

purelocations

photoshoots | filming | TVCs | brand events



WELCOME TO PURE LOCATIONS

Thank you for choosing to list your home with us. Your home is now a part of our dynamic portfolio of locations that inspire. We're excited to introduce you to this fast-paced and thrilling industry.

The best way to prepare for your journey with us is to familiarise yourself with our essential guide. Please find our top essential tips for presenting your home for shoots and learn what to expect when listing your home as a location house with Pure Locations.

ABOUT US

We're Australia's premier location agency. Specialists in location hire, our homeowners have been trusting us with their homes since 2004. We represent a diverse range of private residences throughout Australia and New Zealand, from luxury estates to suburban homes.

Pure Locations provides access to phenomenal architecture and elevates productions and corporate events with alluring backdrops and authentic spaces. We work with leading international and local brands and deliver a specialised service to the creative industry.

We believe in providing our homeowners and hirers with a personalised service that saves time and takes the guesswork out of location hiring.

WE LOOK FORWARD TO WORKING WITH YOU.
IT'S TIME TO DISCOVER OUR EXCITING WORLD!

TOP 10 ESSENTIAL TIPS

Make it a successful shoot and increase your chances of repeat bookings with these must do tips

PREPARE YOUR HOME

Have your home shoot-ready. Ensure your home is clean, tidy and free from personal items. We recommend moving any valuable, fragile or sentimental items, as well as personal photos, out of the areas that will be in use.

MAINTAIN BACKYARD AND GARDENS

If the hirer will be using the outdoor space, please ensure the areas are tidy, the lawn is mowed, and clean up after any pets.

POOLS

If the pool area will be used in the shoot, please clear away any leaves and debris, remove the pool cleaner and ensure any glass pool fencing is clean/streak free.

PREPARE THE DESIGNATED BATHROOM

Ensure the bathroom the crew will use is well stocked with hand soap, hand towels, and toilet paper.

BE THERE AT THE START & END OF THE SHOOT

Please take 15 minutes to conduct a walk through with the Responsible Person both pre and post shoot. At this time, we ask you to walk through with the hirer and inspect the property to note any existing damage to the property, furniture, and grounds. Also take this time to show the responsible person the areas of use and allocated areas for hair, makeup and styling/wardrobe changes and refreshment areas. Please repeat this process at the end of the shoot to ensure there has been no resulting damage. Please take photos as needed.

ARRIVALS

Production teams may arrive at your property earlier than the agreed upon start time. Please be aware that you are under no obligation to allow them early entry. If you do choose to allow access to your home early, you are unable to charge overtime in this circumstance.

WORKING FROM HOME

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 without you entering any 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.

CCTV AND SURVEILLANCE DEVICES

For the privacy and comfort of our clients, all CCTV and recording devices inside the property must be switched off, disconnected, or covered during bookings. This includes security cameras, smart home devices (like Google Nest or Alexa), baby monitors, and any other audio or video recording equipment. External security cameras (e.g. at the front gate or driveway) may remain active but must not record or face into interior spaces. Using surveillance devices inside the property during a booking - even if not actively monitored - is a serious breach of client trust and may be against privacy laws. If you're unsure whether a device needs to be disabled, please check with us before the shoot.

REMAIN AVAILABLE

It is important that you (or the contact person you nominate) are contactable during the shoot time. This is in case any queries or issues arise we can contact you quickly and easily resolve them. Please contact your assigned Account Manager at Pure Locations should you have any concerns during the day. We kindly ask that you do not approach the hirer with any instructions.

What is shoot-ready?

Having your location shoot-ready means that your home is in such a state of readiness and cleanliness that hirers can just set up and start shooting without having to clean or prep the area beforehand.

Why is it important?

If your home isn't adequately prepared, crews will have to clean before beginning their work which puts them behind schedule and can often result in them requesting a partial refund.

NEED TO KNOW

What to expect when hiring your home



WEAR AND TEAR

If you hire your home for shoots regularly, please be aware that it will likely cause some wear and tear. This is due to the increased number of people, equipment and props that are coming in and out of your property. Please prepare yourself for minor wear and tear – particularly to walls and floors. If you have porous bench tops, please provide covers to prevent staining/marks. Significant damage will be addressed; however, every small scratch or mark cannot be claimed as damage.

FURNITURE & DÉCOR WILL BE MOVED

During a shoot, crews often need to move furniture and other items around. Everything will be put back in place at the end of the shoot. If you are concerned about a particular piece or item, we recommend moving it from the accessible shoot areas, or brief our team on the rules of care.

ACCIDENTS HAPPEN

Damage is a possibility. While it is not a frequent occurrence, accidents do happen, so please be aware that damage to your property may occur during a shoot. If damage does arise, please inform our team immediately. We require all hirers to provide us with a copy of their current Public Liability Insurance, we will provide you with a copy of their certificate along with the location agreement.

CLOSED SETS (NO VISITORS)

Most shoots require a closed set – This means that you, children, and dogs/animals 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 ensure they can work uninterrupted. Please also ensure no friends or other visitors are expected at the property during the hours of hire and any agreed upon overtime.

RECCES

Recces (reconnaissance) are something you should come to expect when an enquiry for your property is made. Recces are a site visit where hirers view the property to ensure it meets their requirements. It usually takes about 20 minutes and will be arranged at a time that suits you. While your home does not need to be shoot-ready, we recommend having it neat and tidy as it can increase your chances of locking in a booking (we understand this may not always be possible when arranging a last-minute recce). We ask that you keep us informed of any arrangements you make with the hirer during the recce.

TECH RECCES

A technical recce (tech recce) is a more comprehensive recce that can take between 1 to 3 hours, depending on the hirer's needs. Teams can plan where they will set up, record measurements, and take images of the shoot areas. Generally, tech recces are only requested once a shoot has been locked in.

OVERTIME

Sometimes shoots can run over the agreed upon hours of hire. In this circumstance, the hirer will be charged overtime. The hourly rate charged for overtime will be agreed upon and outlined in the location agreement.

WIFI

Our hirers appreciate the convenience of having a reliable WIFI network while on set. Providing access to your home WIFI is not a requirement, however it is a standard offering at most of our location houses.

KEEPING PHOTOS UP TO DATE

Sometimes our hirers plan a shoot around a specific piece of furniture or a particular tree in the backyard of a location house. Therefore, images that accurately reflect your space are crucial to a successful shoot. Discovering on shoot day that there are missing items of furniture, changes to the flooring or wall colour can cause havoc for hirers. Even if you have just changed a side table, please let us know.

WHAT WE REQUIRE FROM YOU

To create a successful and positive shoot experience for everyone, we rely on you to keep us informed



PROMPT COMMUNICATION

This is a fast-paced industry, therefore quick communication is key. To ensure the best chance of locking in a booking it's important you respond to us as soon as possible.

HOUSE RULES

Please brief us on any rules you have for your location so that we can inform the cast and crew. Please ensure you show the crew the designated area/s they can use for lunch and refreshments.

REPORT ANY DAMAGE

If damage arises from a shoot or event, please report it to us and provide photos that document the damage within 48 hours of the shoot's bump out time.

CHANGES TO LOCATION

Please let us know if there have been any changes in styling or updates to your home and provide us with new photos as soon as possible. If your location receives a booking, we will send you the link to your webpage, it is very important that you look closely at all the images on your webpage to ensure there have been no changes.

SOCIAL MEDIA

Please do not post anything on social media without prior approval. Discretion is a must in the production and entertainment industry, and maintaining confidentiality is vital. Please do not take photos or record footage of the crew, talent, or celebrities without prior approval.

EXCHANGING CONTACT DETAILS

Please do not exchange phone numbers or email addresses with the hirer of your home. Your Account Manager will handle all communications on your behalf, if you do have private conversations with the hirer, we are unable to operate effectively and this can lead to much larger problems. In doing so, our team cannot be responsible for any agreements made that they are not privy to.

REPEAT BUSINESS

Please be aware that encouraging hirers to contact you directly for future bookings will, unfortunately, result in your location being removed from our website. We appreciate your understanding and cooperation with this policy.

NEIGHBOURS

If your location is receiving regular bookings, we recommend letting your neighbours know that shoots will be taking place at your property. Getting your neighbours on board can help ensure a positive experience for both you and the hirers.