

Questions to ask any photographer

What real estate photography costs, and why

Agents ask me this before anything else. Here is the whole answer, including the parts that do not flatter my own pricing.

STARTS AT

\$275 up to 2,000 sq ft

DELIVERY

24 to 48 hours

INCLUDED

25 to 35 edited images, HDR, sky replacement

TRAVEL

No fee from Desert Hot Springs to Indio

- ☐ How many edited images do I actually receive
- ☐ What is the turnaround, in business days
- ☐ Is HDR processing included or extra
- ☐ Is sky replacement included
- ☐ Can I use these in print as well as online
- ☐ Is there a separate licensing fee later
- ☐ What happens if the weather is bad on the day
- ☐ Do you charge travel to my area
- ☐ Is payment due before or after the shoot
- ☐ Who owns the copyright, and what can I do with the files
- ☐ Can I use them again if the listing comes back on

QUICK ANSWERS

Do you charge a travel fee?

No travel fee anywhere from Desert Hot Springs to Indio. That covers Palm Springs, Cathedral City, Rancho Mirage, Palm Desert, Indian Wells, La Quinta, Bermuda Dunes and Thousand Palms.

Who owns the photos?

I own the copyright, which is standard for photography. You get full rights to use the photos to market that property for as long as you need: the MLS, print, social media, brochures, your o...

When is payment due?

In full before the shoot. It keeps the admin simple for both of us and means the files are never held up by an invoice.

What if the house does not sell and we relist?

The photographs are yours to keep using. If the property has changed materially, or the season has shifted enough that the landscaping looks different, a reshoot is worth discussing.

ALSO COVERED IN THE FULL GUIDE

- 01 The short answer, with the actual numbers
- 02 Why square footage and not room count
- 03 What genuinely adds cost
- 04 How to read a quote that looks too cheap
- 05 What you should be getting for the money
- 06 Is it worth it on a lower-priced listing?

Questions, or ready to book?

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