
OTHER SERVICES TO CONSIDER TO INCREASE YOUR REVENUE

ULTIMATE **PHOTOGRAPHER** FORMULA



RealEstateMediaCourses.com



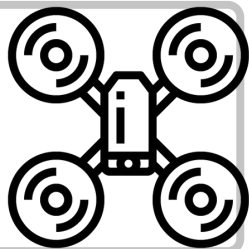
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ULTIMATE PHOTOGRAPHER FORMULA

FOR REAL ESTATE PHOTOGRAPHERS

WHAT OTHER SERVICES TO OFFER?

In this guide, I will go over some other services you may want to consider offering in your business to maximize your revenue.



AERIAL SERVICES

Aerial photography and video allow you to show off the listing's natural beauty in a manner that captivates buyers every time.



VIRTUAL TOURS SERVICES

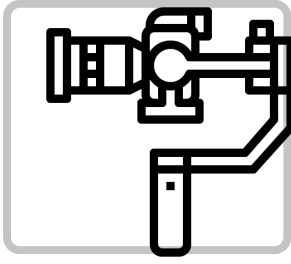
Allow homebuyers to experience the home anywhere in the world.



LUXURY PHOTOGRAPHY

Higher priced and faster sales luxury photography can capture the attention of homebuyers in less than two seconds.



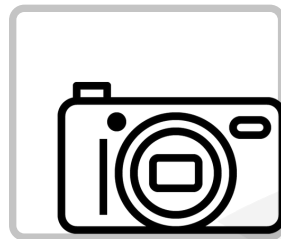


VIDEO SERVICES

Give homebuyers a thorough inside look at your listings.

WHEN TO OFFER?

We don't recommend offering these services out of the gate if you're brand new to real estate photography. Instead, we recommend focusing on real estate photography and mastering that skill first. Once you have a good grasp of photography, that's when you want to consider adding additional services to your customer offering. By offering these additional services, you're able to add more value to your customers while at the same time increasing your revenue per job and income in general.



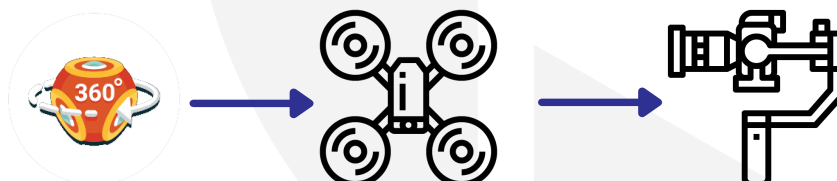
SERVICE TO START WITH

If I had to choose an order to start offering these services, I would probably recommend virtual tours because it's straightforward to learn.

I would then recommend getting your part 107 license and offering aerial service. Finally, I would learn video services. I recommend learning video last because there is a learning curve to mastering the shooting and editing of real estate videos.

This is the order that I recommend, but feel free to add the additional services based on your skillset and knowledge. Make sure you have the photography skill mastered before you start adding more to your plate.

You can also check out some of our other courses to go more in-depth on those additional services.



ADDITIONAL PRODUCTS & SERVICES

Many of you may be existing photographers that know how to do headshots or other video work like customer testimonials or agent marketing videos. I would recommend offering these additional products and services to your customers because it will differentiate you in the marketplace.

Keep in mind that you don't want to offer products that you cannot execute at a high level. For example, at one point in time, we offered headshots and agent websites as products to our customers. We stopped offering these products because I felt our execution wasn't at the level we needed them to be.

If you do portraits, I would recommend offering headshots to customers and noncustomers because real estate agents need them. And it's a great way to introduce yourself to potential customers.



PORTRAITURE



WEDDING PHOTOGRAPHY



CANDID SHOOTING



EVENT PHOTO



BUSINESS



FASHION SHOOT



OBJECT PHOTOGRAPHY



LOVE STORY



LANDSCAPE PHOTO

CREATIVE MEDIA SERVICES

In addition to real estate media services, we offer studio services, video podcasts, green screens, and voiceovers. Also, I would recommend offering additional Creative Services that add value to your customers that are within your realm of expertise, like graphic design work or websites.

Offering products and services that your competition doesn't is a great way to help you stand out, add value to your customers, as well as generate more revenue for your business.

You can go to a real estate agent's office and offer free or low-cost headshots. While you're there, you can also pass out flyers and show them all the services that you offer.

