

HOW TO BUILD A GREAT RELATIONSHIP WITH YOUR PHOTOGRAPHER

At VHT Studios®, it's common for our clients to build a professional relationship with our VHT photographers. Many of our photographers have been working with the same clients for years and frequently become invaluable marketing partners. Building a great partnership can significantly elevate your level of success.



3 BENEFITS OF BUILDING A PROFESSIONAL RELATIONSHIP

1. UNDERSTANDING YOUR BRAND

The more photography sessions you do together, the more your photographer will understand your unique brand. They'll soon become your ideal marketing partner with a strong knowledge of what shots and angles you prefer, as well as your work style.

2. STREAMLINE THE PROCESS

Did you recently win a listing? The best thing to do to get your visual marketing rolling now is to give VHT Studios a call ASAP! Once you get to know your photographer well, you'll likely text or call him/her directly to book your photography session right away.

3. SAVE TIME

Once the photographer understands your unique brand and work style, working together as a team will ultimately save you valuable time. You'll build a high level of trust with your photographer and you'll have confidence that your listing photographs will be delivered smoothly, on time, and on brand.



“MY VHT PHOTOGRAPHER IS MY
GO-TO **MARKETING PARTNER.**”

- **Debbie Glickman**, Broker Associate at Baird & Warner

SETTING BETTER EXPECTATIONS

Win and sell listings faster by working better, together! Here is what to expect when working with a professional photographer, and what you can do to build a great relationship:

What to Expect From Your Photographer



EXPERIENCE

Your photographer should specialize in or have strong experience shooting real estate. He/she should be able to offer suggestions on what types of shots are best to showcase rooms and exterior spaces to best support your marketing efforts and speed up the selling process.



EQUIPMENT

A professional real estate photographer will always arrive with the right equipment, including a DSLR camera and a tripod.



PROFESSIONALISM

Your professional photographer is an extension of your marketing team, representing you and your brand to meet and exceed your high standards. He/she will always show up on time and prepared.

What a Photographer Expects From You



PREPARATION

The home should be cleaned and staged before the photographer arrives. If not, you may be working as you go, which can slow down the process. Being prepared also gives you more time to think through what the ideal shots are before the photography session begins. But, rest assured, VHT Studios photographers are highly trained to capture the best flow of the property.



COLLABORATION

When the photographer arrives, communicate the top space and most unique features of the home, so they know where to focus their time. Make yourself available for any questions the photographer may have.



DEPENDABILITY

To build trust with your photographer, it's important to arrive for the session on time and try to avoid cancellations and rescheduling. But since we completely understand things sometimes come up unexpectedly, VHT Studios provides a 24-hour cancellation policy.



HAVE A LISTING? SCHEDULE A PHOTOGRAPHY SESSION WITH VHT STUDIOS TODAY!

Visit [VHT.com](https://www.vht.com)

©2018 VHT Studios, Inc. All rights reserved. (800) 790-TOUR