



TERMS AND CONDITIONS

Terms governing bookings and property-marketing services supplied by Picturebyck Limited trading as Valorframe Property Visuals.

Business	Picturebyck Limited trading as Valorframe Property Visuals
Company number	15922094
Registered office	79 College Road, Harrow, England, HA1 1BD
Contact email	info@valorframe.co.uk
VAT status	We are not currently VAT registered. No VAT is added to our published prices.
Last updated	July 2026

1. ABOUT THESE TERMS

These Terms and Conditions apply whenever you access our website, request a quotation, make a booking or instruct us to provide services. They form an agreement between Picturebyck Limited trading as Valorframe Property Visuals ("Valorframe", "we", "us" or "our") and the person or organisation placing the booking ("you" or the "Client").

By confirming a booking, you confirm that you have authority to instruct us, provide access to the property and accept these Terms. Nothing in these Terms limits any rights that cannot legally be excluded, including the statutory rights of consumers.

2. OUR SERVICES

Our services may include property photography, floor plans, external-only photography, aerial photography or video, horizontal video tours, vertical property reels, Valorframe premium videos, virtual tours, virtual staging, EPC coordination and related visual-marketing services.

The exact scope, number of deliverables, format, property-size allowance, price and estimated production time are those shown in the booking page, quotation or written confirmation accepted by the Client.

3. QUOTATIONS, PRICES AND VAT

Published prices are subject to change before a booking is confirmed. A confirmed quotation normally remains valid for 14 days unless stated otherwise.

We are not currently VAT registered, so VAT is not added to our prices. If our VAT status changes, VAT will apply only where legally required and will be clearly shown before the relevant booking is confirmed.

Properties that exceed the size band selected, unusually complex properties, commercial premises, travel outside our normal coverage area, extended appointments and bespoke production may require an additional charge. We will explain any material extra charge before carrying out additional work wherever reasonably possible.

4. BOOKINGS AND CLIENT INFORMATION

Bookings may be made through our online scheduling system or confirmed by us in writing. A booking is accepted only when we issue confirmation.

The Client is responsible for selecting the appropriate package and supplying accurate information, including the property address, approximate size, access arrangements, parking information, required services, special features and any specific shots or areas that must be included.

Incorrect or incomplete information may result in reduced coverage, delay, additional charges, cancellation or the need for a return visit.

5. STANDALONE ADD-ON BOOKINGS

Add-on services are normally intended to accompany a main photography or floor-plan package. Where a Client purchases add-ons without a main package, a £40 base appointment fee applies in addition to the selected add-on prices.

The base appointment fee is charged once per property visit, regardless of the number of eligible standalone add-ons selected. It does not apply where the add-ons are purchased with a qualifying main package.

6. CONSUMER CANCELLATION RIGHTS

Where a consumer books online, by telephone or away from our business premises, statutory cancellation rights may apply.

Where the Client asks us to begin or complete services during a statutory cancellation period, the Client expressly requests early performance and may be required to pay for work completed up to cancellation.

Where a service has been fully performed during the cancellation period after the consumer has expressly requested early performance and acknowledged that the cancellation right will be lost on full performance, the statutory cancellation right may no longer apply.

7. CANCELLATION AND RESCHEDULING

A booking may be cancelled or rescheduled without our appointment charge when notice is received more than 24 hours before the scheduled start time.

Where cancellation or rescheduling occurs within 24 hours, we may charge up to the full booking price to reflect the reserved appointment, work already completed and losses reasonably resulting from the late change. Any charge to a consumer will remain subject to applicable consumer law and will not exceed what is fair and proportionate in the circumstances.

If we cancel because of illness, equipment failure, unsafe conditions or another issue within our control, our normal remedy will be to offer a replacement appointment or refund any amount paid for the affected service.

8. ARRIVAL, ACCESS AND DELAYS

Appointment times are estimates and may be affected by traffic, parking, earlier appointments or access arrangements. We will make reasonable efforts to communicate significant delays.

The Client must ensure that the property is accessible, safe and ready at the scheduled time. Keys, entry codes, concierge instructions, permits and contact details must work correctly.

If access is unavailable, the address is incorrect, occupants refuse entry, preparation is still underway, contractors obstruct the work or the property is unsafe, we may shorten or cancel the appointment and apply a late-cancellation or revisit charge.

9. PROPERTY PREPARATION

The property will normally be photographed and filmed as presented on arrival. Cleaning, decluttering, furniture movement, styling and removal of personal items are the Client's responsibility.

We may make small presentational adjustments where practical, such as straightening cushions or moving a light object, but this is not a cleaning, staging or furniture-removal service.

The Client should follow our Preparing Your Property guide. We are not responsible for reduced results, omitted areas or additional editing caused by clutter, poor preparation, restricted access or ongoing work at the property.

10. PHOTOGRAPHY

Our natural-light-led style prioritises calm, bright and true-to-property presentation. We retain creative discretion over composition, camera position, lens choice, lighting, image selection and editing unless specific written requirements have been agreed.

The number of delivered images is approximate and depends on property size, layout, condition and the package booked. Specific areas such as garages, communal gardens, roof terraces, outbuildings, storage areas or local amenities must be identified before the appointment.

Standard editing may include exposure, colour, perspective, window balance and suitable sky enhancement. Significant object removal, decluttering, retouching or alteration is not included unless purchased separately.

11. FLOOR PLANS

Floor plans are prepared for property-marketing and layout-guidance purposes. Measurements, wall positions, openings and total areas are approximate and should not be relied upon for valuation, construction, fitting furniture, legal boundaries or any purpose requiring a measured survey.

The Client must review the plan promptly and notify us of any apparent error. We will correct reasonable drafting errors based on our site notes. We will not knowingly alter measurements or layouts in a way that is unsupported by the property, our observations or available evidence.

Anyone requiring precise dimensions or professional advice should arrange an independent measured survey.

12. VIDEOGRAPHY AND AUDIO

Video services may include horizontal video tours, vertical property reels and premium Valorframe Videos. We retain creative discretion over filming style, movement, sequencing, music, colour grading, typography, effects and final duration unless otherwise agreed.

Where the agent or presenter is available, on-camera introductions, guided presentations or voice recordings may be captured if included in the booked service. The Client is responsible for ensuring that presenters have authority to appear and that statements made are accurate and lawful.

Licensed or royalty-cleared music is selected according to the intended output and available licensing. Platform policies can change, and we cannot guarantee that a third-party platform will never restrict, mute or reclassify audio.

13. AERIAL VIEWS

Aerial photography and video are subject to weather, visibility, property suitability, privacy, landowner permission, local restrictions, airspace rules and safe operating conditions.

We may postpone, adapt or decline a flight where it would be unsafe or unlawful. If aerial capture cannot take place, we will discuss a replacement visit, alternative ground-based content, account credit or refund for the unperformed aerial element, depending on the circumstances.

Where aerial views and a video product are purchased together, selected aerial footage may be incorporated into the final video or reel without a separate editing charge. This does not include a second edit, bespoke animation or additional filming unless agreed.

14. EPC ASSESSMENTS

EPC assessments are carried out by accredited domestic energy assessor partners. The property owner, occupier or Client must provide access to all relevant areas and make available supporting evidence such as FENSA certificates, insulation records, building-control documents and details of extensions or loft conversions.

The EPC is based on what the assessor can inspect and verify at the appointment. If evidence is unavailable, approved software assumptions may be required. EPC floor areas may differ from marketing floor-plan areas because the documents serve different purposes and follow different methodologies.

The Client should check whether a valid EPC already exists before booking. Corrections requested because relevant information was not supplied at or before the assessment may require a re-lodgement fee or a new assessment.

15. VIRTUAL STAGING AND DIGITAL ENHANCEMENT

Virtual staging, item removal and other significant enhancements are illustrative marketing treatments. They must not be used to mislead viewers about the property's physical structure, dimensions, fixtures, condition or material features.

The Client is responsible for using enhanced content lawfully, clearly identifying virtual staging where appropriate and retaining or displaying original images where needed to avoid misleading consumers.

AI-assisted tools may be used as part of editing or production, with human review. Minor variations or artefacts may occur, and the Client must inspect final content before publication.

16. DELIVERY AND FILE STORAGE

Most standard photography, floor-plan and EPC jobs are normally prepared within one working day after a completed appointment. Video, virtual staging, larger properties, complex projects and revision requests may require additional production time.

Any stated delivery time is an estimate rather than a guarantee unless we expressly agree a fixed deadline in writing. We are not responsible for delay caused by incomplete instructions, access issues, technical failures, third-party platforms, unusual volume or circumstances beyond our reasonable control.

Files are delivered through a secure online link or agreed platform. The Client is responsible for downloading and securely storing the files. We may remove delivery files after 30 days and do not guarantee indefinite archive storage.

17. REVISIONS

Reasonable correction of our own editing or drafting error is included when requested promptly. Minor revision requests should normally be submitted within seven days of delivery.

Changes of preference, new instructions, additional images, alternative edits, object removal, relabelling after approval, re-editing, replacement music or changes caused by inaccurate Client information may be chargeable.

We may decline revisions that would be unlawful, misleading, technically impractical or inconsistent with the property as captured.

18. COPYRIGHT AND USAGE LICENCE

Copyright and all intellectual-property rights in photographs, video, floor-plan artwork, virtual staging and other creative materials remain with Picturebyck Limited unless expressly assigned in writing.

Once all sums due have been paid, the Client receives a non-exclusive licence to use the final delivered materials to market the specific property and to promote the instructing estate agency or property business in connection with that listing.

The Client must not sell, sublicense, materially edit, remove branding or supply the materials for unrelated commercial use by architects, designers, builders, contractors, publications or other businesses without our written permission.

Raw, unedited or project files are not included unless expressly agreed and may be unavailable.

19. PORTFOLIO USE

Unless the Client objects in writing before publication, we may use selected completed work in our portfolio, website, social media, awards, printed marketing and business promotion.

We will take reasonable care not to publish private access information or knowingly disclose sensitive personal information. A Client may request that a property be kept confidential, and this should be stated in writing when booking.

20. CLIENT PERMISSIONS AND RESPONSIBILITIES

The Client confirms that they have authority from the owner or lawful occupier to arrange access, commission the services and permit the creation and use of the materials.

The Client is responsible for obtaining consent from identifiable presenters, occupants or other people appearing in the content, and for checking that final materials do not reveal confidential documents, security information, personal photographs or other sensitive details.

The Client remains responsible for the accuracy and legality of property descriptions, claims, presenter statements, marketing text and the final way in which the delivered materials are used.

21. PAYMENT

Payment terms are those shown at booking, on the quotation or on the invoice. Unless otherwise agreed, invoices are due within seven days.

We may require full or partial payment in advance from private clients, new clients, overdue accounts or for large and bespoke projects. Usage rights do not begin until the relevant invoice has been paid in full.

For qualifying business-to-business debts, we reserve the right to claim statutory interest and recovery costs under the Late Payment of Commercial Debts (Interest) Act 1998.

If an invoice remains overdue, we may withhold undelivered work, suspend future bookings or require advance payment without losing our right to recover the amount due.

22. LIABILITY

We will provide the services with reasonable care and skill. Nothing in these Terms excludes or limits liability where it would be unlawful to do so, including liability for death or personal injury caused by negligence, fraud or fraudulent misrepresentation.

Subject to the paragraph above, we are not responsible for indirect or consequential loss, lost profit, lost instructions, portal delay, loss of opportunity, reputational loss or loss caused by the Client's failure to review or use the materials appropriately.

For business Clients, our total liability arising from a particular booking will normally be limited to the amount paid or payable for that booking. This limitation does not apply where the law does not permit it.

23. FORCE MAJEURE

We are not liable for delay or failure caused by events outside our reasonable control, including severe weather, transport disruption, illness, accidents, equipment failure despite reasonable maintenance, power or network failure, platform outages, legal restrictions, emergencies, strikes, fire, flood or other exceptional events.

Where possible, we will communicate the issue and offer a reasonable alternative, such as rescheduling or refunding the unperformed part of the service.

24. DATA PROTECTION AND CONFIDENTIALITY

We process personal information in accordance with our Privacy Policy and applicable UK data-protection law. The Client must only provide personal information that they are authorised to share with us.

Both parties should treat confidential access instructions, security information and non-public commercial information responsibly. This obligation does not prevent disclosure required by law, insurers, professional advisers or regulators.

25. COMPLAINTS

Please send complaints to info@valorframe.co.uk with the property address, booking date and a clear explanation of the issue. We will review the matter and aim to respond promptly.

The Client should give us a reasonable opportunity to inspect and correct an issue before commissioning replacement work or seeking another remedy, except where this would be unreasonable.

26. WEBSITE USE

You must not misuse our website, attempt unauthorised access, introduce harmful code, scrape content, interfere with operation or use our branding, copy or materials without permission.

Links to third-party services are provided for convenience. We do not control those services and are not responsible for their availability, content or separate terms.

27. GENERAL TERMS

If any provision is found invalid or unenforceable, the remaining provisions will continue in effect. A delay in enforcing a right does not waive that right.

The Client may not transfer a booking or licence to another party without our written agreement. We may use suitably skilled employees, freelancers, production partners and accredited assessors to deliver the services.

These Terms, together with the accepted booking or quotation and any referenced policy, form the agreement between the parties and replace earlier discussions about the same booking.

28. GOVERNING LAW

These Terms are governed by the laws of England and Wales. The courts of England and Wales will have jurisdiction, subject to any mandatory rights a consumer has to bring proceedings elsewhere within the United Kingdom.

IMPORTANT

These terms have been prepared for Valorframe's current service model and are intended as a practical business draft. They should be reviewed by a qualified UK solicitor before publication, particularly the consumer-cancellation, liability, copyright, aerial, EPC and late-payment provisions.

Questions about these terms?
Contact Valorframe Property Visuals at info@valorframe.co.uk.