
WHY REAL ESTATE PHOTOGRAPHY IS THE BEST PHOTOGRAPHY NICHE?

ULTIMATE **PHOTOGRAPHER** FORMULA



RealEstateMediaCourses.com

ULTIMATE PHOTOGRAPHER FORMULA

FOR REAL ESTATE PHOTOGRAPHERS

WHY PHOTOGRAPHY THE BEST NICHE?

1 | IT'S A STABLE AND REPEAT BUSINESS MODEL

What's great about the real estate photography business is that your customers often become reoccurring customers that will use you over and over again.

Customers tend to use your services repeatedly as long as you're delivering a great customer experience. So it's different from other photography business types, which is usually one or two sessions, and then you're done with that particular customer. And another thing to consider is that your customers often become your best sales force and give referrals and help you grow your business, but this one is contingent on the customer experience level you deliver to them.

With our real estate photography business, we have some customers who spend over \$1,000 with us every month.



2 | THERE ARE 3 DIFFERENT PATHS

There are three different paths you can take in real estate photography.



CONTRACTOR

You can make a side income shooting a few homes per week. Maybe you're a photographer or videographer that mainly shoots portraits, weddings, or music videos on the weekends. Real Estate Media can be a great side hustle that you can offer to generate more revenue.

Since you likely already have all the equipment that you need, you might as well take on some real estate jobs throughout the week and make some extra cash.



FULL-TIME

Go full-time and build a one-person business. Let's take a wedding photographer, for example. Usually, a wedding is a one-time job, and you may be able to make a good amount of money, but you're spending your weekends working. And you may be fine or not be okay with it.

But if you're a real estate photographer, you can work Monday through Friday and do four to five jobs per day and make a lot more money than a wedding photographer, even though a wedding photographer might make more money on a single job.



SCALING BUSINESS

Scale your business, like what we did. Today, we are in over 15 markets that generate millions in revenue and have a team of over 50 people and shoot over 10,000 homes per year.

Growing beyond yourself is a personal decision. Like in every other business, you will need to be willing to put in a whole lot of time, effort, and energy to make it successful.

3 | EASY TO LEARN

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4 | LOW INITIAL INVESTMENT COST

You could spend as little as \$1,000 on equipment and be ready to start shooting real estate. You don't need super expensive gear to produce great content for your clients.

You can easily go on eBay and purchase a Canon 70D body for \$250, spend \$150 on a quality wide-angle lens, \$50 on a tripod, buy a few SD cards, and you're ready to get started.

Even if you need to purchase a computer, you can still be right around the \$1,000 initial investment cost, which is insane for a business opportunity that can easily make you well over \$1,000 a week.



5 | PEOPLE BUY OR SELL HOMES EVERYDAY

Whether the economy is doing well or not. Even we're in the middle of a pandemic. The people will continue to buy and sell homes.

There were still plenty of people purchasing homes. And agents will continue to look for someone to help them market their listings and help them stand out online.

