



# REAL ESTATE PHOTOGRAPHY ACADEMY

COMPLETE COURSE WORKBOOK

Everything You Need to Build a Profitable Real Estate Photography Business

8

Modules

14+

Years Experience

4,000+

Properties Shot





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## **Bonus Materials**

- Pre-Shoot Prep Checklist
- Camera Settings Cheat Sheet
- Complete Pricing Guide
- Contracts & Legal Protection
- How to Start an LLC
- Client Communication Scripts
- Client Retention & Repeat Business
- Video Shooting Walkthrough
- When Things Go Wrong
- Editing Deep Dive
- Drone & Aerial Photography
- Social Media & Marketing
- Video Editing Workflow
- Upsells & Add-On Services
- Quick Reference Card
- Your Next Steps

# IMPORTANT LEGAL DISCLAIMERS

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## Financial & Business Advice Disclaimer

The income examples, pricing strategies, and business advice in this course are provided for educational and informational purposes only. I am not a financial advisor, accountant, or licensed business consultant. The financial information shared is based on my personal experience as a real estate photographer and should not be considered professional financial advice.

Your results will vary based on your location, market conditions, competition, skill level, work ethic, pricing decisions, and business execution. No guarantee is made that you will achieve similar income or business results.

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## General Disclaimer

This course represents my personal experience and methods developed over 14 years of real estate photography. It is intended as educational guidance from one practitioner to another. Results will vary based on your individual skills, market, effort, and circumstances.

By using this course, you agree that you are responsible for your own business decisions and outcomes. Always seek qualified professional advice for legal, financial, and tax matters specific to your situation.

**PRO TIP:** Bottom line: Use this course as educational guidance from a fellow photographer. For specific advice on finances, legal matters, or taxes related to YOUR situation, always consult licensed professionals.

# Getting Started in Real Estate Photography

## My Story – How It All Started

Before real estate photography, I was a professional sports photographer. I had the technical skills and knew how to work under pressure, but I never imagined shooting houses. Then one day, a friend was selling his house and asked if I could take photos for his agent. That single favor turned into a full-time career. That was 14 years ago, and I haven't looked back.

Today, I shoot an average of 7 houses per week and photograph around 300 homes per year. Over 14 years, I've photographed over 4,000 properties and learned exactly what works, what doesn't, and how to build a sustainable, profitable business.

**PRO TIP:** You don't need a perfect start. I came from sports photography with zero real estate experience. What matters is having a camera, basic skills, and willingness to learn.

## Track Record

Metric	Number
Years in Business	14
Houses per Week (Average)	7
Homes per Year	~300
Properties Photographed	4,000+

## The Biggest Challenge When Starting Out

The two biggest struggles every new real estate photographer faces are:

1. **Finding clients** — Nobody knows who you are yet
2. **Building trust** — Getting agents to trust you with their listings

These are real challenges, but they are 100% solvable. This entire course is built around helping you overcome both.

## What You Need to Get Started

- Register your business (LLC recommended)
- Get a business bank account
- Get business insurance (liability)
- Get your FAA Part 107 license if you plan to fly a drone (required by law)

**PRO TIP:** Don't skip the FAA Part 107 license if you want to offer drone services. Drone add-ons can add \$300+ per shoot to your income.

## Full-Frame vs APS-C Camera Comparison

Factor	APS-C (Sony A6500)	Full-Frame
Price	\$1,300 (body)	\$2,000–3,000
Image Quality	Excellent for real estate	Slightly better
Low Light	Good enough with tripod	Better (but you use tripod)
Best For	Real estate photography	Portraits, weddings

**PRO TIP:** My recommendation: Start with APS-C. It's lighter, cheaper, and produces identical results for real estate. Agents can't tell the difference.

## Your First 30 Days — Daily Checklist

### Week 1: Setup & Practice

- Day 1–2: Buy camera and lens, learn basic settings
- Day 3–4: Practice shooting your own home — every room, multiple angles
- Day 5–7: Edit your practice shots, create Instagram account, post best 5 photos

### Week 2: Portfolio Building

- Day 8–10: Shoot friend's/family's home for free
- Day 11–12: Edit and post these photos
- Day 13–14: Shoot 1–2 more homes, aim for variety

### Week 3: Marketing Begins

- Day 15–16: Design and print flyers with your best 10 photos
- Day 17–19: Visit 10–15 real estate offices, leave flyers
- Day 20–21: Create simple website or optimize Instagram profile

### Week 4: First Paid Shoots

- Day 22–28: Follow up on office visits, book first 1–2 paid shoots

# 10 Beginner Mistakes to Avoid

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**1. Buying too much gear too soon:**

Start minimal. Don't buy a drone, Matterport, and video camera before your first paid shoot.

**2. Charging too little:** Don't shoot for \$50–100. Start at \$150–175 minimum.

**3. Not using a contract:** Even for friends. Protect yourself and clarify expectations.

**4. Shooting without a tripod:** Handheld real estate photos look amateur. Always use a tripod.

**5. Delivering late:** If you promise 24 hours, deliver in 24 hours. Non-negotiable.

**6. Not backing up photos:** Use cloud storage. Losing a client's photos is a disaster.

**7. Editing yourself for too long:** Outsource by shoot #10. Your time is worth more.

**8. Inconsistent marketing:** Visit offices once then stop. You need to go back every 2 months.

**9. Being afraid to follow up:** Agents are busy. A polite follow-up text is expected.

**10. Comparing to pros too soon:** Your first shoots won't be perfect. That's okay.

# Essential Gear Guide

## My Current Gear Setup

Gear	Use	Approx. Price
Sony A6500	Main camera — all photos	~\$1,300
Sony FX3	Video shoots	~\$4,000
Sony 10–18mm lens	Main lens — interiors	~\$450
Sony G Master 16–35mm	Video + photos	~\$2,200
DJI RS4 Gimbal	Smooth video shots	~\$500
DJI Mavic Air	Drone photos + video	~\$800
Ricoh Theta Z1	Matterport 3D tours	~\$1,000
Benro Tripod (gear head)	All interior shooting	~\$150–300

**PRO TIP:** You do NOT need all of this gear to start! Begin with the Sony A6500 and 10–18mm lens. That's your complete starter kit for under \$1,800.

## Budget Starter Kit

Item	Price
Sony A6500 body	~\$1,300
Sony 10–18mm lens	~\$450
Basic tripod	~\$80–150
Extra batteries (x2)	~\$50
Memory cards (x2)	~\$40
TOTAL	~\$1,920–2,000

## Backup Gear Strategy

- Keep extra batteries (minimum 2 spares) charged and in your bag
- Extra memory cards — have 3–4 cards minimum
- Backup tripod in your car
- Know a local photographer you can borrow from
- Consider renting backup camera for luxury shoots (\$1M+)

## Gear Maintenance Schedule

Frequency	Task
After Every Shoot	Format memory cards, charge batteries
Weekly	Clean lens with microfiber cloth
Monthly	Clean camera sensor (use rocket blower)
Every 3 Months	Check tripod tightness, lubricate if needed
Yearly	Professional sensor cleaning (\$50–75)

## When to Upgrade Your Gear

- You're fully booked and turning down work
- Your camera has >100,000 shutter actuations
- You're consistently shooting luxury homes (\$1M+)
- Gear breaks and repair cost is >50% of replacement
- You've saved 3x the upgrade cost in profit

**PRO TIP:** My rule: Never buy used without testing first. Only use platforms with buyer protection (KEH, MPB).

# Camera Settings Mastery

## My Exact Camera Settings

Setting	Value	Why
Aperture	F8	Maximum sharpness throughout the room
ISO	100–400	Keep as low as possible
Mode	Aperture Priority	Camera handles shutter speed automatically
File Format	RAW	Essential for HDR editing — ALWAYS shoot RAW
Bracketing	-3, 0, +3	3 exposures for HDR merge
White Balance	Auto	Fine-tune in post
Self-Timer	2 seconds	Eliminates camera shake
Tripod	Always	Sharp images require a tripod — no exceptions

**PRO TIP:** ALWAYS shoot in RAW format. JPEG will not give you enough data to properly merge HDR photos.

## Understanding HDR Photography

HDR (High Dynamic Range) photography is the standard method for real estate photography. It allows you to capture both bright windows and dark room interiors in perfect balance.

- -3 exposure: Captures bright areas (windows, lights) perfectly
- 0 exposure: Captures the normal/base exposure
- +3 exposure: Captures dark areas (shadows) perfectly
- Merge: Combine all 3 in Lightroom for a perfectly balanced image

**PRO TIP:** No flash needed with HDR! HDR brackets eliminate the need for flash in most situations.

## Why I Don't Use Flash Photography

- **Flash is Slower:** Setting up flashes adds 5–10 min per shot. HDR: 10 seconds.
- **Unnatural Light:** Flash introduces artificial light. HDR captures the room as the eye sees it.
- **More Equipment:** Flash needs speedlights, stands, triggers, batteries. HDR needs: camera, lens, tripod.
- **Steeper Learning Curve:** Flash requires understanding ratios and positioning. HDR: set -3/0/+3 and shoot.
- **HDR Is Enough:** In 14 years and 4,000+ properties, I've never had a complaint about HDR quality.

## Tripod Height Guide

Room	Height	Reason
Living Room	Sitting (~3–4 ft)	Makes room appear larger
Bedroom	Sitting (~3–4 ft)	More natural perspective
Kitchen	Eye level (~5–6 ft)	Avoids seeing under cabinets
Bathroom	Mid height	Avoids seeing drain in sink
Exterior	Eye level (~5–6 ft)	Natural perspective
Dining Room	Sitting (~3–4 ft)	Shows full table and space

## Troubleshooting Exposure Problems

Problem	Cause	Fix
Windows blown out	Not enough dynamic range	Increase bracketing to -3/0/+3
Dark shadows	Underexposed	Add +3 stop bracket, turn on all lights
Image too dark	Wrong exposure comp	Check exposure comp is at 0
Blurry images	Slow shutter + shake	Use tripod, 2-sec timer, IS off
Weird color cast	Mixed lighting	Use Auto WB, fix in post

## MODULE 4

# The Perfect Shoot Day

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## The Day Before The Shoot

Always confirm your shoot the day before and tell the agent exactly what you need:

- ✓ All lights turned on throughout the entire house
- ✓ All blinds open
- ✓ All ceiling fans turned OFF
- ✓ House tidied and ready to photograph
- ✓ Confirm the exact address and access instructions



■ *Real example: ceiling fan left ON during a long-exposure HDR shoot — motion blur ruins the image. Always confirm ALL fans are OFF before you start.*

**PRO TIP:** Ceiling fans create motion blur in your long-exposure HDR shots. Always make sure they are OFF before you start shooting.

## What To Bring To Every Shoot

Always bring ALL of your gear — even if the client only booked photos. When agents see your drone or Matterport camera, they often add services on the spot.

- Main camera body (Sony A6500)
- Video camera (Sony FX3 if shooting video)
- All lenses
- Tripod with gear head
- Extra batteries (at least 2 spares)
- Extra memory cards
- Drone + controller + extra batteries
- Matterport camera (Ricoh Theta Z1)
- Camera timer remote

**PRO TIP:** Bringing all your gear creates natural upsell opportunities. An agent sees your drone and asks 'Can we add aerial photos?' That's an extra \$300 right there!

## Arriving At The Shoot

Always arrive 15 minutes early. Use that time to unload and organize your gear, review your shot list, and check in with the agent or owner.

## When You Walk In — First Steps

1. Introduce yourself to the agent and/or homeowner
2. Tell them what you need and give a time estimate
3. Do a full walkthrough of the entire property before shooting
4. Check every room: lights on, fans off, blinds right

# Printable Shot List Template

Area	Shots Needed
Front Exterior	Straight on + both corner angles (3 shots total)
Entry / Foyer	1 shot from front door looking in
Living Room	2–3 angles showing space and features
Kitchen	3–4 shots: wide, island, appliances, eat-in area
Dining Room	1–2 shots featuring table and lighting
Master Bedroom	4 shots: wide from door, corner angle, toward window, closet/bath entry
Master Bath	2 shots: wide view, vanity detail
Bedrooms 2 & 3	2 shots each: wide from door + secondary angle
Family Room	2 angles showing fireplace/TV wall
Backyard	2–3 shots: patio, features, rear exterior
Rear Exterior	Straight on + both corner angles (3 shots total)
Special Features	Pool, outdoor kitchen, deck, home office

**PRO TIP:** Laminate this checklist and use a dry-erase marker. Reuse it for every shoot.



Master bath vanity detail shot — mid-height tripod, all lights on, clean lines. Detail shots like this matter especially for luxury listings.

## MODULE 5

# The Shoot — Room by Room

## Shoot Every Room

Photograph every single room unless the agent tells you otherwise. Buyers want to see everything. Never skip rooms without being told to.

## How Many Photos Per House?

Property Size	Typical Photo Count	Package
Small (under 1,500 sq ft)	25–35 photos	30 image package
Medium (1,500–3,000 sq ft)	35–55 photos	50 image package
Large (3,000+ sq ft)	55–100+ photos	75+ image package

**PRO TIP:** When you're starting out, NEVER rush. Speed comes with experience. A slow great photo is worth more than a fast mediocre one.

## Composition Tips

- Show 3 walls in every shot — creates depth and shows room layout
- Shoot from corners when possible
- Keep your camera level — crooked horizons look unprofessional
- Show depth — include foreground, middle, and background elements
- Multiple angles per key room (living room, kitchen, master bedroom)

## Kitchen — Shoot Multiple Angles



Angle 1: Shot from corner showing island, living area, and dining room flow.

Angle 2: Opposite corner captures appliances, cabinetry, and entry foyer.



*Wide kitchen shot from sitting height — island seating, full cabinet run, and pantry all in frame.*



*Open-concept living room — wide angle shows 3 walls, ceiling height, and connection to the outdoors.*



Bright eat-in dining nook — HDR perfectly balances bright windows with interior exposure. Pool and outdoor space visible through glass.

## Master Bedroom — Two Angles



Angle 1: Corner shot shows 3 walls, chandelier, and en-suite doorway.

Angle 2: Straight-on shot toward headboard — symmetric and clean.



*Luxury master bedroom — expose-beam ceiling, 4-poster bed, fireplace, and French doors to patio. Budget 90–120 min for properties like this.*

## Master Bathroom — Detail Shots



*Double vanity shot — symmetrical composition, marble floors, custom mirrors.*



*Soaking tub with garden window — HDR captures interior and outdoor view simultaneously.*



Standard bathroom — mid-height tripod hides the sink drain. Shower, vanity, and mirror all visible in one frame.

## Luxury Home Specifics (\$1M+)

- More shots required: 40–60+ images vs standard 25–30
- Detail shots: Custom tile, designer fixtures, high-end appliances
- Outdoor spaces: Pool, outdoor kitchen, landscaping
- Twilight exteriors: Often expected for luxury listings
- Drone is mandatory: Shows property boundaries and surroundings
- Budget 90–120 minutes instead of 45–60

## Seasonal Exterior Shooting Strategy

Season	Best Timing	Pros	Cons
Spring	April–May, 9am–5pm	Flowers, green grass	Unpredictable weather
Summer	June–Aug, 8am–7pm	Lush landscaping, blue skies	Harsh midday sun
Fall	Sept–Oct, 9am–4pm	Colorful foliage	Falling leaves
Winter	Dec–Feb, 10am–2pm	Shorter shooting window	Dead landscaping

# The Shoot — Room by Room

## Outdoor Living Spaces

Outdoor entertaining areas, pools, and covered patios are major selling features — especially on luxury listings. Shoot these spaces with the same care as your best interiors.



Covered outdoor living area — neon art wall and built-in bar create a lifestyle moment that sells.



Outdoor kitchen and bar — decorative tile, TV, and seating show the full entertainment experience.



Full exterior rear view — captures the covered patio, outdoor kitchen, and backyard in one frame.



Pool and spa — stone walls, lounge seating, and mature oaks make this a standout listing feature.

## Twilight Photography — Premium Add-On Service

Twilight (or 'blue hour') photography creates stunning exterior shots with interior lights glowing against a dramatic blue sky. Agents love these for featured listing photos. Charge \$100–200 extra.



*Spanish-style home at blue hour — warm interior glow against deep blue sky.*



*Aerial twilight shot — showcases pool, grounds, and ocean views for a luxury listing.*



*Modern farmhouse at blue hour — white board & batten exterior glows against lush green landscaping. Interior lights create warmth against the deep blue sky.*

## Best Time to Shoot Twilight

# Twilight Photography — Premium Add-On

## Best Time to Shoot Twilight

Season	Sunset Time	Best Shoot Time	Notes
Spring	7:00–8:00 PM	20–30 min after sunset	Good weather, longer window
Summer	8:00–9:00 PM	20–40 min after sunset	Latest sunset, warmest temps
Fall	6:00–7:00 PM	20–30 min after sunset	Crisp sky, earlier timing
Winter	4:30–5:30 PM	15–25 min after sunset	Shortest window, cold

## Twilight Camera Settings

Setting	Value	Why
Aperture	f/8	Same as interiors for consistency
ISO	400–800	Higher ISO for low light (still on tripod)
Bracketing	-3, 0, +3	More dynamic range than daytime
Shutter Speed	Auto (1–4 seconds)	Long exposures — tripod required

## Step-by-Step Twilight Workflow

1. Arrive 30 minutes before sunset to prepare
2. Turn on ALL interior lights — every room
3. Find best composition while it's still light
4. Wait for 'blue hour': 20–30 min after sunset
5. Shoot brackets: -3/0/+3, check histogram
6. Work fast: 10–15 minute window before sky goes black

# The Shoot — Room by Room

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## Twilight Pricing

Service	Price
Add-on to regular shoot (return at twilight)	\$150–\$200
Standalone twilight shoot	\$150–\$200
Package: 'Photos + Twilight'	\$350 (saves them \$50)

**PRO TIP:** Use PhotoPills or The Photographer's Ephemeris app to calculate exact sunset time. Schedule twilight shoots precisely — you only have a 10–15 minute window.

## Step-by-Step Twilight Workflow

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5. Shoot brackets: -3/0/+3, check histogram
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# Editing & Post-Processing

## Two Editing Options

When starting out, edit your own photos. Once you're shooting more than 2 houses per day, outsourcing editing becomes the smart business move — it frees you to shoot more and earn more.

### Option 1: Edit Yourself (Lightroom Workflow)

1. Import all RAW files into Lightroom
2. Select your 3 bracketed shots (-3, 0, +3) for each composition
3. Right-click → Photo Merge → HDR (Auto Align ON, Auto Settings OFF, Deghost: None)
4. Apply your base preset to the merged DNG
5. Fine-tune exposure, highlights, shadows, white balance per image
6. Export as JPEG — sRGB, 100% quality, long edge 4000px
7. Rename files: [Address]\_01.jpg, [Address]\_02.jpg, etc.

**PRO TIP:** Build a Lightroom preset with your standard starting values (Highlights -70, Shadows +40, Clarity +8, Vibrance +10). Apply it to every image first, then fine-tune. This saves 20–30 seconds per image — an hour saved per shoot.

### Option 2: Outsource to Overseas Editors

Detail	Info
Average cost/image	\$0.50–\$0.80 (I pay \$0.60)
What to send	RAW files via WeTransfer
Turnaround	Same day or next day — within your 24-hr delivery window
Where to find	Facebook groups, Reddit (r/realestatephotography)
How to choose	Send 4 test photos to 3 candidates, compare results
Communication	WhatsApp for fast back-and-forth feedback

### Editor Onboarding System

The biggest mistake photographers make with editors is assuming they know your style. Build a simple onboarding system:

- Create a **Style Guide PDF** with 10–15 example images at your desired output quality
- Send the same 4 test photos to every candidate — most do test edits free
- Give specific written feedback: "Brighter by 10%, less warm on the kitchen, windows need more highlight recovery"
- Once hired, send a new style guide every 3 months to keep quality consistent
- Always review the first 5 images of any new editor before they complete the full batch

# Editing & Post-Processing

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## The Hidden Cost You Must Factor In

Shoot Fee	Images	Editing @ \$0.60	Your Real Profit
\$200	30	\$18.00	\$182.00
\$250	50	\$30.00	\$220.00
\$275	75	\$45.00	\$230.00
\$350	75	\$45.00	\$305.00

# Editing & Post-Processing

## Quality Control — Before You Hit Send

Never download and deliver without a QC pass. Spend 5–10 minutes reviewing every batch — catching one bad image before delivery is worth more than any apology after.

What to Check	Red Flags to Catch
Exposure consistency	One room noticeably brighter or darker than the rest
White balance	Color cast — orange tungsten, green fluorescent, blue shadows
Verticals	Tilted walls, leaning doorframes — fix in Lightroom Transform
HDR halos	Glowing outlines around windows or bright fixtures
Window brightness	Blown-out white rectangles — should show sky or outside view
Clutter in frame	Cords, trash cans, personal items that were missed on set
Shot count	Confirm all agreed rooms are covered — none missing
File naming	[Address]_01.jpg format, no duplicates, no gaps

## Export & Delivery Standards

Setting	Value
Format	JPEG
Color Space	sRGB (required for web and MLS)
Quality	90–100%
Long Edge	4000px (MLS standard — check your local MLS requirements)
File Naming	[StreetAddress]_01.jpg through [StreetAddress]_NN.jpg
Delivery	ApertureOps gallery link — sent within minutes of payment

## Building an Editing System as You Scale

At 2 shoots/day you can edit yourself. At 3+ shoots/day, you need an editor. The transition is easier than most photographers think:

Volume	Editing Approach
1–2 shoots/day	Edit yourself — Lightroom preset + fine-tune
3–4 shoots/day	Hire one overseas editor — send RAWs daily

# Editing & Post-Processing

Volume	Editing Approach
5+ shoots/day	Two editors + dedicated QC workflow before delivery
Team/agency	Editor manager role — someone else runs QC for you

**PRO TIP:** When you outsource editing, your margin actually improves. At \$0.60/image and 50 images/shoot, editing costs \$30. If outsourcing lets you do one extra shoot per day, you net \$170–\$220 more per day. The math always favors outsourcing at scale.

# Pricing, Packages & Billing

## How To Price Your Services

I price by NUMBER OF IMAGES, not by house size. This is a cleaner, more transparent system that clients understand immediately.

**PRO TIP: IMPORTANT:** Always research what other photographers in YOUR market are charging. Prices vary significantly by city and region.

## My Package Structure

Package	Images	Price	Best For
Starter Package	30 images	\$200	Small homes, condos
Standard Package	50 images	\$250	Medium homes
Premium Package	75+ images	\$275	Large homes, luxury

## Add-On Services

Add-on services dramatically increase your revenue per shoot. A \$200 photo shoot can become \$800+ with add-ons.

Add-On Service	My Price	Notes
Video walkthrough	\$300	Use Sony FX3
Drone photos	\$300	FAA Part 107 required
Drone video	\$300	FAA Part 107 required
Matterport 3D tour	\$150	~1 hour, Ricoh Theta Z1
Virtual staging	2x editor cost	Outsource, double your cost
Travel fee	\$50	For shoots 45+ min away

**PRO TIP:** The 'double your cost' rule: If your editor charges \$20 for virtual staging, you charge \$40. Simple, consistent, profitable.

## Payment & Billing — Golden Rule

**ALWAYS COLLECT PAYMENT BEFORE DELIVERING ANY MEDIA. NO EXCEPTIONS.**

- Use ApertureOps for professional delivery AND payment collection
- Send invoice immediately after the shoot
- Media is delivered only after payment is confirmed

## Good–Better–Best Package Structure

Package	What's Included	Price	Profit
BASIC	Photos only (25 images)	\$200	\$185
STANDARD	Photos + Video walkthrough	\$450	\$430
PREMIUM	Photos + Video + Drone + Matterport	\$850	\$810

**PRO TIP:** Psychology: Most people choose the middle option. Price your STANDARD package as the one you want to sell most.

# Growing Your Business

## How I Built My Business From Zero

In 2012 I did my first shoot as a favor for a friend selling his house. From that one shoot I built a full real estate photography business. The path is simple — most people just quit before it works.

### Step 1: Make a Simple Flyer (Canva — Free)

- Business name and logo
- 3–5 of your best property photos
- Phone number and email
- **Do NOT put pricing on the flyer** — it starts a conversation instead of ending one

### Step 2: Visit Real Estate Offices

Step	Action	Notes
1	Research all real estate offices within 30 minutes of you	Google Maps — aim for 20+ offices
2	Visit in person with flyers	Dress professionally — you are your brand
3	Ask for the office manager or broker	Introduce yourself, leave flyers with everyone
4	Wait 2 months, then go back	The 2-month rule — keeps you top of mind
5	Repeat until agents start calling	It took me 3 visits per office to get my first regular

### The Office Meeting Presentation

Ask the office manager for 10–15 minutes at a team meeting. This is your highest-leverage marketing activity:

- Bring coffee and bagels (~\$30 — highest ROI marketing you'll ever do)
- Show a 5-minute slideshow: your 10 best shots + before/after comparisons
- End with a limited offer: first shoot 20% off for anyone who books this week
- Collect agent cards, then follow up individually within 24 hours

### Key Metrics to Track Every Month

Metric	What It Tells You
Shoots per month	Your volume and capacity
Revenue per shoot	Whether your pricing is moving in the right direction
New clients this month	Whether your marketing is working
Repeat client %	Whether your service quality is earning loyalty
Avg. turnaround time	Whether your workflow is efficient enough to scale
Google review count	Your online reputation growth — aim for 15+ reviews Year 1

# Growing Your Business

## Year 1 vs Year 3: Real Income Comparison

Metric	Year 1	Year 3
Shoots per month	12–15	25–30
Average price/shoot	\$225	\$350
Monthly revenue	\$2,700–\$3,375	\$8,750–\$10,500
Monthly net profit	\$1,980–\$2,365	\$6,875–\$8,250
Annual net profit	\$23,760–\$28,380	\$82,500–\$99,000
Effective hourly rate	\$48–\$57/hr	\$114–\$138/hr

**PRO TIP:** Your income more than triples by Year 3 while your hourly rate doubles. This happens through three levers: raising prices, adding premium services, and outsourcing editing so you can shoot more without working more hours.

## When & How to Raise Your Prices

Signal	Action
Booked more than 3 weeks out	Raise base rate by \$25–\$50 immediately
Turning down shoots	Your price is too low — raise it now
No one has flinched at price	Test a higher rate on new clients only
Added new service (video, drone)	Repackage — new price reflects new value
12 months since last increase	Annual rate review — inflation adjustment minimum

## Building Systems to Scale

The difference between a photographer who earns \$30K/year and one who earns \$100K/year is almost never skill — it's systems.

System	What It Does for You
Booking template	Automatic confirmation and prep checklist sent to every client
Invoicing	ApertureOps sends invoice instantly, delivers photos on payment
Overseas editor	You shoot, they edit — you sleep, they finish the batch
Google reviews	Script #4 sent after every delivery — review count compounds

# Growing Your Business

Action	Why It Works
2-month check-in	Script #5 sent to quiet clients — keeps revenue steady
Price list review	Annual review every January — non-negotiable
Post-delivery email	Thank agent + ask for a Google review same day
Birthday/holiday text	A simple message keeps you top of mind between jobs

## Referral Partnerships That Actually Work

Real estate runs on relationships. These partners have the same clients you want and are not your competition:

### Home Stagers:

Offer to shoot their portfolio for free or reduced cost. They'll recommend you to every agent they work with.

### Home Inspectors:

They're at every listing — leave cards with them. Mutual referrals are natural since shoots and inspections happen at the same time.

### Mortgage Brokers:

They work with buyers who become sellers. A simple flyer in their office can generate steady referrals.

### Real Estate Attorneys:

Closing attorneys interact with sellers constantly. One relationship here can send you listings all year.

### Interior Designers:

High-end home designers need portfolio photography. Offer a trade or discounted shoot — they'll remember you when their clients list.

### New Agent Classes:

New agents need vendors immediately. Contact local brokerages and ask to present at new agent orientations. Hand out your card and rate sheet.

### Title & Escrow Officers:

They process every transaction. One trusted contact in a busy escrow office means a steady stream of agent referrals.

**PRO TIP:** Your most powerful referral source is your existing agent list. Every 60 days, send a brief check-in message to every agent you've shot for in the last year. Consistency turns a one-time client into a long-term partner.

# REP Academy Pre-Shoot Checklist

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## THE DAY BEFORE

- Confirm shoot time and address with agent
- Remind agent: all lights ON throughout the house
- Remind agent: all blinds OPEN
- Remind agent: all ceiling fans OFF
- Check weather forecast
- Confirm if drone/video/Matterport is needed
- Check all batteries are charged
- Format memory cards

## MORNING OF THE SHOOT

- Pack ALL gear (even if client only booked photos)
- Pack extra batteries for all equipment
- Pack extra memory cards
- Pack tripod + gear head
- Pack drone + remote + batteries
- Check FAA airspace (B4UFLY app)
- Plan route — arrive 15 minutes early

## WHEN YOU ARRIVE

- Arrive 15 minutes before scheduled time
- Introduce yourself to agent and/or homeowner
- Do a full walkthrough of the property
- Verify all lights on and all ceiling fans OFF
- Set camera: F8, ISO 100–400, Aperture Priority, RAW, -3/0/+3

## DURING THE SHOOT

- Shoot ALL rooms unless told otherwise
- Use tripod and camera timer for EVERY shot
- Correct tripod height per room type
- Shoot 3 brackets per composition (-3, 0, +3)
- Multiple angles for key rooms
- Drone shots and Matterport if applicable

## AFTER THE SHOOT

- Review shots before leaving the property
- Back up RAW files immediately
- Send files to editor OR edit yourself
- Send invoice to client
- Deliver media only AFTER payment is received

BONUS

# Camera Settings Cheat Sheet

**PRINT THIS PAGE AND KEEP IT IN YOUR CAMERA BAG**

Setting	Value
Mode	Aperture Priority (Av)
Aperture	F8
ISO	100
File Format	RAW (always!)
Bracketing	-3 / 0 / +3
Bracket Shots	3 exposures
Shutter Release	Camera Timer (2 sec) or Remote
Tripod	ALWAYS — no handheld shots
White Balance	Auto (adjust in editing)
Lens — Tight Rooms	Sony 10–18mm at 10mm
Lens — Normal Rooms	Sony 10–18mm at 12–18mm

## TRIPOD HEIGHT QUICK REFERENCE

Room	Height
Living Room / Bedroom / Office	Sitting height (~3–4 feet)
Kitchen	Eye level (~5–6 feet) — hides under cabinets
Bathroom	Mid height — hides sink drain
Dining Room	Sitting height (~3–4 feet)
Exterior	Eye level (~5–6 feet)

## BONUS

# Complete Pricing Guide

**PRO TIP:** These prices are based on a real working photographer's rates. Always research your local market before setting your prices.

## Photo Packages

Package	Images	Price	Editing Cost	Net Profit
Starter	30 images	\$200	\$18 (30×\$0.60)	\$182
Standard	50 images	\$250	\$30 (50×\$0.60)	\$220
Premium	75+ images	\$275	\$45 (75×\$0.60)	\$230

## Add-On Services

Service	Price	Net Profit
Video walkthrough	\$300	~\$300
Drone photos	\$300	~\$300
Drone video	\$300	~\$300
Matterport 3D tour	\$150	~\$150
Virtual staging	2x editor cost	50% margin
Travel fee	\$50	~\$50

## Maximum Revenue Per Shoot Example

Service	Price
50 image package	\$250
Video walkthrough	\$300
Drone photos + video	\$300
Matterport 3D tour	\$150
Travel fee	\$50
TOTAL	\$1,050

One fully loaded shoot = \$1,050. That's the power of add-on services.

# Contracts & Legal Protection

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## Essential Contract Clauses

### 1. Payment Terms

"Payment is required before any media is delivered. Invoice sent within 2–4 hours of shoot. Photos delivered within 24 hours of payment. Accepted: Venmo, Zelle, PayPal, credit card."

### 2. Cancellation Policy

"Cancellations with less than 24 hours notice incur a \$50 fee. This covers time blocked that cannot be rebooked."

### 3. Copyright & Usage

"Client receives full usage rights for real estate marketing. Photographer retains copyright and may use images for portfolio and promotional purposes."

### 4. Liability Waiver

"Photographer is not liable for property damage. Client assumes all risk. Photographer carries liability insurance."

### 5. Deliverables

"Client receives [X] professionally edited high-resolution images. Raw files not included. One round of minor adjustments included."

## Business Insurance

Insurance Type	Coverage	Cost/Year
General Liability	\$1M — property damage, injuries	\$300–500
Equipment Insurance	Theft/damage to your gear	\$200–400
Professional Liability	Errors & omissions	\$400–600

**PRO TIP:** General liability is required by many brokerages. Total insurance cost ~\$900/year — and it's all tax deductible.

BONUS

# How to Start an LLC for Your Photography Business

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## Why You Need an LLC

	Sole Proprietor	LLC
Personal asset protection	X No protection	✓ Protected
Home protected if sued	X At risk	✓ Protected
Tax benefits	Limited	✓ Pass-through + S-Corp option
Professional credibility	Lower	✓ Higher
Cost to set up	Free	\$50–\$500 one-time

## The 8 Steps to Form Your LLC

### Step 1: Choose Your State

Register in the state where you LIVE and do business. Go to your state's Secretary of State website. Filing fees: \$50–\$500.

### Step 2: Choose Your Business Name

Must be unique in your state. Include 'LLC' at the end. Check domain availability too.

### Step 3: Choose a Registered Agent

You can be your own registered agent. Must have a physical address in your state. Services cost \$50–150/year.

### Step 4: File Articles of Organization

File online at your state's Secretary of State website. Takes 1–2 weeks.

### Step 5: Get Your EIN (Free)

Get FREE directly from the IRS at [irs.gov](https://irs.gov). You receive it immediately. Never pay a service to do this.

### Step 6: Open a Business Bank Account

NEVER mix personal and business money. Protects your LLC status and makes tax time easier.

### Step 7: Get Business Insurance

Start with General Liability. Check Hiscox, Progressive, or State Farm.

### Step 8: Set Up Business Systems

Accounting (QuickBooks/Wave), invoicing (ApertureOps), contracts, tax tracking, business credit card.

**PRO TIP:** Most states allow online LLC filing in under 30 minutes. You don't need a lawyer for a basic single-member LLC.

## Total Cost To Get Started

Expense	Cost
LLC Filing Fee	\$50–\$500 (one-time)
EIN Number	FREE (irs.gov)
Business Bank Account	FREE (most banks)
General Liability Insurance	~\$300–600/year
Equipment Insurance	~\$200–400/year
Accounting Software	FREE (Wave) or \$30/mo (QuickBooks)
TOTAL TO GET STARTED	~\$550–\$1,500

**IMPORTANT:** This guide is for informational purposes only and is NOT legal or tax advice. Consult a business attorney or CPA in your state.

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[repacademy.com](https://repacademy.com)

BONUS

# Client Communication Scripts

Use these scripts for every client interaction. Professionalism and speed of communication are what separate the photographers agents call back from those they forget.

## 1. Booking Confirmation — Send Immediately After Booking

Hi [Agent Name], this is [Your Name] from [Business Name] confirming your shoot at [Address] on [Date] at [Time]. Please ensure: ✓ All lights ON throughout the house ✓ All blinds OPEN ✓ All ceiling fans OFF ✓ House tidied and ready to photograph. Invoice within 2–4 hours of shoot. Photos within 24 hours of payment. See you then!

## 2. Day-Before Reminder to the Agent

Hi [Agent Name], quick reminder — I'll be at [Address] tomorrow at [Time]. Checklist for the homeowner: all lights on, fans off, blinds open, counters cleared. Looking forward to it!

## 3. Invoice + Photo Delivery Message

Hi [Agent Name], your photos from [Address] are ready! Invoice attached — once payment is received your full gallery is delivered within minutes via ApertureOps. Total: \$[Amount]. Accepted: Venmo, Zelle, PayPal, or credit card. Thank you!

## 4. Google Review Request — Send After Delivery

Hi [Agent Name], I hope you love the photos from [Address]! If you're happy with the work, I'd really appreciate a quick Google review — only takes 2 minutes. Direct link: [Your Google Review Link]. Thank you — looking forward to our next shoot!

## 5. Re-Engage a Quiet Agent — 2-Month Check-In

Hi [Agent Name], it's been a couple months — just wanted to check in and see if you have any upcoming listings I can help with. Available [Days/Times], 24-hour turnaround. Would love to work together again! — [Your Name]

## 6. On-Site Upsell Script

[At the shoot, say in person]: "I noticed the backyard/pool is gorgeous — would you like drone shots today? Only \$300 and buyers love the aerial view. I have my drone right here." OR: "This home would look incredible at twilight. I can return this evening for just \$150 — twilight shots often become the listing's hero image."

**PRO TIP:** Save all of these in your phone's Notes app under 'Client Scripts.' You'll use them every single week. The faster and more professional your communication, the more repeat business and referrals you will earn.

BONUS

# Client Retention & Repeat Business

Getting a new client is hard. Keeping one is easy — if you're intentional. In 14 years, the majority of my income has come from repeat agents. Here's exactly how I stay top of mind.

## The Repeat Business System

Strategy	Frequency	Action
Office Visit	Every 2 months	Drop in, bring donuts, chat with agents
Check-In Text	Every 2 months	Send Script #5 to any quiet clients
Tag Agent on IG	Weekly	Post a shoot photo and tag the listing agent
Holiday Message	Thanksgiving / NY	Text: "Happy Holidays — looking forward to next year!"
Birthday Text	Their birthday	A simple message goes a very long way
Ask for Referrals	After great shoots	"Do you know any other agents I should meet?"

## The 80/20 Rule

80% of your income will come from 20% of your clients. Identify your top 5–10 agents and treat them like gold. These are the agents who book consistently, pay on time, and refer you to colleagues. Protect these relationships above everything else.

## What Makes Agents Loyal to One Photographer

Factor	Why It Matters
Consistency	Every shoot looks the same — they know exactly what they're getting
Speed	24-hour delivery makes them look great to their sellers
Communication	They always know what's happening — no chasing you for updates
Reliability	You show up on time, every time, no excuses
Ease	You make the entire process effortless for them

**PRO TIP:** Never raise prices on loyal clients without warning. If you need to raise rates, give your best clients 60–90 days notice and grandfather their current rate for one more season. Loyalty runs both ways.

BONUS

# Video Shooting Walkthrough

Video walkthroughs are your highest-value add-on at \$300 per shoot. Your Sony FX3 and DJI RS4 gimbal will produce cinematic property videos that agents use as their listing's hero content. Here is exactly how to shoot them — camera settings, every shot type, and the body mechanics that separate amateur footage from professional work.

## Video Camera Settings (Sony FX3)

Setting	Value	Why
Resolution	4K / 24fps	Cinematic look — standard for real estate video
Shutter Speed	1/50s	Follow the 180° rule (2x your frame rate)
ISO	800–3200	FX3 handles high ISO cleanly — push it if needed
Aperture	f/4–f/5.6	Slight depth of field while keeping full rooms sharp
White Balance	Manual per room	Set WB before every clip — NEVER use Auto for video
Color Profile	S-Cinetone	Sony's built-in color science — easy, low-contrast look
ND Filter	Use as needed	Maintains 1/50s shutter in bright rooms or exteriors
Stabilization	DJI RS4 Gimbal	Always on gimbal — never handheld for paid work

## The 6 Core Shot Types — When & How to Use Each

Every great real estate video is built from a small toolkit of moves. Master these six and you can shoot any property professionally.

### The Push

You walk slowly toward a subject — a fireplace, a kitchen island, a front door. The camera starts wide and gradually fills the frame with the feature you want the viewer to notice. This is your most-used move and the most cinematic.

**Best for:** Exterior approach, living room entry, kitchen reveal, master bed headwall.

### The Pull

The opposite of the push — you start tight on a detail and slowly walk backward to reveal the full room. Pulls feel dramatic and luxurious. They're especially powerful when the viewer sees something surprising as the frame widens.

**Best for:** Opening from a fireplace to reveal the full living room, pulling back from a kitchen countertop to

BONUS

# Video Shooting Walkthrough

## The Pan

Your body stays still. You rotate the camera left or right on a fixed axis. Pans should be silky smooth and slow — any jitter is immediately visible. On the RS4, pan speed is set in the app. Start and end each pan on a natural anchor point (a window, a doorway, a piece of furniture).

**Best for:** *Dining rooms, bathrooms, bedrooms, backyard revealing left to right.*

## The Arc (Orbit)

You walk in a semicircle around a central subject while keeping the camera pointed at it the entire time. This is the most impressive-looking move for a single feature and it works because of the gimbal's ability to hold the frame steady while your body curves around the object.

**Best for:** *Kitchen islands, bathroom vanities, dining tables, outdoor fire pits or pools.*

## The Tilt

Your body is still. The camera tilts up or down on a vertical axis. A slow tilt up on a tall feature (cathedral ceiling, statement fireplace, floor-to-ceiling windows) makes the space feel massive. A tilt down from a ceiling detail to a surface below draws the eye elegantly to what you want them to see.

**Best for:** *Vaulted ceilings, two-story great rooms, tall kitchen backsplashes, statement light fixtures.*

## The Reveal

You start with the camera partially blocked — behind a wall, a door frame, a column, or a piece of furniture — and slowly step sideways to reveal the room beyond. This is the most dramatic move in real estate video because it mimics the feeling of walking into a room for the first time.

**Best for:** *Transitioning between rooms, revealing a backyard from inside a doorway, revealing a view through a window.*

**PRO TIP:** Combine moves within a single clip for maximum impact. Example: start with a slow push toward a kitchen island, then transition into an arc around it without cutting. One continuous move like this can be the hero shot of the whole video.

## Body Mechanics — How to Actually Move

Technique	How to Do It	Why It Matters
Heel-to-toe walking	Roll each step from heel to toe, never flat-footed	Eliminates the bounce and bob from normal walking
Bent knees	Keep knees soft and slightly bent the entire time	Acts as a natural shock absorber for your body
Slow breathing	Breathe slowly and hold on important frames	Prevents micro-shake from breath movement
Wide stance start	Begin each shot from a planted wide stance	Gives you a stable launch before you move
Full arm extension	Hold the RS4 by the handle — do not death-grip it	Arms transfer your body movement to the camera
Rehearse first	Walk the move once without recording	You'll catch obstacles and plan smoother execution

BONUS

# Video Shooting Walkthrough

Count your duration	Count seconds silently while shooting	Prevents clips from being too short in the edit
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## Room-by-Room Shot List

Room / Location	Shot Type	Duration	Notes
Front exterior	Push toward front door	8–10 sec	Start from street level if possible
Entry / foyer	Pan or push inward	6–8 sec	Establish the home's first impression
Living room	Reveal + arc or push	8–12 sec	Reveal from doorway then arc a feature
Kitchen	Arc the island + push	8–12 sec	Island arc is the hero shot of the kitchen
Dining room	Pan across the table	6–8 sec	Start on a detail, end on the full room
Master bedroom	Push toward headwall	8–10 sec	Slow, deliberate, low angle push
Master bathroom	Arc the vanity	6–8 sec	Arc gives depth without a lot of space
Additional bedrooms	Simple push or pan	4–6 sec each	Keep these brief — one clean move each
Backyard / patio	Wide reveal pan	8–12 sec	Reveal from the door frame if possible
Pool (if present)	Low push along edge	8–10 sec	Keep camera low — makes pool look large
Aerial (if drone)	Rise + slow orbit	10–15 sec	Full property overview + neighborhood context

## Shoot Day Workflow

### Before You Walk In

Turn on ALL lights. Balance and power up the RS4 before entering. Walk the full property on foot first — no camera — to plan your moves and identify the hero shots in each room. Decide your flow: exterior → entry → main living → kitchen → dining → bedrooms → bathrooms → backyard.

### Shooting

Shoot every room 2–3 takes minimum. Your first take is a rehearsal even if you think it was perfect. Move slower than feels natural — every shooter moves too fast until they watch their own footage. Give yourself 3–5 seconds of still hold at the start and end of each clip so the editor has handles to work with.

### Transitions

Shoot transition clips between rooms: a slow push through a doorway, a tilt up a hallway, a pan across a window. These connecting shots are what make the edit feel like a flowing tour rather than a series of unconnected clips.

### What to Deliver

## What to Deliver

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**Full walkthrough cut:** 2–3 minutes. This is the main deliverable for listing agents — the full property tour.

**Social media cut:** 60–90 seconds (vertical or square crop for Instagram Reels). Agents love posting these.

**Thumbnail:** Export a JPEG proxy frame. Choose the hero shot of the property — usually the exterior or kitchen.

**Delivery method:** ApertureOps. Include both cuts + thumbnail in a single organized folder.

**PRO TIP:** The #1 mistake new video shooters make is moving too fast. Record yourself at home and watch it back — it will feel painfully slow while shooting and still too fast on playback. Slow down more than feels comfortable. That hesitation is what makes footage look cinematic.

BONUS

# When Things Go Wrong

In 14 years I've seen everything go wrong that can go wrong. Here is how to handle the most common problems professionally without losing clients or your sanity.

Situation	What To Do
House not ready / messy	Text the agent immediately: "I'm here — the home isn't quite shoot-ready. I can wait 20 min or reschedule."
Agent doesn't show up	Call, then text. If no answer after 10 min, text: "I'm at the property — will start in 5 minutes." Shoot and deliver.
Lights out / missing bulbs	Shoot around it using HDR to compensate. Note in delivery: "Some rooms had non-functioning lights."
Bad weather for exteriors	Shoot all interiors first. If weather clears, shoot exteriors before leaving. If not, offer a free exterior retouch.
Client disputes the photos	Ask specifically what they're unhappy with. Offer ONE free round of minor adjustments. If it's a photo, retouch it.
Equipment fails mid-shoot	Switch to backup gear immediately. If no backup is available, reschedule — never deliver substandard work.
Client wants photos before paying	Stay polite but firm: "I deliver media only after payment — it's my consistent policy with every client. I'm sorry."
Agent refers you to a difficult homeowner	Be professional and patient — the agent is your client, not the homeowner. Always communicate issues to the agent.

**PRO TIP:** Stay calm. Every problem has a professional solution. Agents remember how you handle problems even more than how you perform on normal shoots. Handling a difficult situation with grace is what builds lifetime client loyalty.

# Editing Deep Dive

This section gives you the exact Lightroom workflow and slider values I use for every real estate shoot. Follow these steps and your edits will be consistent, professional, and fast.

## Step-by-Step HDR Merge in Lightroom

1. Import all RAW files into Lightroom (File → Import)
2. Select your 3 bracketed shots (-3, 0, +3) for one composition
3. Right-click → Photo Merge → HDR
4. Settings: Auto Align ON — Auto Settings OFF — Deghost: None
5. Click Merge — Lightroom creates a new DNG file
6. Edit the merged DNG using the slider values below
7. Export: JPEG, sRGB, 100% quality, long edge 4000px

## My Starting Edit Values (Adjust Per Room)

Panel	Slider	Starting Value	Note
Basic	Exposure	0 to +0.3	Brighten slightly if needed
Basic	Highlights	-60 to -80	Recover blown windows
Basic	Shadows	+30 to +50	Open up dark corners
Basic	Whites	+10 to +20	Adds overall brightness
Basic	Blacks	-5 to -15	Maintain depth in darks
Basic	Clarity	+5 to +10	Adds crispness to edges
Basic	Vibrance	+10	Subtle, natural color boost
HSL	Blue Saturation	-10 to -20	Avoids oversaturated sky
Detail	Noise Reduction	20-30	Smooth high-ISO noise
Lens Correct.	Enable Profile	ON	Removes barrel distortion
Transform	Vertical	Auto or manual	Straighten tilted walls

BONUS

# Editing Deep Dive

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## White Balance by Room Type

Room Type	Typical Problem	Fix
Living / Bedroom	Warm tungsten cast	Shift WB cooler (4500–5200K)
Kitchen	Mixed lighting sources	Try Auto WB then fine-tune in post
Bathroom	Fluorescent green cast	Add magenta in Tint slider (+5 to +15)
Exterior daytime	Blue shadow areas	Warm up slightly (6000–6500K)

**PRO TIP:** Create a Lightroom preset with your standard starting values and apply it to every merged HDR file first, then fine-tune per image. This saves 30–60 seconds per photo — which adds up to 30+ minutes saved on a typical shoot.

BONUS

# Drone & Aerial Photography

Drone photography is your most powerful upsell. A 3-minute aerial video and 10–15 aerial stills can add \$200–\$300 to any shoot and make listings stand out in a way no ground-level photo can match. Here is everything you need to add drone to your services.

## FAA Part 107 — What It Is and Why You Need It

Any commercial drone use in the US requires an FAA Part 107 Remote Pilot Certificate. This is not optional — flying for pay without it is illegal and could result in fines of up to \$32,666. The good news: it's a straightforward test and most people pass on their first attempt.

Step	Action	Details
1	Study for the Part 107 exam	Use free resources: FAA website, YouTube, or Sporty's online course (~\$150)
2	Schedule your test at an FAA-approved center	CAATS or PSI testing centers — find at faa.gov — test fee: \$175
3	Pass the aeronautical knowledge test	60 questions, 70% to pass — focus on airspace and weather
4	Register your drone with the FAA	All drones over 0.55 lbs require FAA registration (\$5 at faadronezone.faa.gov)
5	Check airspace before every flight	Use the B4UFLY app or LAANC system for real-time airspace authorization

## Recommended Drone: DJI Mini 4 Pro or Air 3

Spec	DJI Mini 4 Pro	DJI Air 3
Weight	249g (no FAA reg needed)	720g (FAA registration required)
Camera	4K / 60fps, 1/1.3" sensor	4K / 60fps, dual cameras
Video	D-Log M color profile	D-Log M + 10-bit color
Flight Time	~34 minutes	~46 minutes
Best For	Residential, easy to carry	Luxury/commercial, longer flights
Price	~\$760	~\$1,099

## Drone Camera Settings

Setting	Value	Why
Resolution	4K / 24fps	Match your ground camera for consistent editing

# Drone & Aerial Photography

## Drone Camera Settings

Setting	Value	Why
Resolution	4K / 24fps	Match your ground camera for consistent edits
Shutter Speed	1/50s	180° rule — same as your FX3
ISO	100–400	Outdoor light = keep ISO low for clean footage
White Balance	Sunny / Cloudy	Manual WB — match conditions, never Auto
Color Profile	D-Log M	DJI's flat profile — maximum editing latitude
ND Filter	ND16 or ND64	Required outdoors to maintain shutter speed
Gimbal Tilt	-15° to -5°	Slight downward angle shows property + neighborhood

## The Aerial Shot List

Shot	How to Fly It	Duration / Count
Reveal approach	Start low behind trees, rise to reveal home	10–15 sec video
Front elevation	Hover at 30–40 ft, facing house straight on	1–2 still photos
Slow orbit	Circle property at 50–60 ft altitude	20–30 sec video
Top-down	Directly overhead at 100–200 ft	1 still photo
Backyard reveal	Rise from behind the house to reveal backyard	10–15 sec video
Neighborhood context	High orbit at 200–300 ft	1–2 stills
Golden hour hover	Hover facing west 30 min before sunset	Best hero image

## Pre-Flight Safety Checklist

- Check airspace: B4UFLY app — confirm no restricted zones (airports, stadiums, emergency ops)
- Check weather: winds under 15 mph, no rain, visibility 3+ miles
- Charge all batteries (carry 3 minimum — each gives ~30 min flight time)
- Inspect props for cracks or chips — never fly with damaged props
- Notify agent or homeowner before flying — they may want to be inside
- Stay 25 ft minimum from people and structures while in motion
- Keep drone in visual line of sight at all times

BONUS

# Drone & Aerial Photography

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**PRO TIP:** Always have your drone in the car. The best time to upsell aerial is when you're already at the property and can say "I have my drone right here." Agents almost always say yes when you make it effortless.

BONUS

# Social Media & Marketing

Social media is the most powerful free marketing tool a real estate photographer has. Every shoot you complete is content. Every agent you tag is a referral source. Here is the exact strategy I use to turn Instagram into a client pipeline.

## Instagram — Your Primary Platform

Real estate agents are on Instagram. Your photos look incredible on it. It is the single best platform for a real estate photographer and should get the majority of your social media attention.

### Profile Setup (Do This First)

- **Username:** @[YourCity]RealEstatePhotography or @[YourName]Photo
- **Bio:** "Real estate photographer • [City] • 24-hour delivery • Book: [phone]"
- **Profile photo:** Professional headshot or your best aerial shot — not a logo
- **Link in bio:** Google Business Profile or a simple booking page
- **Story Highlights:** Create: Before/After | Aerial | Twilight | Reviews

## What to Post — Weekly Content Calendar

Day	Content Type	Caption Strategy
Monday	Best photo from last week's shoots	Tag the agent + office. "Just listed in [City] — @AgentName"
Wednesday	Before / After comparison	Show the value of professional photography vs. phone camera
Friday	Reel or video clip	15–30 sec walkthrough highlight. Tag agent. Use trending audio.
Weekend	Behind the scenes or review	Photo of your gear, you at work, or screenshot a 5-star Google review

## The Agent Tag Strategy — Free Marketing That Compounds

Every time you tag a listing agent in your post, three things happen: their followers see your work, they appreciate the free promotion, and your relationship deepens. Do this consistently and agents will begin sharing your posts themselves — reaching their entire audience for free.

- Tag the agent's Instagram handle in both the photo and the caption
- Tag the real estate office as well (many offices have large followings)
- Use location tags — "[Street Address]" or "[Neighborhood], [City]"
- Use 5–10 hashtags: #realestatephotography #[city]realestate #listingphotos #luxurylisting
- Reply to every comment within 24 hours — the algorithm rewards engagement

# Social Media & Marketing

## Reels — Your Fastest Path to New Followers

Reels reach people who don't follow you yet. A well-edited 20–30 second walkthrough clip with trending audio can generate thousands of views and bring in new agent inquiries organically.

Reel Type	Format	Why It Works
Property walkthrough	15–30 sec cut	Agents see what their listing could look like
Before / After	10–15 sec split	Instantly proves your value vs. phone photos
Behind the scenes	15–20 sec	Humanizes you — people hire people, not cameras
Drone reveal	10–20 sec	The wow factor — consistently most-shared content
Twilight reveal	10–15 sec	Gorgeous lighting — performs exceptionally on Reels

## Google Business Profile — Your #1 Lead Generator

When an agent searches "real estate photographer [your city]" your Google Business Profile is what they see first. This is the most important free marketing asset you have.

Step	Action	Priority
1	Create profile at <a href="https://business.google.com">business.google.com</a>	Do immediately
2	Business name: "[City] Real Estate Photography"	Keyword-first naming
3	Upload 30+ of your best photos	42% more requests
4	Request a Google review after every delivery (Script #4)	Goal: 15+ in Year 1
5	Post a weekly update (recent photo + agent tag)	Keeps profile active
6	Respond to every review — even the 5-stars	Shows professionalism

## What NOT to Do on Social Media

- Don't post inconsistently. One post a week every week beats three posts one week and nothing for a month.
- Don't post low-quality images. Every image you post is your portfolio. One bad photo undoes ten great ones.
- Don't ignore comments and DMs. A slow response to an agent inquiry is a missed booking.
- Don't use all your hashtags in the caption. Put them in the first comment instead — cleaner look.
- Don't forget to post your own work. Reposting other photographers' content fills a feed but builds nothing.

**PRO TIP:** The single most effective social media action: after every shoot, immediately post one photo and tag the agent before you even leave the driveway. Agents notice. It becomes part of the experience they book you for.

BONUS

# Video Editing Workflow

Shooting great video is only half the job. This section covers the exact editing workflow to turn your FX3 footage into a polished property video — from import to final delivery. Use DaVinci Resolve (free) or Adobe Premiere Pro.

## Software Recommendation

Software	Cost	Best For	Learning Curve
DaVinci Resolve	Free	Color grading — industry standard	Medium — excellent free YouTube tutorials
Adobe Premiere Pro	\$55/month	Editing speed, tight LR integration	Low if you already use Adobe suite
CapCut (mobile)	Free	Quick social media cuts only	Very low — not for full deliveries

## Step-by-Step Editing Workflow (DaVinci Resolve)

### 1. Import your clips

File → Import Media. Create bins: Exterior / Living / Kitchen / Bedrooms / Bathrooms / Backyard / Aerial. Organize clips into bins before you touch the timeline.

### 2. Build your rough cut

Drag your best take from each room to the timeline in walkthrough order. Don't overthink it — get one clip per room on the timeline first. Target length: 3–4 minutes.

### 3. Trim to final length

Cut each clip to its best 6–12 seconds. Remove the entry and exit of each move (first 2 sec, last 2 sec). Full video: 2–3 min. Social cut: 60–90 sec.

### 4. Add transitions

Use simple cuts or a 4–8 frame cross-dissolve between rooms. Avoid flashy transitions — they look amateur in real estate video. The move itself IS the transition.

### 5. Color grade your S-Cinetone footage

S-Cinetone is already low-contrast and pleasant. In the Color tab: Lift Gain slightly, add a touch of Contrast, boost Saturation to 55–60. Match the color temperature across all rooms before making creative adjustments.

### 6. Add music

Choose a track from Artlist.io, Epidemic Sound, or YouTube Audio Library (all royalty-free). Real estate: ambient/cinematic, 100–120 BPM. Volume: –18 to –15 dB — music should support, not overpower.

### 7. Export

File → Deliver. Full video: H.264, 1920×1080, 10–15 Mbps. 4K version if client requests: H.265, 3840×2160, 25–35 Mbps. Social cut: 1080×1920 (vertical) or 1080×1080 (square) for Reels.

BONUS

# Video Editing Workflow

## Grading S-Cinetone Footage in DaVinci Resolve

Adjustment	Value	Why
Color Space	Set to S-Cinetone in Camera Raw	How Resolve how to read the footage
Lift (shadows)	+2 to +4	S-Cinetone is slightly lifted already — refine
Gain (highlights)	-2 to 0	Pull back any clipped highlights
Saturation	55-60	Default 50 is slightly flat for real estate
Color Temp	Match per room	Adjust per-clip to neutralize WB inconsistencies
Sharpness	+5 to +10	Adds crispness without introducing artifacts
Node structure	Base grade → Room match	Use nodes to keep grade non-destructive

## Music Licensing — Only Use Legal Music

Using unlicensed music on videos you deliver to clients is copyright infringement. It can also get your clients' social media posts muted or taken down, which reflects badly on you. Use only royalty-free licensed music:

Source	Cost	Notes
Artist.io	\$199/year	Best library, unlimited use, all platforms covered
Epidemic Sound	\$15/month	Large library, easy social media licensing
YouTube Audio Library	Free	Free with attribution — good for social cuts
Musiced	\$49/month	Premium — worth it for luxury listings

## Delivery Specs Cheat Sheet

Deliverable	Format	Resolution	Bitrate	Notes
Full walkthrough	H.264	1920x1080	10-15 Mbps	Standard delivery for MLS/web
4K version	H.265	3840x2160	25-35 Mbps	On request for luxury listings
Instagram Reel (vert.)	H.264	1080x1920	8-10 Mbps	Vertical crop — 60-90 sec
Instagram Reel (sq.)	H.264	1080x1080	8-10 Mbps	Square crop — agent preference
Thumbnail	JPEG	1920x1080	N/A	Best frame from the video

BONUS

# Video Editing Workflow

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**PRO TIP:** Save a DaVinci Resolve template with your standard node structure, LUT, and export settings. Opening a template instead of starting from scratch saves 15–20 minutes per video project. At 10 videos/month, that's 3+ hours back in your week.

BONUS

# Upsells & Add-On Services

Every shoot is an opportunity to earn more money without booking a new client. The best add-on sales happen on-site, in the moment, when the agent can see exactly what they're getting. Here are your six most profitable upsells and exactly how to pitch each one.

## Your Upsell Menu

Service	Your Cost	Charge	Margin
Twilight Photos	\$0 (your time)	\$150–\$200	100%
Drone Stills	\$0 (your gear)	\$300	100%
Drone Video	\$0 (your gear)	\$300	100%
Video Walkthrough	\$0 (your gear)	\$300	100%
Floor Plan	\$10–\$15 (CubiCasa app)	\$75–\$100	80–85%
Virtual Staging	\$12–\$20/room (BoxBrownie)	\$50–\$75/room	65–75%
3D Matterport Tour	\$10–\$15 (Theta Z1 app + hosting)	\$150	85–90%

## Twilight Photography

Twilight is the most visually dramatic listing photo you can deliver. The window for a great twilight shoot is narrow — 15–20 minutes after sunset when the sky is deep blue and the interior lights glow. You're already at the property; it's simply a matter of coming back at the right time or staying late.

- Camera settings: ISO 400–800, f/8, 3–8 second exposures on a tripod
- All interior lights on, exterior landscape lighting on, pool lights on
- Shoot 3 exposures and HDR merge for balanced sky + interior
- The front exterior shot is the hero — shoot from across the street for perspective

How to pitch it: "This home would look incredible at twilight. The pool/landscape lighting alone would make a stunning shot. I can stay or come back this evening for just \$150."

## Floor Plans

Agents frequently get asked for floor plans, especially on larger or unusual-layout homes. CubiCasa is an app that generates a professional floor plan from a simple phone walkthrough. You walk each room, it generates the plan, and you deliver it in 1–2 hours.

- Download the CubiCasa app — scan takes 5–10 minutes per property
- Cost: \$10–15 per scan — charge \$75–100 and pocket the difference
- Delivers a 2D and 3D floor plan PDF and image files
- Add it as a standard option on your pricing menu — agents love the upsell

BONUS

# Upsells & Add-On Services

How to pitch it: “Do you want a floor plan with this? I use an app that takes about 10 minutes on-site and delivers a professional plan within a couple hours. Only \$85.”

## Virtual Staging

Empty homes are hard to sell. Virtual staging adds photorealistic furniture to your delivered photos, helping buyers visualize the space. You outsource this completely to BoxBrownie or VHT Studios — no Photoshop skills required.

- You deliver the empty room photos after the shoot
- Upload to BoxBrownie.com — turnaround is 24–48 hours
- Cost: \$12–24/image — charge \$50–75/room and keep the margin
- Show agents before/after examples — the transformation sells itself

How to pitch it: “If the sellers aren’t staging, virtual staging is worth considering. I can have furnished photos of any room back to you within 48 hours for \$60/room.”

## 3D Matterport Virtual Tour

Matterport creates an interactive 3D walkthrough that buyers can navigate online like a video game. Out-of-town buyers especially love it. I use the Ricoh Theta Z1 (~\$1,000) with the free Matterport iOS capture app — no expensive dedicated Matterport camera required.

- Camera: Ricoh Theta Z1 (~\$1,000) — the same camera in the Module 2 gear list
- Use the free Matterport Capture app (iOS) paired with the Theta Z1
- Matterport subscription: \$69–\$309/month depending on number of active spaces
- Scan takes 20–30 minutes — model renders automatically in the app
- Deliver a shareable link — agents embed it directly on MLS listings

How to pitch it: “Would you like a 3D virtual tour? Out-of-town buyers can walk the entire home online before making an offer. I can add it today for \$150.”

## Bundling — How to Package Upsells for Maximum Revenue

Package Name	Includes	Price
Standard	Photos only (30–50 images)	\$200–\$275
Pro	Photos + Video Walkthrough	\$500–\$575
Premium	Photos + Video + Drone Stills + Drone Video	\$800–\$875
Luxury	Photos + Video + Drone + Twilight + Floor Plan	\$1,050–\$1,175
Empty Home Special	Photos + Virtual Staging (3 rooms)	\$350–\$425

BONUS

# Upsells & Add-On Services

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**PRO TIP:** Bundle pricing increases average transaction value without requiring a new sale. An agent who books your \$250 standard package and sees a “Pro Bundle” for \$175 more will often upgrade. The “one more thing” upsell on-site is always your highest-conversion pitch.

# Quick Reference Card

Print this page and laminate it. Keep it in your camera bag. Everything you need for any shoot — on one page.

CAMERA SETTINGS	PRE-SHOOT CHECKLIST	SHOOT ORDER
<b>ISO:</b> 100–800 <b>Aperture:</b> f/8 <b>WB:</b> Auto (fix in post) <b>Mode:</b> Aperture Priority <b>Bracket:</b> –3 / 0 / +3 <b>Tripod:</b> Always <b>Trigger:</b> Remote shutter <b>Format:</b> RAW	<ul style="list-style-type: none"> <li>✓ All lights ON</li> <li>✓ All blinds OPEN</li> <li>✓ Fans OFF</li> <li>✓ Counters cleared</li> <li>✓ Toilet lids DOWN</li> <li>✓ Cars out of driveway</li> <li>✓ Trash cans hidden</li> <li>✓ Pets secured</li> </ul>	<ul style="list-style-type: none"> <li>✓ 1. Front exterior</li> <li>✓ 2. Entry / foyer</li> <li>✓ 3. Living room</li> <li>✓ 4. Kitchen</li> <li>✓ 5. Dining room</li> <li>✓ 6. Master bedroom</li> <li>✓ 7. Master bath</li> <li>✓ 8. Add'l bedrooms</li> <li>✓ 9. Bathrooms</li> <li>✓ 10. Backyard</li> <li>✓ 11. Aerial (if drone)</li> </ul>

## DELIVERY CHECKLIST

Step	Action
✓	QC every image: exposure, WB, verticals, HDR halos, shot count
✓	Export: JPEG, sRGB, 100% quality, long edge 4000px
✓	Name files: [Address]_01.jpg through [Address]_NN.jpg
✓	Send invoice via ApertureOps
✓	Deliver gallery link immediately upon payment confirmation
✓	Send Google review request (Script #4) same day

## QUICK PRICING REFERENCE

Service	Price
Standard photos	\$200–\$275
Video walkthrough add-on	\$250–\$350
Drone stills + video	\$250–\$350
Twilight add-on	\$150–\$200
Floor plan (CubiCasa)	\$75–\$100

BONUS

# Quick Reference Card

Twilight add-on	\$150–\$200
Floor plan (CubiCasa)	\$75–\$100
Virtual staging (per room)	\$50–\$75
3D Matterport tour	\$200–\$350

**PRO TIP:** Keep this card in your bag. The best upsell pitch is one you deliver confidently. Know your prices cold so you never hesitate.

# Your Next Steps

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## You Did It.

You now have everything I've learned in 14 years and 4,000+ properties — in your hands.

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### Your Day 1 Action Plan

#	Action	Time
1	Buy starter kit: Sony A6500 + 10–18mm lens + tripod	30 min
2	Practice shooting your own home — every room, every angle	2 hours
3	Create your Google Business Profile at <a href="https://business.google.com">business.google.com</a>	30 min
4	Set up your Instagram: bio, best photos, Story Highlights	1 hour
5	Design a simple flyer using Canva (free)	1 hour
6	List 10 real estate offices within driving distance of your home	30 min
7	Visit your first 3 offices — introduce yourself, leave flyers	2 hours
8	Set up ApertureOps for invoicing and photo delivery	30 min
9	Shoot a friend's or family member's home for your portfolio	2–3 hrs

### Your 90-Day Milestones

Timeline	Goal
Day 30	2 paid shoots booked. Portfolio of 15–20 images online. Google profile live.
Day 60	5+ clients in your rotation. First Google review received. Instagram posting weekly.
Day 90	10+ completed shoots. Pricing at \$200–\$275. First upsell sold.

*Real estate photography gave me the freedom to work for myself, set my own schedule, and build a business that generates real income. The barrier to entry is low. The ceiling is high. The only thing standing between you and your first client is action.*

Visit [reacademy.com](https://reacademy.com) for course updates, community access, and bonus content.

**BONUS**

# Business Setup Worksheet

Complete this once when you launch. Check each box when done.

## YOUR BUSINESS IDENTITY

Business Name	_____
Business Structure	<input type="checkbox"/> Sole Proprietor <input type="checkbox"/> LLC <input type="checkbox"/> S-Corp
State of Registration	_____
Date Filed / Registered	_____
EIN Number	_____

## BANKING & MONEY

Task	Done	Notes
Opened business checking account	<input type="checkbox"/>	Bank: _____
Ordered business debit / credit card	<input type="checkbox"/>	
Set up accounting software	<input type="checkbox"/>	<input type="checkbox"/> Wave (free) <input type="checkbox"/> QuickBooks <input type="checkbox"/> Other: _____
Personal and business accounts separated	<input type="checkbox"/>	

## INSURANCE

Coverage	Provider	Annual Cost	Renewal Date	✓
General Liability (\$1M)	_____	\$_____	_____	<input type="checkbox"/>
Equipment Insurance	_____	\$_____	_____	<input type="checkbox"/>
Professional Liability	_____	\$_____	_____	<input type="checkbox"/>
Total Annual Cost		\$_____		

## ONLINE PRESENCE

Task	Done	Details
Google Business Profile created	<input type="checkbox"/>	URL: _____
Instagram account set up	<input type="checkbox"/>	Handle: @_____
Website or booking page live	<input type="checkbox"/>	URL: _____
Business email address created	<input type="checkbox"/>	Email: _____

## LEGAL & OPERATIONS

Task	Done	Notes
Contract template created	<input type="checkbox"/>	

Payment methods set up	<input type="checkbox"/>	<input type="checkbox"/> Venmo <input type="checkbox"/> Zelle <input type="checkbox"/> PayPal <input type="checkbox"/> Credit Card
Delivery platform set up	<input type="checkbox"/>	Platform: _____
FAA Part 107 license (drone pilots)	<input type="checkbox"/>	Cert #: _____
Drone registered with FAA	<input type="checkbox"/>	Registration #: _____

BONUS

# Gear Budget Planner

List what you own, what you need, and what it will cost.

## WHAT YOU HAVE RIGHT NOW

Item	Model / Description	Condition	Est. Value
Camera Body	_____	_____	\$ _____
Primary Lens	_____	_____	\$ _____
Tripod	_____	_____	\$ _____
_____	_____	_____	\$ _____
_____	_____	_____	\$ _____
Total Current Gear Value			\$ _____

## STARTER KIT — DO YOU HAVE EVERYTHING?

Item	Have It?	Model	Cost to Buy
Camera body (APS-C recommended)	<input type="checkbox"/> Yes <input type="checkbox"/> No	_____	\$ _____
Wide angle lens (10–18mm)	<input type="checkbox"/> Yes <input type="checkbox"/> No	_____	\$ _____
Sturdy tripod with gear head	<input type="checkbox"/> Yes <input type="checkbox"/> No	_____	\$ _____
Extra batteries (minimum 2)	<input type="checkbox"/> Yes <input type="checkbox"/> No	_____	\$ _____
Memory cards (minimum 3–4)	<input type="checkbox"/> Yes <input type="checkbox"/> No	_____	\$ _____
Camera remote / shutter timer	<input type="checkbox"/> Yes <input type="checkbox"/> No	_____	\$ _____
Starter Kit Total			\$ _____

## FUTURE GEAR — SAVE FOR THESE

Item	Priority	Target Date	Budget
Drone (DJI Mavic)	<input type="checkbox"/> High <input type="checkbox"/> Med <input type="checkbox"/> Low	_____	\$ _____
Video camera (Sony FX3)	<input type="checkbox"/> High <input type="checkbox"/> Med <input type="checkbox"/> Low	_____	\$ _____
Gimbal (DJI RS4)	<input type="checkbox"/> High <input type="checkbox"/> Med <input type="checkbox"/> Low	_____	\$ _____
Matterport (Ricoh Theta Z1)	<input type="checkbox"/> High <input type="checkbox"/> Med <input type="checkbox"/> Low	_____	\$ _____
_____	<input type="checkbox"/> High <input type="checkbox"/> Med <input type="checkbox"/> Low	_____	\$ _____
_____	<input type="checkbox"/> High <input type="checkbox"/> Med <input type="checkbox"/> Low	_____	\$ _____

**PRO TIP:** My rule: Never buy used without testing first. Only use platforms with buyer protection (KEH, MPB). Buy new gear only when you're fully booked or have saved 3x the cost in profit.

## MY GEAR PURCHASE RULE

I will buy new gear when

\_\_\_\_\_

**BONUS**

# My Pricing Calculator

Fill in based on YOUR market. Research local competitors before setting final prices.

## MY PHOTO PACKAGES

Package Name	# of Images	My Price	Editing Cost (x\$0.60)	Net Profit
_____	_____ images	\$ _____	\$ _____	\$ _____
_____	_____ images	\$ _____	\$ _____	\$ _____
_____	_____ images	\$ _____	\$ _____	\$ _____

Starter suggestion: 30 images / \$200 · 50 images / \$250 · 75+ images / \$275

## MY ADD-ON SERVICES

Service	Do I Offer It?	My Price	Notes
Video walkthrough	<input type="checkbox"/> Yes <input type="checkbox"/> Not yet	\$ _____	
Drone stills	<input type="checkbox"/> Yes <input type="checkbox"/> Not yet	\$ _____	FAA 107 required
Drone video	<input type="checkbox"/> Yes <input type="checkbox"/> Not yet	\$ _____	FAA 107 required
Twilight photos	<input type="checkbox"/> Yes <input type="checkbox"/> Not yet	\$ _____	
Matterport 3D tour	<input type="checkbox"/> Yes <input type="checkbox"/> Not yet	\$ _____	
Floor plan (CubiCasa)	<input type="checkbox"/> Yes <input type="checkbox"/> Not yet	\$ _____	
Virtual staging/room	<input type="checkbox"/> Yes <input type="checkbox"/> Not yet	\$ _____	
Travel fee (45+ min)	<input type="checkbox"/> Yes <input type="checkbox"/> Not yet	\$ _____	

## MY BREAK-EVEN CALCULATOR

Monthly Expense	Cost
Insurance	\$ _____
Software / subscriptions	\$ _____
Fuel / transportation	\$ _____
Editing costs (est.)	\$ _____
Marketing / printing	\$ _____
Other: _____	\$ _____
Total Monthly Expenses	\$ _____
Shoots to break even	_____ shoots @ \$ _____ avg

## COMPETITOR RESEARCH

Photographer / Company	Packages	Price Range	Notes
_____	_____	\$ _____ - \$ _____	

_____	_____	\$ _____-\$ _____	
_____	_____	\$ _____-\$ _____	
My market average		\$ _____-\$ _____	
My target price		\$ _____	

BONUS

# Target Offices Tracker

List every real estate office within 30 minutes. Visit each one. Come back every 2 months.

#	Office Name	Address / Phone	Contact	Visit 1	Visit 2	Visit 3	Status
1				_____	_____	_____	
2				_____	_____	_____	
3				_____	_____	_____	
4				_____	_____	_____	
5				_____	_____	_____	
6				_____	_____	_____	
7				_____	_____	_____	
8				_____	_____	_____	
9				_____	_____	_____	
10				_____	_____	_____	
11				_____	_____	_____	
12				_____	_____	_____	
13				_____	_____	_____	
14				_____	_____	_____	
15				_____	_____	_____	
16				_____	_____	_____	
17				_____	_____	_____	
18				_____	_____	_____	
19				_____	_____	_____	
20				_____	_____	_____	

### Status Key

■ Not visited yet

■ Visited — no booking yet

■ Active client

■ Top / VIP client

***PRO TIP: The 2-Month Rule: It took me 3 visits per office to get my first regular client. Don't stop after one visit. Bring coffee and donuts to team meetings (~\$30) — highest ROI marketing you will ever do.***



January		\$ _____	\$ _____	\$ _____
February		\$ _____	\$ _____	\$ _____
March		\$ _____	\$ _____	\$ _____
April		\$ _____	\$ _____	\$ _____
May		\$ _____	\$ _____	\$ _____
June		\$ _____	\$ _____	\$ _____
July		\$ _____	\$ _____	\$ _____
August		\$ _____	\$ _____	\$ _____
September		\$ _____	\$ _____	\$ _____
October		\$ _____	\$ _____	\$ _____
November		\$ _____	\$ _____	\$ _____
December		\$ _____	\$ _____	\$ _____
TOTAL		\$ _____	\$ _____	\$ _____

**BONUS**

# My Client Roster

80% of your income comes from 20% of your clients. Know who they are and protect those relationships.

## MY TOP CLIENTS

#	Agent Name	Brokerage	Phone	Avg \$/Shoot	Last Shoot	Next Follow-Up
1				\$ _____	_____	_____
2				\$ _____	_____	_____
3				\$ _____	_____	_____
4				\$ _____	_____	_____
5				\$ _____	_____	_____
6				\$ _____	_____	_____
7				\$ _____	_____	_____
8				\$ _____	_____	_____
9				\$ _____	_____	_____
10				\$ _____	_____	_____
11				\$ _____	_____	_____
12				\$ _____	_____	_____
13				\$ _____	_____	_____
14				\$ _____	_____	_____
15				\$ _____	_____	_____

## MY VIP TOP 5 — TREAT THESE AGENTS LIKE GOLD

Agent	What Makes Them a Top Client	One Thing I Can Do for Them This Month
1. _____		
2. _____		
3. _____		
4. _____		
5. _____		

## GOOGLE REVIEWS TRACKER

Goal: 15+ Google reviews in Year 1

Agent Name	Review Requested?	Review Received?	Date
------------	-------------------	------------------	------

	■ Yes ■ No	■ Yes ■ No	_____
	■ Yes ■ No	■ Yes ■ No	_____
	■ Yes ■ No	■ Yes ■ No	_____
	■ Yes ■ No	■ Yes ■ No	_____
	■ Yes ■ No	■ Yes ■ No	_____
	■ Yes ■ No	■ Yes ■ No	_____
	■ Yes ■ No	■ Yes ■ No	_____
	■ Yes ■ No	■ Yes ■ No	_____
	■ Yes ■ No	■ Yes ■ No	_____
	■ Yes ■ No	■ Yes ■ No	_____

Total reviews received	_____ of 15 goal
------------------------	------------------

BONUS

# My 90-Day Business Plan

Write this on Day 1. Revisit at Day 30, 60, and 90.

## STARTING POINT — WHERE I AM TODAY

Today's Date	_____
Current shoots per month	_____ shoots
Current average price per shoot	\$_____
Current monthly revenue	\$_____
Services I currently offer	_____
Biggest obstacle right now	_____
One thing I will commit to changing	_____

## MY 90-DAY TARGETS

Milestone	My Goal	Target Date
Paid shoots completed	_____ shoots	_____
Monthly revenue	\$_____ / month	_____
Average price per shoot	\$_____	_____
Google reviews collected	_____ reviews	_____
Real estate offices visited	_____ offices	_____
Add-on services launched	_____	_____
Instagram followers	_____ followers	_____

## DAY 30 CHECK-IN

Metric	Goal	Actual	On Track?
Paid shoots completed			■ Yes ■ No
Monthly revenue	\$_____	\$_____	■ Yes ■ No
Offices visited			■ Yes ■ No
Google reviews			■ Yes ■ No

What's working	_____
What needs to change	_____

## DAY 60 CHECK-IN

Metric	Goal	Actual	On Track?
--------	------	--------	-----------

Paid shoots completed			■ Yes ■ No
Monthly revenue	\$ _____	\$ _____	■ Yes ■ No
Regular clients in rotation			■ Yes ■ No
First upsell sold		■ Yes ■ Not yet	

What's working	_____
What needs to change	_____

## DAY 90 CHECK-IN

Metric	Goal	Actual
Total shoots completed		
Total revenue earned	\$ _____	\$ _____
Current avg price / shoot	\$ _____	\$ _____
Add-ons sold		
Google reviews		

Biggest win of the 90 days	_____
What I'm changing for the next 90 days	_____

## MY NEXT 90-DAY GOAL

Starting date	_____ Target monthly revenue: \$ _____ Shoots/month: _____
---------------	--

**PRO TIP:** "The difference between a photographer who earns \$30K/year and one who earns \$100K/year is almost never skill — it's systems." — REP Academy

BONUS

## Handling Objections Script

Know these responses cold. Confidence on price keeps you from caving.

When an agent pushes back on price, they are almost never saying "I won't pay this." They are testing whether you believe in your own value. These are your responses.

### THE 7 MOST COMMON OBJECTIONS

#### "That's too expensive."

What they mean: They're anchored to a lower number, often a phone-photographer price.

**Your response:** I totally understand — photography is one of those things where you really do get what you pay for. My clients get professionally edited, MLS-ready images delivered within 24 hours, every time. What's the listing price on this property? [Let them answer.] Professional photos are the first thing buyers see — they're the most important marketing investment on a listing this size.

**"The last photographer charged less."**

*What they mean: They want the same deal they had before.*

**Your response:** I'm sure they did great work. My rate reflects 24-hour turnaround, fully edited HDR images, and [X] years of experience shooting [X] properties in this market. I'd love to show you what I deliver — can I send you a recent gallery?

**"Can you do it cheaper for volume?"**

*What they mean: They're offering future work in exchange for a discount now.*

**Your response:** I appreciate the loyalty — and I do value repeat clients. What I can offer is priority scheduling and making sure you're always at the top of my calendar. On pricing, I've built my rates to be fair from shoot one so I don't have to cut corners anywhere. Let's get this first one done and you'll see exactly why agents keep coming back.

**"My budget is \$[lower number]."**

*What they mean: They have a real budget constraint or are testing your floor.*

**Your response:** Got it — let me see what makes sense. My [Starter] package at \$[price] covers [X] images and everything you need for MLS. That's usually the right fit for a property this size. Would that work?

**"I can get it done for \$75 on Craigslist."**

*What they mean: They're comparing you to non-professionals.*

**Your response:** You absolutely can — and I've had agents come to me after that experience. The issue is usually turnaround, consistency, and how the photos perform online. If you ever want to compare, I'm happy to shoot one listing and let the results speak.

**"We always use [other photographer]."**

*What they mean: Loyalty to an existing vendor — not a hard no.*

**Your response:** That's great — it means you value consistency, which I respect. I'm not asking you to switch permanently. If [other photographer] is ever unavailable, I'd love to be your backup. Once you see a delivery from me, you'll have a real comparison.

**"Can you just do the photos without the editing?"**

*What they mean: They want to cut cost by handling editing themselves.*

**Your response:** I don't deliver unedited files — my pricing includes HDR processing and professional editing because that's what makes the images look the way they do. What I can do is work with you on the package size to fit your budget.

**PRO TIP:** *The golden rule: Never drop your price without removing something from the package. If they need a lower number, offer fewer images — not the same shoot for less money. This protects your rates and trains clients to respect your pricing.*

## MY PERSONAL NOTES — OBJECTIONS I HEAR MOST

Objection I Hear	My Best Response

**BONUS**

# Per-Shoot Notes Page

Print one per property. Bring it to every shoot. File it after delivery.

Date	_____	Shoot Time	_____
Agent Name	_____	Phone	_____
Property Address	_____	MLS #	_____
Services Booked	<input type="checkbox"/> Photos <input type="checkbox"/> Video <input type="checkbox"/> Drone <input type="checkbox"/> Matterport <input type="checkbox"/> Twilight		
Package / Price	\$_____	Add-ons	\$_____
Special Instructions	_____		

ROOM CHECKLIST	DONE	NOTES	DELIVERY STATUS	
<input type="checkbox"/> Front exterior (3 angles)	<input type="checkbox"/>		<input type="checkbox"/> QC pass complete	
<input type="checkbox"/> Entry / foyer	<input type="checkbox"/>		<input type="checkbox"/> Invoice sent	
<input type="checkbox"/> Living room (2-3 angles)	<input type="checkbox"/>		<input type="checkbox"/> Payment received	
<input type="checkbox"/> Kitchen (3-4 angles)	<input type="checkbox"/>		<input type="checkbox"/> Gallery delivered	
<input type="checkbox"/> Dining room	<input type="checkbox"/>		<input type="checkbox"/> Review requested	
<input type="checkbox"/> Master bedroom (4 shots)	<input type="checkbox"/>			
<input type="checkbox"/> Master bathroom	<input type="checkbox"/>		<b>PAYMENT</b>	
<input type="checkbox"/> Bedroom 2	<input type="checkbox"/>		Amount due: \$_____	
<input type="checkbox"/> Bedroom 3	<input type="checkbox"/>		Paid via: _____	
<input type="checkbox"/> Additional bathrooms	<input type="checkbox"/>		Date paid: _____	
<input type="checkbox"/> Family / bonus room	<input type="checkbox"/>			
<input type="checkbox"/> Backyard / patio	<input type="checkbox"/>		<b>NOTES</b>	
<input type="checkbox"/> Rear exterior	<input type="checkbox"/>			
<input type="checkbox"/> Drone shots	<input type="checkbox"/>			
<input type="checkbox"/> Twilight	<input type="checkbox"/>			
<input type="checkbox"/> Matterport / 3D tour	<input type="checkbox"/>			
<input type="checkbox"/> Video walkthrough	<input type="checkbox"/>			

---

Date	_____	Shoot Time	_____
Agent Name	_____	Phone	_____

Property Address	_____	MLS #	_____
Services Booked	<input type="checkbox"/> Photos <input type="checkbox"/> Video <input type="checkbox"/> Drone <input type="checkbox"/> Matterport <input type="checkbox"/> Twilight		
Package / Price	\$ _____	Add-ons	\$ _____
Special Instructions	_____		

ROOM CHECKLIST	DONE	NOTES	DELIVERY STATUS	
<input type="checkbox"/> Front exterior (3 angles)	<input type="checkbox"/>		<input type="checkbox"/> QC pass complete	
<input type="checkbox"/> Entry / foyer	<input type="checkbox"/>		<input type="checkbox"/> Invoice sent	
<input type="checkbox"/> Living room (2–3 angles)	<input type="checkbox"/>		<input type="checkbox"/> Payment received	
<input type="checkbox"/> Kitchen (3–4 angles)	<input type="checkbox"/>		<input type="checkbox"/> Gallery delivered	
<input type="checkbox"/> Dining room	<input type="checkbox"/>		<input type="checkbox"/> Review requested	
<input type="checkbox"/> Master bedroom (4 shots)	<input type="checkbox"/>			
<input type="checkbox"/> Master bathroom	<input type="checkbox"/>		<b>PAYMENT</b>	
<input type="checkbox"/> Bedroom 2	<input type="checkbox"/>		Amount due: \$ _____	
<input type="checkbox"/> Bedroom 3	<input type="checkbox"/>		Paid via: _____	
<input type="checkbox"/> Additional bathrooms	<input type="checkbox"/>		Date paid: _____	
<input type="checkbox"/> Family / bonus room	<input type="checkbox"/>			
<input type="checkbox"/> Backyard / patio	<input type="checkbox"/>		<b>NOTES</b>	
<input type="checkbox"/> Rear exterior	<input type="checkbox"/>			
<input type="checkbox"/> Drone shots	<input type="checkbox"/>			
<input type="checkbox"/> Twilight	<input type="checkbox"/>			
<input type="checkbox"/> Matterport / 3D tour	<input type="checkbox"/>			
<input type="checkbox"/> Video walkthrough	<input type="checkbox"/>			

# Agent Office Presentation Script

Your word-for-word script for a 10–15 minute team meeting. Memorize the opening. The rest flows naturally.

**PRO TIP:** This is your highest-leverage marketing activity. One 15-minute office meeting can generate 5–10 new clients. Bring coffee and donuts (~\$30). Ask for the broker or office manager first — they set the tone for the whole room.

## THE OPENING — First 60 Seconds

<b>What to say</b>	"Good morning, everyone — I'll keep this quick, I promise. My name is [Your Name], and I'm a real estate photographer here in [City]. I've shot [X] properties in this market over [X] years, and I work with agents at [mention any offices or agents they might know]. I'm here because I want to be your go-to photographer — and I want to show you exactly what that looks like."
<b>Why it works</b>	Leads with credibility (years + properties), drops a social proof name if you have one, and respects their time by promising to be quick.

## THE VISUAL — Show Your Work (2–3 Minutes)

<b>What to show</b>	Open your phone or laptop. Show 3–5 of your absolute best images. One exterior, one kitchen, one living room. If you have aerial or twilight, show one of each. Keep it tight — 5 images max. Let them react.
<b>What to say</b>	"This is what I deliver on every shoot — HDR-processed, professionally edited, MLS-ready, within 24 hours of the shoot. No exceptions."
<b>Key point</b>	Don't show 30 images. Five great ones beat thirty average ones every time.

## THE OFFER — Make It Easy to Say Yes

<b>What to say</b>	"Here's how I work: you book me, I show up on time, I shoot every room, I have photos to you the next day. I send you the invoice right after the shoot — photos are delivered the moment payment comes through. Simple."
<b>Leave behind</b>	Hand every agent your rate card. Walk the room personally — don't just leave a stack. Make eye contact, introduce yourself to each person individually.

## THE CLOSE — Get a Commitment Before You Leave

<b>What to say</b>	"Does anyone have a listing coming up in the next few weeks? I'd love to shoot it and let the photos speak for themselves — first-time clients get priority scheduling."
<b>If no immediate takers</b>	"No worries at all — here's my card. I'll check back in a couple months. And if you ever need someone last-minute, I'm usually available with 24 hours notice."
<b>Pro move</b>	Get at least one name and number before you leave. Even one. "Who's the best person to text when I have a last-minute opening?"

## THE FOLLOW-UP — 48 Hours Later

<b>What to do</b>	Text every agent you personally handed a card to. Keep it short:
<b>Script</b>	"Hi [Name], it was great meeting you at [Office] yesterday. I'd love to shoot your next listing — I'll make sure you look great. [Your Name]"
<b>Then what</b>	Wait 2 months. Go back. Bring something. Repeat until they book.

## MY PREP CHECKLIST — BEFORE EVERY OFFICE VISIT

■ Coffee / donuts purchased (~\$30)
■ Rate cards printed (1 per agent + extras)
■ Phone / laptop charged, best 5 images ready
■ Office manager or broker name researched
■ Business cards in pocket
■ Script opening memorized — first 60 seconds rehearsed
■ Follow-up texts sent within 48 hours after visit

**BONUS**

# Tax Deduction Tracker

Log every deductible expense as it happens. Hand this to your accountant at year end.

**Important:** This tracker is for organizational purposes only. Consult a CPA to confirm what is deductible in your specific situation.

## DEDUCTIBLE EXPENSE CATEGORIES

Category	Examples	Deductible?	Notes
Gear & Equipment	Camera, lenses, tripod, drone, laptop	✓ Yes	Section 179 — may deduct full cost in year of purchase
Vehicle / Mileage	Driving to/from shoots	✓ Yes	IRS rate: \$0.67/mile (2024) — track every mile
Software	Lightroom, editing apps, invoicing tools	✓ Yes	Business use portion
Insurance	General liability, equipment, professional	✓ Yes	Full premium if business-only
Marketing	Flyers, business cards, donuts for offices	✓ Yes	Keep receipts
Education	Courses, workshops, books like this one	✓ Yes	Must be business-related
Home Office	Dedicated workspace in your home	✓ Yes	Must be used exclusively for business
Phone / Internet	Business use percentage of your bill	✓ Partial	Document business use %
Outsourced Editing	Payments to overseas editors	✓ Yes	Keep payment records
Meals (Client)	Coffee/donuts for office visits	✓ 50%	Must have business purpose
Gear Repairs	Sensor cleaning, repairs	✓ Yes	
FAA Part 107	Test fee, study materials	✓ Yes	Required for drone income

## MILEAGE LOG

Date	From	To / Purpose	Miles	Rate	Deduction
				\$0.67	\$_____
				\$0.67	\$_____
				\$0.67	\$_____
				\$0.67	\$_____
				\$0.67	\$_____
				\$0.67	\$_____
				\$0.67	\$_____
				\$0.67	\$_____
				\$0.67	\$_____
				\$0.67	\$_____

				\$0.67	\$ _____
TOTAL			_____ mi		\$ _____

**EXPENSE LOG**

Date	Description	Category	Amount	Receipt ?
			\$ _____	■
			\$ _____	■
			\$ _____	■
			\$ _____	■
			\$ _____	■
			\$ _____	■
			\$ _____	■
			\$ _____	■
			\$ _____	■
			\$ _____	■
			\$ _____	■
			\$ _____	■
			\$ _____	■
			\$ _____	■
			\$ _____	■
			\$ _____	■
			\$ _____	■
TOTAL			\$ _____	

Total deductible expenses this year	\$ _____
Total miles driven for business	_____ miles = \$ _____
Estimated tax savings (x0.25 est.)	\$ _____

BONUS

# My Rate Card

Print this and leave it at every real estate office. One page — your complete menu.

Fill in your information and prices below. Print on cardstock. Hand one to every agent you meet.

## RATE CARD — FILL IN YOUR DETAILS

Real Estate Photography

Phone	_____
Email	_____
Website	_____
Service Area	_____

PHOTO PACKAGES	Images	Price	Delivery
_____ Package	_____ images	\$_____	24 hours
_____ Package	_____ images	\$_____	24 hours
_____ Package	_____ images	\$_____	24 hours

ADD-ON SERVICES	Price		
Video Walkthrough	\$_____	Matterport 3D Tour	\$_____
Drone Stills	\$_____	Floor Plan	\$_____
Drone Video	\$_____	Virtual Staging/rm	\$_____
Twilight Photography	\$_____	Travel Fee (45+ mi)	\$_____

## EVERY SHOOT INCLUDES

■ HDR-processed, professionally edited images	■ One free round of minor adjustments if needed
■ 24-hour delivery guaranteed	■ Invoice sent same day — delivery upon payment
■ MLS-ready high-resolution files (4000px long edge)	
■ Full usage rights for all real estate marketing	

## HOW TO BOOK

Text / Call	_____
Email	_____
Booking Link	_____

***PRO TIP: Do NOT put pricing on your flyer — it starts a conversation. DO put pricing on your rate card — agents who already want to book need to know your rates instantly. These are two different tools for two different moments.***

**BONUS**

# Social Media Content Calendar

30-day posting plan. Fill in the content for each day. Consistency beats perfection.

Post at minimum 3x per week. Monday, Wednesday, Friday is the proven cadence. Tag the listing agent on every property post — they share it, which expands your reach for free.

## CONTENT TYPE GUIDE

Type	Format	Caption Strategy	Best Day
Best Shot of the Week	Single photo	Tag agent + office. "Just listed in [City] — @AgentName"	Monday
Before / After	Side-by-side	Show value of pro photography vs. phone camera	Wednesday
Reel / Walkthrough	15–30 sec video	Trending audio. Property address in caption.	Friday
Behind the Scenes	Photo or short clip	Humanizes you. "Day in the life" — gear, setup, arrival.	Any
Drone / Aerial	Photo or video	Wow factor. Always performs — location tag matters.	Any
Twilight Exterior	Photo	Gorgeous lighting. High saves/shares. Boost when it performs.	Weekend
Client Testimonial	Text graphic	Screenshot a great text or email from an agent.	Any
Pro Tip Post	Text + photo	"Did you know...?" or "3 things that make a listing photo sell"	Any

## MY 30-DAY CONTENT CALENDAR — MONTH: \_\_\_\_\_

Week 1	Mon	Tue	Wed	Thu	Fri	Sat	Sun
	1	2	3	4	5	6	7
Week 2	Mon	Tue	Wed	Thu	Fri	Sat	Sun
	8	9	10	11	12	13	14
Week 3	Mon	Tue	Wed	Thu	Fri	Sat	Sun
	15	16	17	18	19	20	21
Week 4	Mon	Tue	Wed	Thu	Fri	Sat	Sun
	22	23	24	25	26	27	28

Week 5	Mon	Tue	Wed	Thu	Fri	Sat	Sun
	29	30	—	—	—	—	—

**MY MONTHLY SOCIAL MEDIA GOALS**

Metric	This Month Goal	Actual	Next Month Goal
Posts published			
Reels published			
Agents tagged			
New followers			
Profile visits			
DMs / inquiries			

# Cold Start Guide — Your First 30 Days

Zero clients. Zero portfolio. Zero reviews. Here is exactly what to do, in order.

Every successful real estate photographer started here — nobody knew who they were, nobody would return their calls, and their portfolio was empty. This guide closes that gap as fast as possible.

## WEEK 1 — FOUNDATION (Days 1–7)

Day	Action	Time	Done?
1–2	Buy starter kit: Sony A6500 + 10–18mm lens + tripod. If budget is tight, rent first.	—	■
1–2	Learn your camera: set F8, ISO 100, Aperture Priority, RAW, -3/0/+3 bracket, 2-sec timer.	2–3 hrs	■
3–4	Practice shoot: photograph every room of your own home. Every angle. No shortcuts.	2 hrs	■
3–4	Edit your practice shots in Lightroom. HDR merge each bracket set. Build your first preset.	3 hrs	■
5	Create Instagram: @[City]RealEstatePhoto. Write bio. Post your 5 best practice images.	1 hr	■
5	Create Google Business Profile at business.google.com. Upload your best 10 images.	30 min	■
6–7	Contact 3 friends or family with a home — offer a FREE portfolio shoot. Book at least one.	30 min	■

## WEEK 2 — PORTFOLIO (Days 8–14)

Day	Action	Time	Done?
8–10	Shoot your free portfolio homes. Treat each one like a paid shoot — full shot list, full edit.	2 hrs each	■
8–10	Edit and QC every image. Export MLS-ready. Name files correctly: [Address]_01.jpg.	2 hrs each	■
11	Post 3–5 of your best portfolio images to Instagram. Tag the homeowner if they agree.	30 min	■
11–12	Design a simple Canva flyer: your name, 3 best photos, phone, email. NO prices on the flyer.	1 hr	■
12	Print 100 flyers. Color, cardstock if possible.	—	■
13–14	Use Google Maps to list every real estate office within 30 minutes. Aim for 20+. Add to Offices Tracker.	1 hr	■

## WEEK 3 — FIRST CONTACT (Days 15–21)

Day	Action	Time	Done?
15–16	Visit your first 5 offices. Dress professionally. Ask for office manager. Leave flyers. Log visit dates.	3–4 hrs	■

15–16	Introduce yourself personally to every agent you see. Get names. Shake hands.	—	■
17	Follow up by text to everyone whose number you got: "Great meeting you at [Office] — I'd love to shoot your next listing."	30 min	■
18–19	Visit 5 more offices. Repeat the process.	3–4 hrs	■
20–21	Post behind-the-scenes content from your office visits. "Marketing week — meeting the agents of [City]."	30 min	■

## WEEK 4 — FIRST BOOKING (Days 22–30)

Day	Action	Time	Done?
22–24	Visit remaining offices on your list. You should have visited 15–20 total by now.	3–4 hrs	■
22–24	Follow up with anyone who expressed interest. "Do you have anything coming up this week?"	30 min	■
25	Set up your invoicing and delivery platform. Test the full flow: invoice → payment → gallery delivery.	1 hr	■
25	Write and save your 5 client scripts (booking confirmation, reminder, delivery, review request, follow-up).	1 hr	■
26–28	Book your first paid shoot. Charge your real rate — no discounts on shoot #1.	—	■
29–30	Shoot, edit, deliver within 24 hours. Send Google review request the same day as delivery.	—	■

**PRO TIP: The #1 cold-start mistake: waiting until everything is perfect before approaching agents. Your portfolio doesn't need 50 properties — it needs 5 great ones. Get those 5, then start knocking on doors. Done beats perfect every time.**

## MY COLD START PROGRESS

Start date	_____
Free portfolio shoots completed	_____ homes
Offices visited so far	_____ of 20 target
First paid shoot booked	_____
First paid shoot completed	_____
First Google review received	_____

**BONUS**

# Video Project Tracker

Track every video project from shoot to delivery. Video at \$300/shoot adds up fast.

## ACTIVE VIDEO PROJECTS

#	Client / Agent	Property Address	Shoot Date	Footage In?	Edit Status	Delivered?	Paid?
1				■	_____	■	■
2				■	_____	■	■
3				■	_____	■	■
4				■	_____	■	■
5				■	_____	■	■
6				■	_____	■	■
7				■	_____	■	■
8				■	_____	■	■
9				■	_____	■	■
10				■	_____	■	■
11				■	_____	■	■
12				■	_____	■	■
13				■	_____	■	■
14				■	_____	■	■
15				■	_____	■	■

Edit Status Key	
Not started	Rough cut in progress
Color grade in progress	Final cut — awaiting approval
Approved — exporting	Delivered

## VIDEO DELIVERY CHECKLIST — PER PROJECT

Task	Full Walkthrough Cut	Social Media Cut	Notes
Target length	2–3 minutes	60–90 sec (vertical)	
Color graded	■	■	
Music licensed & synced	■	■	Artist / Epidemic Sound
Title card / intro	■ if requested	■ if requested	

Export settings confirmed	■	■	4K or 1080p, H.264
Thumbnail JPEG exported	■	■	Hero shot of property
Uploaded to delivery link	■	■	
Invoice sent	■		
Payment received	■		
Google review requested	■		Send same day as delivery

## VIDEO REVENUE TRACKER

Month	Video Shoots	Revenue	Avg Per Shoot
January		\$ _____	\$ _____
February		\$ _____	\$ _____
March		\$ _____	\$ _____
April		\$ _____	\$ _____
May		\$ _____	\$ _____
June		\$ _____	\$ _____
July		\$ _____	\$ _____
August		\$ _____	\$ _____
September		\$ _____	\$ _____
October		\$ _____	\$ _____
November		\$ _____	\$ _____
December		\$ _____	\$ _____
<b>TOTAL</b>		\$ _____	\$ _____

**PRO TIP:** Video is your highest-value add-on at \$300 per shoot. Once you're comfortable shooting, pitch it on every single booking: "Do you want to add a video walkthrough? It's \$300 and I have all the gear with me." Agents who say yes once almost always add it every time.