
INTRODUCTION - GETTING CUSTOMERS

ULTIMATE **PHOTOGRAPHER** FORMULA



RealEstateMediaCourses.com

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FOR REAL ESTATE PHOTOGRAPHERS

INTRO - GETTING CUSTOMERS

Now that you've learned about the business opportunity the business model, how to shoot and edit real estate photos, it's now time for you to learn how to get real estate photography customers. At the end of the day, there are a ton of different ways to get real estate photography customers. The activities that you focus on will be up to you. But at the end of the day, the game is the same, you need to make contact and build relationships with real estate agents and a lot of them, letting them know about your services.

Whether you do that on social media, email, phone calls, office visits, sign calls there's several methods for you to build relationships with real estate agents. I will say that there are some real estate agents that only represent buyers and those are the kinds of real estate agents you don't want to target. the type of real estate agent, you want to target are those that do listings, and preferably a lot of them.

We'll go into more detail in subsequent videos about what those interactions should be like. But I would say, it's important to find the medium that works best for you, maybe you're more comfortable on the phones. Maybe you're more comfortable doing face-to-face visits.

So, I will leave that up to you. They all work just some activities might be more effective than others. Currently, the most effective lead generation activity is direct messages on Instagram, but that could change to TikTok in the near future.

