REAL ESTATE PHOTOGRAPHY / 01

BUILD THE PROPERTY BRIEF

Give every photographer the same property and access starting point.

A helpful preparation resource from PickYourPro.ai. Fill in digitally or print. Keep your completed copy private.

Property type / approximate size or layout description

Address area / occupied or vacant / access contact

Listing goal and expected media use

Session window / property availability / access restrictions

Important exterior, amenity, or community context

Questions the photographer should answer before booking

Preparation only. Confirm deliverables, permissions, access, and usage terms in writing.

REAL ESTATE PHOTOGRAPHY / 02

PLAN ROOMS AND PRIORITIES

List requested coverage and anything the camera should avoid.

Priority rooms and the feature to show in each

Exterior areas, views, parking, or amenities requested

Spaces that should not be photographed

Private belongings, people, vehicles, or security details to exclude

Temporary condition or work in progress to discuss

Reference images or listing requirements already available

Preparation only. Confirm deliverables, permissions, access, and usage terms in writing.

REAL ESTATE PHOTOGRAPHY / 03

GET READY FOR THE SESSION

Tick only what is complete or clearly assigned.

- [ ] Requested rooms and exterior areas are listed
- [ ] Private or excluded items and spaces are identified
- [ ] Small-item, light, blind, and room-readiness responsibilities are clear
- [ ] Occupants, pets, vehicles, and access arrangements are discussed
- [ ] Requested photos and separate media deliverables are distinguished
- [ ] Session window and expected time on site are confirmed
- [ ] Weather or access alternatives are understood
- [ ] Final walk-through contact and last-minute change method are confirmed

Preparation still needed / person responsible / target time

Access, parking, keys, building rules, or contact notes

Weather, daylight, or rescheduling question to confirm

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REAL ESTATE PHOTOGRAPHY / 04

QUESTIONS FOR THE PHOTOGRAPHER

Record the answers instead of filling gaps with assumptions.

Preparation: what must be ready before you arrive?

Coverage: which rooms, features, and media are included?

Delivery: file types, quantities, timing, and hosting?

Editing: what is included, excluded, or handled as a revision?

Usage: who may use the files, where, and for how long?

Changes: what happens if readiness, access, daylight, or weather changes?

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REAL ESTATE PHOTOGRAPHY / 05

COMPARE THE SAME DELIVERABLES

Use A and B in every box. Clarify differences before comparing totals.

Photographer A / Photographer B / proposal dates

Property coverage and media deliverables - A / B

Editing, delivery, revisions, hosting, and usage terms - A / B

Schedule, access plan, written total, exclusions, and open questions - A / B

READY TO HEAR FROM PROS?

Create an account on PickYourPro.ai and start a real estate photography request. Share your property, schedule, and requested deliverables so participating pros can compete for your business with proposals. Compare coverage, delivery, timing, usage terms, and fit.

Start a request

One request. Every pro's best offer.

Participation varies. A property visit or planning conversation may be needed before a final proposal.

Planning guide: https://www.pickyourpro.ai/services/real-estate-photography

U.S. Copyright Office: What photographers should know (official reference)

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