

Your Portfolio – Creating Imagery



Why a portfolio matters

- Agents and sellers need to see what you do
- You will be judged by the quality of your work AND its presentation
- Professionalism shows

What kinds of portfolio?

- Hardbound
- Internet
 - Website
 - Blogging
- Email
 - Newsletters
 - prospecting

What makes a good portfolio?

- Should speak loud enough that you don't have to
- Should be short enough to leave clients wanting more
- Should be long enough to leave an impression
- Should be more than photos
- Should show varying elements, price points and styles of work available

Common mistakes

- Photo albums
- Scrapbooks
- Loose leaf binders with sleeves
- Too much on a single page
- Not clear which is before & which is after!
- Same boring angles

Equipment

- Camera – should have wide angle
 - Kodak z740, with additional removable, wide angle lens
 - Kodak v570 dual lens
 - Kodak v705
 - Nikon Coolpix P50 (wide angle built-in)
 - Nikon Coolpix P5100
- Tripod
- Lighting

Angles – Traditional B&A



These photos are useful and necessary, but don't always show the important details....

Using New Angles



Rethink what shows YOUR work



Sometimes cropping is the key

Sometimes breaking a photo down will reveal details of the work. We have a series of these smaller angles rotating on our site to show multiple snapshots of our work – much like a banner ad.



Think about angles

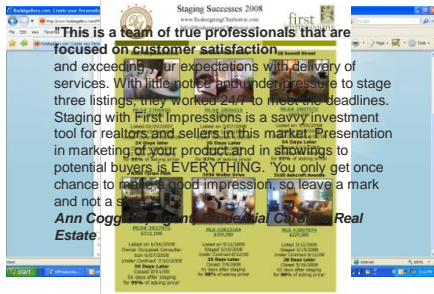
- Watch for opportunities



Look for interest



[Showing your portfolio off]



[Editing Your Work]

- Adjust lighting
- Straighten
- Crop
- Glow
- Sharpen

[Check out some changes...]



[More Changes...]



[Free & Easy Editors...]



[Hardbound books]

- Kodakgallery.com
- Snapfish.com

Online Portfolios...

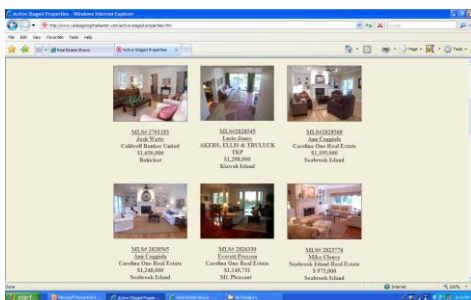
- Your Website
- Blogging Communities such as ActiveRain.com & EnergizedSeller.com

Real Estate Shows



- Create shows for clients
- Create shows for your website
- Create shows for blogging
- Create commercials for internet presence

Show off your portfolio online



Why on your site?

- Living portfolio of your work
- Advertises agents who use you
- Advertises who you work for!
- Shows how busy you are
- Always something new to look at

Why blogging sites?

- Higher SEO rankings
- More exposure to potential sellers
- Experience shows
- Become the expert

Email Portfolio

- Newsletters –
 - Get agent attention
 - Most clicked on links
- Prospecting (farming) -
 - Allows them to see your work
 - Get them interested in seeing your website

[Rethinking Portfolios...]

- Catch their attention
- Make a living portfolio
- Bind it and make it professional & memorable
- Link it up
- Email it out
- Give it out
- Show off your assets

[KISS it...]



[Your portfolio – it matters]

- Added professionalism
- Easier closings
- More opportunities
- Better, cost effective advertising