NEST
REALTY ADVISORS

Your à la carte menu

The franchise fee, reinvested in you

Services and relationships for Nest advisors · priced for the Lehigh Valley · October 2026 **610-345-NEST (6378)**

The franchise fee you are not paying — $640 to $975 on a $10,000 side, more as the price rises — now works for the listing. The three listing products we produce, **photography, 3D video and the 3D walkthrough tour, are $195 each, any two for $295, all three for $395**. Postcards are 75¢ a card and boosting is at cost; nothing up front, invoiced monthly or deducted from your next closing.

Services we produce for you

The going rate in our market, then **your Nest price**. The three MIX & MATCH items: one $195, two $295, all three $395.

Professional Still Photography

MIX & MATCH



Shot and edited by our in-house photographer in the order buyers expect: 25–40 color-corrected images, MLS-ready within two days. Homes to 2,500 sq ft; larger quoted.

Result: 5833 Hill Drive, Allentown, marketed through this menu, drew 2,020 views and 265 saves on Zillow in its first three business days, organically: a 13% save rate.

LEHIGH VALLEY MARKET
$150–$500[7]
per listing; $230 baseline[8]

$195

You keep up to $305

3D Home Video MIX & MATCH

▶ Scan to watch

A real Nest video, with the works

Your listing photos, yours or ours, transformed with cinematic visual effects into a 45–75 second video for the MLS, YouTube and social.

Included: up to 25 images · 5 VFX · licensed music.
Add a voiceover (up to 140 words): +$69.

LEHIGH VALLEY MARKET
$250–$600[9]
local videographer, per listing

$195

You keep $55–$405

3D Walkthrough Tour

MIX & MATCH

360° Scan to tour

A real Nest tour, live on Zillow

360° capture of the whole home, one capture per room, published as a Zillow 3D Home tour and boosted on Zillow for a week.

Complimentary: a LiDAR floor plan of every livable space, garage included, accurate to about 1%. Multiple angles per room quoted.

LEHIGH VALLEY MARKET
$500 tour[10]
+ $50–$150 for a floor plan[10]

$195
floor plan included

You keep $355–$455

Postcards to Neighbors: Just Listed, Just Sold



A full 8.5 × 11 Every Door Direct Mail card when you list, and again when you sell. Your photo, your words, the routes you choose; we remember them so you can farm them monthly.

Printed in-house · 48-hour turnaround, same-day available · bundled and delivered to USPS. Other cards on request.

ONLINE PRODUCERS · 8.5 × 11
≈ 85¢–$1.00+
print 50–67¢[11,12] + postage 26¢[13] + prep[14]; 6 × 9 mailed 93¢–$1.04[15,16]

75¢
a card — printed, bundled, mailed

Social Boost



We boost your video, tour, floor plan or listing facts to buyers in your market area on Facebook and Instagram.

Passed through at cost, no markup. About $10 a day reaches roughly 3,000 people a day[17].

TYPICAL REACH COST
$3–$8[18]
per 1,000 people reached

At cost
about $10 a day, receipt shared

Relationships we've negotiated

Pre-negotiated rates for Nest advisors. **Ask your broker**; he introduces you by text or email.

Sewer lateral inspection

Camera scope of the main line before your buyer commits — it finds the five-figure surprise. Scope alone adds $175–$300.
Open market: **$325–$600 with inspection[19,20]** · **Nest rate: ask your broker**

Backflow inspection

Certified test and written report on the backflow preventer, accepted by the municipality.
Open market: **$300–$430 in Whitehall[21]** · **Nest rate: ask your broker**

Water testing

Lab testing with lender-ready results — essential for homes on private wells.
Open market: **$150–$300[22]** · **Nest rate: ask your broker**

Pre-listing and pre-purchase walkthrough

Before you list: what to declutter, fix or leave alone, from a seasoned eye rather than from you. Before your buyer commits: defects flagged, the strongest offer the facts support.
Nest rate: ask your broker

Professional staging COMING SOON

Full and partial staging for Nest listings; it helps 83% of buyers picture the home as theirs.
Open market: **$1,500 median[23]** · **Nest rate: ask your broker**

Personal website development

An executive-feel site that elevates your own brand alongside Nest's.
Open market: **$1,000–$5,000+[24]** · **Nest rate: ask your broker**

Junk removal and estate cleanouts

From one pickup to a whole estate — cleared, swept and photo-ready.
Open market: **$600–$800 a truckload · estates $800–$3,000+[25,26]** · **Nest rate: ask your broker**

One call. Nest Full Home Services Program Package

Your broker dispatches the right trade and introduces you by text or email — your client never has to source a contractor.

- **HVAC** cleaning, repairs, replacements
- **Electrical** repairs and additions
- **Plumbing** repairs and fixtures
- **Handyman** touch-ups, pre-photo fixes

No activation fee; you pay only for work performed, quoted per job. Vendors are independent businesses; your client may choose any provider.

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The details behind the menu

Why each one works, and what it includes

Market impact, inclusions, packages, how to order, and every source used in this package

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3D Home Video

What you get. Up to 25 listing images, yours or ours, five visual effects, licensed music, a 45–75 second cut formatted for the MLS, YouTube, Facebook and Instagram. Add a professional voiceover of up to 140 words for $69. **Still photography:** 25–40 images by our in-house photographer, in the order buyers expect, MLS-ready within two days; the market runs $150–$500 a listing[7,8].

Why it matters. Only about one in five real estate photo orders includes any video[27], so a polished video still stands apart in the feed. A videographer's walkthrough runs $250–$600[9] and costs the seller a day; ours is built from the photos.

Postcards: what a mailed 8.5 × 11 card really costs

The online producers' headline prices are for printing only, or for a smaller card. Compared on the same full-page card, bundled and in the mail:

Online producer, print only (8.5 × 11, 1,000–2,500 pieces)[11,12]	50¢–67¢
USPS EDDM Retail postage, not included by print sites[13,28]	+ 26¢
Mail-house bundling, facing slips and the drop-off[14]	+ a few cents
Online producer, all in — and you still buy 1,000+	**≈ 85¢–$1.00+**
Real-estate card services, mailed — but only a 6 × 9 card[15,16]	93¢–$1.04
Nest: 8.5 × 11, printed, bundled, mailed, from 200 pieces	**75¢**

How we get there. Nest's all-in cost on a letter-size card is 99¢; the broker absorbs a quarter of it, so you pay 75¢, from your commission at settlement, not up front. **Why mail:** 71% of people read their mail the day it arrives[29]; a card sits on the counter about 17 days[30]; Just Listed and Just Sold cards pull a 3–5% response[30]. **Compliance:** every card carries the firm block and license numbers, the Manual §7.3 solicitation disclaimer, "commissions are negotiable," and the Equal Housing logo; Just Sold facts come from the public record or your client's written consent.

3D Walkthrough Tour + LiDAR Floor Plan

2×
the views for Zillow listings with a 3D Home tour or interactive floor plan[31]

10%
faster sale, on average, for those same listings[31]

69%
of buyers say a dynamic floor plan helps them decide if a home is right[32]

What Zillow reports. Listings with an interactive floor plan get 60% more views, 79% more saves and 72% more shares than listings without one[32].

The floor plan. Captured by LiDAR and typically within about 1% of actual dimensions. It is a marketing aid, not a survey: dimensions must be verified by a licensed professional before anyone relies on them.

Social Boost

How it works. We take the asset you already paid for (video, tour, floor plan, photos) and run it as a boosted post to your market area. Spend is passed through at cost with no markup; you see the receipt.

What to expect. At about $10 a day, Meta's own estimator typically projects 3,000–10,000 people reached per day[17], and reach-optimized campaigns run $3–$8 per thousand people[18]. Point it at a 3D tour and the click has somewhere to go.

How to order, how to pay, and the fine print

Order from the Advisor Console or email your broker with the MLS number. You receive one itemized invoice a month. Pay it then, or have it deducted from your next commission disbursement at settlement — your choice, in writing, before the work starts. **Nest co-invests:** every service on the front is priced below the open market because the brokerage absorbs part of the cost. Your listings are the firm's marketing.

Mix & match. Only the three listing products qualify: photography, 3D video and the 3D walkthrough tour. One is $195, any two $295, all three $395. Postcards, boosting and the vendor relationships are priced on their own. Prices set October 2026; a quoted job is honored as quoted.

Established relationships. Rates are pre-negotiated for Nest advisors and quoted per job; your broker introduces you by text or email. Vendors are independent businesses that contract with, and invoice, you or your client directly. Your client is always free to choose any provider — give three names when asked for inspection referrals.

Sources

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https://support.click2mail.com/article/172-eddm-service-levels

15. ProspectsPLUS! review — 93¢ per postcard mailed
https://fitsmallbusiness.com/prospectsplus-review

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