

pure locations

est. 2004



GETTING STARTED

ABOUT US

We're Australia's premier location agency. Specialists in location hire, our homeowners have been trusting us with their homes since 2004. From photoshoots and filming to TV commercials and brand events, we pride ourselves on providing a location for every brief. We represent a diverse range of private residences throughout Australia and New Zealand, from luxury estates to suburban homes.

We believe in providing our homeowners and hirers with a personalised service that saves time and takes the guesswork out of location hiring. If you want to learn more about Pure Locations and our team, you can [explore the About us page](#).

WHY WORK WITH US & HOW WE OPERATE

- **The leading location agency.** At Pure Locations, we are industry leaders on many fronts. Conducting over 100 shoots a month across Australia, we are constantly working with new brands as well as nurturing creative clients we have held since Pure Locations began.
- **A location management team.** As an agency we will manage your shoot location, create and update your listing, market your location, plus handle all communications and contracts with the hire of your home. Every hirer through Pure Locations will have Public Liability Insurance covering them up to 20 Million and an ABN, ensuring they are a legitimate business and your home is protected. With the largest team of any location platform, you are ensured to have prompt communication and personalised service. You will have access to our Portfolio team to help with your listing, our Client Services team to manage your shoot bookings, and our Marketing team to promote your home to our clients.
- **Free to list.** Our commission will be added and charged to the hirer of your home, plus our booking fee. Our experienced Portfolio team will help guide you by suggesting a starting hire rate once you have registered your home. You can delist at any time, however we do try to list locations with the knowledge that they will be available for the next 6-12 months.
- **Enquiries to suit your home.** Clients will either come to us with a brief and we will put forward locations that suit their budget, or they will enquire directly on your home. We will only bring you enquiries within the budget you have set, making it very important to set realistic hire rates. As we work with established and leading brands, we will only bring professional teams into your home. You have the freedom to say yes or no to any enquiry we bring you, we simply ask that you let us know as quickly as you can.

SOME OF THE BRANDS WE WORK WITH



YOUR NEXT STEPS

The listing process



REGISTER YOUR PROPERTY

- **Fill out our online form**

This will gather everything our Portfolio team needs to create your listing. Be prepared to submit images to be used for your listing (unless otherwise discussed). These will need to be images that you have been given the rights to provide us, and for public use. Please ensure these showcase your home well, and that it is neat and tidy in the photos provided.

[REGISTER NOW](#)

- **Not ready to register?**

Feel free to shoot us an email at register@purelocations.com.au with images and a short description of your property, and we will let you know if it is suitable to be added to our Portfolio.

- **Is my home the right fit for Pure Locations?**

We are always looking for a wide variety of shoot locations, from suburban homes to luxury mansions. If we choose not to add a home to our portfolio, it is often due to the geographic location. Our creative clients prefer to stay close to the CBD for their productions, and especially for corporate events. We are guided in listing locations based on the briefs we receive, therefore if your home is in a rural location or is a style we simply do not get enough briefs for, these might be reasons we would choose not to list your property. However each property that registers, even if not listed online, will be saved in our Offline Library. This is circulated and available to our team and if a relevant brief matches your home, we will get in touch and list you at that stage.

- **What if my home is for sale?**

If your property is for sale, this will impact your ability to list. Typically we need to confirm (to the best of your knowledge) the availability of your home for the next 6-12 months. If your property suits the briefs we are currently receiving, we might still choose to list your home. However due to the resources invested in creating and managing each listing, we need your transparency with plans to sell.



CONFIRMING YOUR REGISTRATION

- **Confirming your details, hire rate & availability**

Once we have received your registration, our team will review all of your information and get back to you. We will let you know if we would like to add your home to our portfolio, or if we will be keeping your location offline until a relevant brief comes through.

At this stage, we will need confirmation of:

- Images & missing information off your listing
- The suggested hire rates we will propose
- Your availability for the next 6-12 months

Our Portfolio team will suggest a hire rate similar to other properties most closely matching yours, based off the geographic location, style and size of your home. When you receive our response email with the suggested hire rates for your home, you will have an opportunity to suggest a different hire rate, or decline the rates altogether. However, once the rates are agreed upon by yourself and Pure Locations, it is important that they remain fixed for a minimum of 6 months. Once your listing is live, our Client Services team will begin quoting out your home based on the pre-approved rates, and they will be visible on your website listing. Therefore, any changes to agreed rates will affect potential bookings.

HOLD TIGHT

- **Our Portfolio team will create your listing**

Once your details have been confirmed, just hold tight while we create your listing. **Take the time to ensure you are well familiarised with the Welcome Pack, which was attached to the email with your suggested rates.**

Please note, our team can at times be inundated with registrations. This process can fluctuate up to a few weeks when we receive an influx of new registrations.

- We will allocate a unique name to your listing. This is to protect the privacy of our homeowners, and reduce the possibility of our clients finding the property independently.
- Your listing will display the starting price a client will pay for your property (your agreed rate + our commission + our booking fee).

If your availability changes or you decide to sell your home, please let us know ASAP so that we do not create your listing.





LISTING COMPLETE

- **Confirming your listing**

Once we have finalised your listing, making sure it is properly profiled, SEO-optimised and organised to suit what our creative clients search for, we will send it to you for approval. If anything needs adjusting in your listing, this is the stage to let our team know so we can make any changes if required.



YOUR LISTING IS LIVE!

- **Things to remember**

You are now officially our newest shoot location. Welcome to the Pure Locations Portfolio! Make sure you are comfortable with the Welcome Pack, as this will help ensure you are prepared for your first shoot.

- If an enquiry comes through for your home, one of our Client Services Team will shoot you a text with the proposed details of the shoot. If you do not hear back from them at this stage, this can typically mean the client has locked in another location, or the shoot details have changed.

- **Homeowner Newsletter**

Once your listing goes live, you will be added to our Homeowner Newsletter, delivered to your inbox monthly. This will share helpful tips and crucial updates, as well as insights into what our creative clients are asking for every month and ways to maximise your shoot opportunities.

- **Listing marketing**

With your listing live on the website, our Marketing team may choose to feature your location on one of our marketing channels; over social media, our Client Newsletter, or through blogs on the website. This will be at their discretion, and relevant to the current briefs we are receiving.

If you have a social profile for your home (on Instagram or Facebook), feel free to add the link to your listing as another way to promote your home!

- **Your listing & availability**

As your listing remains live on our website, we must ensure that it accurately represents your home. If you make changes to your home, please email us at register@purelocations.com.au with updated imagery, and we will update your listing. If you have any changes in your availability including holidays, renovations, or any circumstance that would impact your ability to host a shoot, please let us know as soon as you can so we can update your file.

TOP TIPS FOR SUCCESS

Accurate and professional imagery on your listing

While we do not require professional imagery to list your home, we must keep our portfolio of homes looking high-quality. Choosing the right imagery and ensuring you have all areas of your home photographed will maximise your shoot opportunities, as it helps creative clients envision their campaign in your home. From car commercials looking to use the garage to fashion photoshoots looking for elevators in homes, we get briefs of every sort. Therefore, including all the features of your home in your listing will give you your best chance at locking in some exciting opportunities.

Steady hire rates

We strongly recommend the rates you have set as your starting fees remain locked for at least 6 months before you decide to adjust. As agents acting on your behalf, our team need to have certainty in the rates you have agreed to start with. If you do wish to make any changes, please contact our team, as this might affect your ability to be put forward for shoots.

Prompt communication

This is key to securing bookings. If our team send an enquiry your way, we ask that you respond to us as soon as possible.

Flexible & reliable

From initial enquiry (and the potential site visit, called a 'recce') through to the day of the shoot, being flexible as your home goes to work for you and your dedication to maintaining a clean environment not only make our team's job smoother, but also establish your reliability as a go-to candidate for future photoshoot opportunities.

FAQs

What you need to know

HOW MUCH WILL I MAKE OFF A SHOOT?

This will depend on several factors relating to your home, including its geographic location, style and size, and to the type of production. For suburban homes in an ideal location (within an hour from the CBD), a typical photoshoot can start from \$1,000. For larger homes, these rates could be around \$3000 to start. Depending on the impact of the shoot on your home, this will affect the amount paid to you, and we will use your agreed starting rate as a guide. For homes that are used for Corporate Events, the starting rate can be much higher and will significantly vary depending on the brief. Ultimately, we have to keep our suggested prices aligned with industry standards to ensure creatives can pay the prices for the homes they hire, whilst ensuring homeowners feel it is worth their time as well. [Explore our blog for more information on types of shoots and what to expect.](#)

HOW MANY SHOTS WILL I GET?

This is difficult to say with certainty. Some homes will go through seasons of weekly bookings, then might not receive any for a year. Other homes receive steady bookings, while others might only receive a few enquiries and lock in a couple of shoots per year. This all depends on the ever-shifting creative market, and the unique briefs our clients send us.

WHAT HAPPENS IF SOMEONE DAMAGES MY HOME?

For the majority of shoots, this is rarely an issue. However, accidents do happen. On productions with a higher chance of damage occurring or for creative clients working with us for the first time, we will capture a bond starting from \$1000 to cover any possible damages. If damage arises from a shoot or event, please report it to us immediately and provide photos that document the damage within 48 hours of the shoot's bump out time. As agents acting on your behalf, we will liaise with the client to resolve any issues like this to the best of our abilities.

DO I NEED INSURANCE TO REGISTER?

We would strongly advise all homeowners listed with Pure Locations to inform their home insurance company/insurance broker that they are intending to rent their home out for photoshoots, filming and corporate events.

WILL PURE LOCATIONS BE AT EVERY SHOOT?

As much as we would love to be at every shoot, we simply could not be in that many places at once! For certain shoots that might need more assistance, a Pure Locations representative may be present. We can also offer a Location Manager service at the cost of the owner, if this was of interest.

CAN I REGISTER JUST PART OF MY HOME?

Typically we register entire homes, however exceptions can be made if we believe the areas you would like to list will receive enough interest on their own. In the case that you simply do not want bedrooms or an office included for hire, you can make a note of this in your registration and omit images of the areas not to be used. Clients will assume all areas on the listing are available for shoots, unless our Homeowners notify us otherwise. To maximise shoot opportunities we do recommend that you list all areas of your home, due to the wide range of briefs we receive. For example, your laundry for appliance shoots, bedrooms for linen shoots, garage for car shoots, or a nostalgic Australian Hills Hoist for TV commercials. Not every production in your home will use all areas, and this will be discussed with your Account Manager handling the shoot.

CAN MY PETS AND I BE HOME DURING SHOTS?

Most shoots require a closed set. This means that you, your family, friends/visitors and pets are not at home during the shoot. Closed sets are often requested when productions want to safeguard the talents privacy, maintain confidentiality, reduce the risk of background noise when filming sound, or to ensure they can work uninterrupted.

We understand that some owners work from home, however it is important to remember that the teams entering your property have paid to hire your home, and therefore it is reasonable for them to expect a certain level of autonomy and freedom to carry out their work undisturbed in the hired areas of use. If you need to work from home on the day of the shoot, please let your Account Manager know at the enquiry stage.

FAQs

What you need to know

HOW WILL I GET PAID?

You will receive payment within 72 hours of the shoot date, unless otherwise agreed. Our Accounts team will require an invoice from you, in order to process your payment. More instructions on this can be found in our Welcome Pack provided to you once our team confirms your registration.

HOW WILL MY PRIVACY BE ENSURED?

At Pure Locations, we understand how important privacy is to our homeowners, and that it's a big step to trust an Agency with your home's information. We have a safe and secure platform where we keep your files up to date, and a Digital Specialist on staff to ensure your privacy is maintained at all times. While we create your listing, we will blur out your house number and number plates, and store any floorplans offline in your file. We rename your home so that it cannot be traced back to you, allowing us to manage all photoshoot communications on your behalf.

MY HOME IS AN AIRBNB - CAN I REGISTER?

We do have homes used for accommodation that are registered with Pure Locations, however at times this can prove difficult when it comes to availability. Photoshoots and productions can have a lead time of a couple months, whereas last minute enquiries can come in for the next day. For locations with limited availability, this will be a factor we will consider in adding your home to our Portfolio.

I HAVE A COMMERCIAL VENUE - CAN I REGISTER?

While most of our portfolio is private homes, we do have a selection of commercial venues including stadiums, boats, planes, restaurants, gyms and cafes. To onboard properties of this nature we will need to confirm several details with the property manager before proceeding.

To register with Pure Locations, commercial venues will need to confirm:

- Availability - if the desired hours of operation will align with the typical hours required for a photoshoot
- Hire Rate - if the venue has a rate card and already does photoshoots, we will take a 20% commission off the venue's advertised rates
- Terms and Conditions/Contract - all locations that list with Pure Locations will be required to use our contract, where we can add any location specific requirements if necessary

Always feel free to register, and we will let you know if your venue is one that our clients would have interest in.

DOES PURE LOCATIONS COME SEE MY HOME?

Due to the amount of registrations across Australia we receive weekly, we are unfortunately not able to visit every home. However, we love visiting our homeowners and when possible, we do try to arrange visits to each state regularly. We rely on the images and videos you submit of your home to give us a good understanding of your location, to see if it is suitable for our portfolio.

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From your step one to shoot one,
we will *support* you.

ANY QUESTIONS?

register@purelocations.com.au

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READY TO REGISTER?

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