

A life well lived.

Let people experience Naples.
Then help them imagine
their place in it.

Prepared for
William Raveis Florida Rentals

October 28, 2026
Strategy · Production · Delivery



One brand. Two equally important journeys.

Beautiful places create interest. Useful, recognizable series build a reason to return.

01

Experience Naples

For seasonal and extended-stay guests. Make the daily rhythm tangible, answer planning questions and reveal the details that make a stay feel considered.

Lifestyle story → rental exploration → inquiry

02

Make your next move

For owners, buyers and sellers. Show local judgment, thoughtful presentation and the service behind a confident property decision.

Expertise story → property interest → consultation

Editorial balance: 50% guest-focused / 50% owner, buyer and seller-focused. Creative direction speaks to an affluent audience through service, comfort and discretion.

Stories with a signature.

Six recommended creative territories. Begin with two and refine the lineup together.

01 / GUESTS

A Day in Naples

Make a future stay feel tangible through a thoughtfully chosen moment.

02 / GUESTS

Before You Arrive

Answer the small questions that make a luxury stay easier to plan.

03 / FLEXIBLE

Inside the Details

Connect one property detail to the experience it creates.

04 / PROPERTY

The Owner's Perspective

Make the care and judgment behind a well-presented rental understandable.

05 / FLEXIBLE

Naples, In Good Company

Bring the city's expertise into one useful conversation.

06 / PROPERTY

Stay. Discover. Belong.

Explore the questions that connect a wonderful stay with a longer-term relationship to Naples.

These recommendations are a starting point. Together, we'll shape the themes, formats and stories around your brand's vision and priorities. The catalog includes 36 starter topics.

“The first five minutes.”

A 30-60-second concept about a thoughtful arrival.

30 seconds

0-3s: Open with the feeling of arriving.

3-15s: Show the entry, light and outdoor setting.

15-25s: Offer one useful arrival-planning tip.

25-30s: Invite viewers to discuss their ideal stay.

60 seconds

0-5s: Establish the promise of a wonderful stay.

5-20s: Let the property experience unfold.

20-40s: Add arrival, parking and amenity questions.

40-52s: Connect the space to the guest's priorities.

52-60s: Invite a conversation with William Raveis.

WHAT YOUR SHORTS COULD LOOK LIKE

Each 30-60-second edit will be shaped around the story, audience and action we want the viewer to take. Longer edits add useful context and personality.

Choose the right rhythm.

A CONSISTENT PRESENCE

Lifestyle Essentials

\$2,300-\$4,300

per calendar month

8 shorts, 30-60 sec each

Focused short-video program

4-8 filming hours / month

8 original + 0 recording-derived shorts

3 hours of producer support

Standard drone footage included

RECOMMENDED START

Signature Series

\$4,700-\$7,300

per calendar month

13 shorts, 30-60 sec each

1 feature, up to 4 min each

10.5-17 filming hours / month

8 original + 5 recording-derived shorts

5 hours of producer support

Standard drone footage included

A BROADER EDITORIAL PRESENCE

Flagship Lifestyle

\$9,000-\$13,000

per calendar month

20 shorts, 30-60 sec each

2 features, up to 6 min each

22-32 filming hours / month

8 original + 12 recording-derived shorts

8 hours of producer support

Standard drone footage included

\$600 one-time launch setup. Proposed three-month pilot, then monthly renewal. Ranges assume all 30-second through all 60-second shorts. Approve the runtime mix and a fixed fee before filming. Publishing and paid media are separate.

Clear deliverables. Clear investment.

MONTHLY SCOPE	ESSENTIALS	SIGNATURE	FLAGSHIP
Finished videos	8	14	22
Short runtime	30-60 seconds	30-60 seconds	30-60 seconds
Feature episodes	None	1 × up to 4 min	2 × up to 6 min
Filming allowance	4-8 hours	10.5-17 hours	22-32 hours
First review drafts	Days 10-14	Days 10-14	Days 10-14
Final / launch window	Days 14-21 / 30+	Days 14-21 / 30+	Days 14-21 / 30+
Monthly investment	\$2,300-\$4,300	\$4,700-\$7,300	\$9,000-\$13,000
3-month pilot + setup	\$7,500-\$13,500	\$14,700-\$22,500	\$27,600-\$39,600

All timing uses calendar days after the relevant shoot batch. First drafts: 10-14 days. Approved final revisions: 14-21 days. Recommended launch: 30 days after filming. Timely consolidated feedback and required assets keep these windows achievable.

Calendar-month billing. Recording-derived shorts use the full recording session, not only the edited feature. Alternate exports and cross-posts are not counted as additional videos. Applicable tax and authorized third-party fees are additional.

A process built for consistency.

DAY 0

Capture

Complete the scheduled shoot or the footage needed for the delivery batch. Reserve one filming hour per finished minute.

DAYS 10-14

First review

Receive first drafts for one consolidated review. Share feedback within 2 business days.

DAYS 14-21

Ready to post

Complete final revisions and receive approved masters, captions, covers and release notes. Timely feedback keeps this window achievable.

DAY 30 ONWARD

Launch with intention

Allow time for detailed review and coordinated scheduling. Publishing is provided by the brand or the optional publishing service.

SUNLUX LEADS

Creative preparation, direction, filming including standard drone coverage, editing, quality checks and organized delivery.

WILLIAM RAVEIS ENABLES

A single approver, willing participants, access, accurate property details, permissions and inquiry follow-up.

Ongoing: film about one month ahead, while the current month's content publishes. Reserve one filming hour per finished minute. Review results at 30, 60 and 90 days after launch.

A defined scope. Space to grow.

Included in every program

Scripts and shot planning within producer hours. Standard camera, audio, lighting and drone kit. Story editing, color and sound finishing, licensed library music, simple titles, captions and one consolidated revision round.

Separate from production

Publishing, community responses, reporting, paid campaigns and ad spend. Photography, paid talent, venue fees, extensive styling, complex animation, extra revisions and client-requested reshoots.

Selected optional services

Additional filming

\$100/hour; separate visit 2-hour minimum

Additional 30-60-second short edit

\$150-\$300 high-volume / \$200-\$400 lower-volume

Publishing to Instagram + Facebook

\$300 / \$500 / \$700 per month by package

Monthly performance review

\$200/month; 2 hours including review call

Extra planning or revisions

\$100/hour with prior written estimate

The detailed proposal contains the full add-on menu, deliverable definitions, usage, rescheduling and approval terms. No host participation, location access, reach, inquiries, rentals or revenue are guaranteed.

THE NEXT CHAPTER

Give Naples a story worth following.

Begin with Signature Series if the brand can support 10.5-17 filming hours across two or three monthly sessions. Choose Essentials for a lighter commitment or Flagship for a broader editorial presence.

NEXT DISCUSSION

Choose the program.

Confirm participants and access.

Select the first month's stories.

Prepared by Sunlux Media & Marketing
[Open the complete interactive proposal ↗](#)



Grounded in the brand. Built for the next conversation.

Research basis

The brand's public website separates guest rentals, owner services and real estate. Luxury brokerage series illustrate repeatable editorial formats. YouTube guidance supports consistent formats and retention analysis. These inform the strategy; they do not prove a predictable conversion lift.

For review, not an accepted engagement

Proposed terms: three-month pilot, monthly fees before production, then month-to-month with 30-day notice. Public-brand photos are credited concept references, not Sunlux production work. Campaign imagery and usage rights are confirmed before release. The office's ownership, exclusivity and reported rental performance were not independently verified and are not used as sales claims.

Photos: Vanderbilt Gulfside and 760 Park Shore, sourced from the William Raveis Florida Rentals public website. No claim of Sunlux authorship, current availability or Ritz-Carlton endorsement. Sources checked October 28, 2026.

Brand and audience pathways

<https://www.raveisfloridarentals.com/>

Owner-services context

<https://www.raveisfloridarentals.com/list-my-property/>

Luxury recurring-series reference

<https://serhant.com/studios>

YouTube audience guidance

<https://support.google.com/youtube/answer/10246996>

YouTube retention guidance

<https://support.google.com/youtube/answer/9314415>