



# PHOTO SHOOT IDEAS & SHOT LISTS FOR REAL ESTATE AGENTS

---

Looking to create a professional and approachable image as a real estate agent? Check out these posing and photo ideas to showcase your expertise and personality! From headshots to candid shots, environmental portraits to group shots, we've got you covered. Don't forget to consult with a photographer for their recommendations and advice on the best poses and angles to highlight your qualities. We recommend booking a quarterly photoshoot. By refreshing images on a quarterly basis, agents can create a library of recyclable content for their website, social media, and other marketing materials. This not only keeps your brand up-to-date, but it also shows potential clients that you are active and engaged in the industry.

- Headshot:** a close-up photo of your face, taken from the waist up
- Full-body shot:** a photo of you from head to toe, showing their professional attire and body language
- Environmental portrait:** a photo of you in your work environment, such as your office or in front of a property
- Action shot:** a photo of you in motion, such as walking, pointing, or gesturing

- ❑ **Candid shot:** a natural, unplanned photo of you interacting with clients or in a relaxed setting like having a cup of coffee or working at your desk or writing in a journal
- ❑ **Group shot:** a photo of you with your team or colleagues, showcasing your camaraderie and support network
- ❑ **Personal brand shot:** a photo that highlights your personal brand and unique qualities, such as a favorite hobby or passion
- ❑ **Testimonial shot:** a photo of you with a satisfied client, demonstrating your success and reputation
- ❑ **Community involvement shot:** a photo of you participating in local events or supporting local organizations, showcasing your commitment to the community
- ❑ **Confident stance:** Stand tall with your shoulders back, chest out, and arms either at your sides or crossed in front of you. This conveys confidence and professionalism.
- ❑ **Engaging gaze:** Make eye contact with the camera and smile, looking approachable and friendly.
- ❑ **Walking pose:** Stand with one foot slightly in front of the other, as if you're walking towards the camera. This conveys movement and energy.
- ❑ **Pointing pose:** Point towards a property or other aspect of the environment to direct the viewer's attention.
- ❑ **Hands-on-hips pose:** Place your hands on your hips, with your elbows slightly out to the sides, to convey a sense of authority and control.
- ❑ **Relaxed pose:** Stand or sit in a relaxed position, such as leaning against a wall or sitting on a chair, to convey a more casual, approachable vibe.
- ❑ **Interacting with clients:** Pose with clients or colleagues in a friendly, conversational manner, showcasing your interpersonal skills and ability to work with others.