



TRUSTED VIDEO PARTNER FOR RAYMOND JAMES



Lightswitch Video is a nationwide video production company, pre-approved through Raymond James Marketing, with experience producing high-quality, on-brand content for advisors.

Whether you're promoting your practice, onboarding clients, or just increasing visibility, our job is to make video easy and exceptional.

Fully Approved & Compliant

We're trained on Raymond James brand guidelines and approved as an RJ vendor.

Nationwide Coverage

We have vetted crews in all 50 states. No travel fees, ever.

White-Glove Service

You'll work directly with a dedicated producer to plan and oversee your project.

Discreet and Professional

We understand the importance of confidentiality in financial services, especially for advisors who are in transition.

Fast, Polished Results

Delivery in as little as one week, with consistent quality across every market.

Fair, Transparent Pricing

No surprises. Competitive rates with a quality guarantee.



GET STARTED

We are always happy to discuss your project - reach out at

RJ@lightswitchvideo.com





EXAMPLE PRODUCTION PACKAGES



Custom solutions are always available.

Reach out to RJ@lightswitchvideo.com

The Transition Video

\$4,595.00

Add team photography for \$1,545.00

Announce your transition to Raymond James using a pre-approved script that you'll personalize to make your own.

Package includes:

- ▶ Pre-production call(s) with your designated project manager
 - ▶ Includes shoot plan and schedule
- ▶ Filming, a four hour video shoot anywhere in the US with a two member crew
 - ▶ Includes capture of advisory team introductions on camera and b-roll footage of your team in action
 - ▶ Includes a teleprompter for polished delivery
- ▶ Editing including time for supervision approval and edits, where needed.
- ▶ Delivery of a polished two minute video, delivered to you and Raymond James Marketing to be used on your website and announcements*

Available Add-ons:

Additional 90 Second Video Edit: **\$895.00**

Additional 30 Second Video Edit: **\$750.00**

Aerial Footage Capture: **\$595.00**

The Marketing Package

\$7,495.00

Add team photography for \$1,545.00

Create high quality firm marketing materials for use across your website, paid media, and social channels.

Package includes:

- ▶ Pre-production call(s) with your designated project manager
 - ▶ Shoot plan and schedule
- ▶ Filming an 8 hour video shoot anywhere in the US with a three member crew
 - ▶ More shoot time and larger crew allow for more speakers on camera, more b-roll coverage, and more dynamic footage
- ▶ Delivery of three polished videos
 - ▶ One 90s Firm Profile Video - designed for use on your website
 - ▶ One 30s Marketing Video - designed for use on paid media (TV, OTT, YouTube) - delivered in standard widescreen 16:9 aspect ratio
 - ▶ One 30s Social Video - designed for use on social channels - delivered in vertical 9:16 aspect ratio