

Real Estate Photography - Market Research **Completado** ▾

What kind of people are we talking to?

Men or Women?

Both

Approximate Age range?

Mostly young adults

Income level?

Most likely broke, most real estate photographers are.

Painful Current State

📺 Simple reason why most real estate photographers are broke! Start doing these things TO...

["What are the biggest challenges real estate photographers face?"](#)

["What were the challenges of creating a photography real estate business?"](#)

["Is real estate photography blooming or not?"](#)

They cannot seem to land or retain clients and struggle immensely with prospecting and sales in general. They are passionate about taking the pictures but they do not enjoy the process of getting and maintaining clients and are frustrated by it.

A lot of real estate agents do not see a lot of value in better photos and believe they can just do it themselves.

They also are limited by their budget and photography in general is a very expensive niche to get into, especially real estate photography since it pretty much requires things like virtual tours and drones.

Their creativity is also often squashed by realism, rules and regulations as well as the agents themselves.

Prospecting, marketing and sales is generally a big struggle for most photographers but it is pretty much the most important part of the business.

“If you want the clients and sales you have to have virtual tours and drones nowadays. That is a big investment. Most real estate agents do not see a lot of value in better photos and believe they can just do it themselves.”

“One of the biggest challenges that a real estate photographer will face is the realization that their creativity and productivity can often be derailed due to specific rules and guidelines. MLS guidelines, specifically, are numerous, and while you aren’t technically required to do know these things, the products you’re providing must have these restrictions in mind.”

Desirable Dream State

They dream of being able to live off what they love to do, which is photography. Taking pictures of amazing houses and making insane money with it. Having recurring clients that they work with such that they don’t really need to focus on sales and prospecting. Maybe even develop a personal brand and have the clients come to them instead of having to prospect.

Values and Beliefs

What do they currently believe is true about themselves and the problems they face?

They are discouraged by how brutal the industry can be and how most photographers are straight up broke. They don’t understand sales and marketing well enough to be successful in the space and think that it is enough to just “shoot nice pictures”.

They also might either overestimate or underestimate their skills. The first one leading to unsatisfied clients and a bad reputation and the second one leading to a lack of set standards and boundaries.

Have they tried to solve the problem before and failed? Why do they think they failed in the past?

The problem is twofold, on one hand you have the issue of landing and retaining clients and on the other hand you have the picture quality itself.

If they are in the business they are tackling those 2 problems already, however they lack the guidance and assistance needed. There's a lot of free info on YT so they might grasp the basics but not be able to put it all together.

Client acquisition and retention is, as far as I've seen, the biggest of the 2 problems in terms of people not being able to figure it out. Picture quality can always be improved, they are photographers, however sales and marketing is often not part of their skill set. And it is often what holds them back.

How do they evaluate and decide if a solution is going to work or not?

Based on basic professionalism, there's not much flashy or over the top marketing in this niche since it's relatively small.

What character traits do they value in themselves and others?

Creativity, talent as a photographer, tenacity...

What trends in the market are they aware of? What do they think about these trends?

Some of them are doubtful about the viability of the career and how important it is since "agents can take their own pictures". They often underestimate the importance of good photos for a property listing and how hard it can be to achieve them.