unbranded page to put into the MLS, a branded MP4 file to use online, and a youtube link for easy sharing.

Flat Rate - \$100

PACKAGE DETAILS:

- 2-3 minute Video Virtual Tour
- Branded and unbranded MP4 files
- Unbranded website for Multiple Listing Service
- Add 30-45 minutes to on-site time
- Receive video in 2-3 business days



Aerial Photos and Video Package

This aerial photo and video package offers potential buyers the most unique perspective of the home and property. Highlight many acres of land or luxurious locations with this exquisite view from above. We are fully insured and all our Drone Pilots are FAA certified.

Package Price - \$250

PACKAGE DETAILS:

- 5-10 aerial photos
- Aerial video
- Branded and unbranded MP4 files
- Unbranded website for Multiple Listing Service
- 45-60 minutes of on-site time
- Receive video in 2-3 business days



Alcove Media | Fact Sheet

- Alcove Media Company, originally Photography Arena, was started in January of 2015 by our CEO, David Arena
- In 2016 the name was updated to reflect our full service lines which now include photo, video, aerial video and photo, virtual staging and staging partnerships
- One of the largest real estate photography company's in the Philadelphia region with 3,000 jobs completed in 2016

Alcove Media | Key Executives

DAVID ARENA - CEO



David Arena is the Founder and CEO of Alcove Media. He officially launched the company in January of 2015 as "Photography Arena" but has since changed its name after introducing a large number of video products. Since its founding he has overseen its growth to be one of the largest real estate photography companies in the Philadelphia area. In addition, David has become an expert in real estate and architectural photography. He has photographed over 2500 residential and commercial properties in his career and has developed the photography methods that are used every day by our photographers.

COLLEEN MURPHY - CHIEF OPERATING OFFICER



Colleen started with Alcove Media in 2015 and has been a key employee in the company's growth. She has worked in the real estate industry since 2009 and understands the unique needs of each agent. As the Chief Operating Officer, Colleen manages all day-to-day needs of the business and is dedicated to making sure each client has a smooth experience from scheduling to receiving the finished photos. Colleen has also recently been named Executive VP of Alcove Media.

Alcove Media | Press Release

ALCOVE MEDIA COMPANY TOPS THE LIST OF REAL ESTATE PHOTOGRAPHY COMPANIES

Philadelphia start-up is ranked in the top twelve, of 338 companies, in the Philadelphia area for real estate photography

Philadelphia, PA, March 7, 2017– We are pleased to announce that Alcove Media has been ranked as one of the top twelve out of 338 real estate photography companies in Philadelphia. According to Expertise.com, an independent third party organization, Alcove Media was selected based upon the following criteria: reputation, credibility, experience, availability and professionalism. Alcove Media is a start-up media company that has quickly taken the lion's share of the market in Philadelphia, completing 3,000 shoots in 2016.

Alcove Media has placed itself firmly on the list of marketing essentials for Philadelphia's top real estate agents. To keep up with these agents and the pace of the market, Alcove Media provides the photos the next business day. David Arena, CEO, founded the company in 2014 after he himself, as a realtor, found working with professional photographers that were talented and efficient was not the norm for the industry. David set out to change that by starting his own company. Since 2014 David has not had time to look back. He has been building a responsible company, headquartered in Philadelphia, with the number one priority being customer service. *"I don't ever want to lose sight of the most important thing, which is serving our clients. Excellent customer service is the most basic thing we can do that will make us successful"* says David Arena, CEO.

Alcove Media has organically grown as David has personally trained each photographer and videographer to ensure quality control of the product line. That care is a demonstration of the difference between Alcove Media and other media companies. You get the full team at Alcove Media and the guarantee of excellent photos, not just a freelance photographer.

"When you have a quality product priced at a fair rate and backed by our level of customer service, word travels quickly around the real estate community," says Colleen Murphy, Chief Operating Officer.

Thanks to an increase in rental prices coupled with a steady rise of home prices for sellers, low interest rates for buyers and low unemployment, the real estate market has sustained its momentum in a very real way. Home buyers are on their phones doing their own research and Alcove Media assists sellers and their listing agents in making a compelling first impression.

As the market demands more information, Alcove Media has responded - adding to their photo and video packages the option of aerial photos and videos (provided by drones), virtual staging, and staging partnerships with local companies. Research has shown that professional photos sell houses up to twice as fast as when realtors or owners take the photos themselves.

About Alcove Media

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If you would like more information about this topic, please contact Liz Daly at 267.304.4567 or email at liz@alcovemedia.com.



Alcove Media | Media Contact

Elizabeth Daly, Marketing Manager

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Alcove Media | Check Us Out

Aerial Photo, Video – Click Photo for YouTube Video →

[Click here](#) for our Blog which features a weekly Property of the Week

Click below links for our social media presence:

[Facebook Page](#)

[Instagram](#)

[Twitter](#)

[Pinterest](#)

[Vimeo](#)

[YouTube](#)



Alcove Media | People Are Talking

"Beautiful photographs and video delivered promptly every time. Scheduling with David and Colleen is a breeze and we are never disappointed with the results. Our homes absolutely stand out due to the high-quality of the work and our clients are always thrilled. We look forward to continued business!"

- Madeline Iacobucci, Keller Williams

"Exceptional picture quality! The images taken have never been a disappointment and always exceed my expectations. The sellers are always very pleased and can't believe how beautiful they make the home look. I will always use Alcove Media for my listings."

- Sharyn Kabbani, Keller Williams

"Alcove Media is unmatched! From the response time to coordinator photos, to the turn around time to develop and receive the photos, to the quality of product - Alcove Media delivers 5-Diamond Service! They are our go-to photographers and videographers for Global Living Companies listings, headshots, corporate videos and capturing the moment of our team events. An even better plus.... The people who run the company keep up with the high demand of requests in the most humbling, positive and professional way!"

- Erin Krasnowiecki, Global Living

"Alcove Media is our #1 preferred photography company! The photos are outstanding and they are always able to accommodate every request! Very responsive and professional as well! I highly recommend them for all your photography needs!"

- Leslie Chappell, Keller Williams

"David Arena photographs our listings beautifully. He and Richard are always a pleasure to work with... They are both punctual, professional - and respectful of the homeowner. The quality of their work is unmatched. The scheduling is simple and the turn around time is impressive! A++"

- Barri Beckman, Weichert Realtors

"Alcove Media is ALWAYS my first call after getting a listing! David & Richard have an incredible eye and are spot on with showcasing the home. They are always prompt, super professional, incredibly easy to get along with and always eager to accommodate our busy realtor schedule!"

- Ashlee Check, Weichert Realtors

Alcove Media Co.

Thank you for taking the time to read our story