



5 must have photos *Reactors* need

*It's a crowded noisy
world out there.*

*There are thousands of Realtors
shouting to get your client's attention.*

*The competition is fierce and
the market is saturated.*

Stand out with Visual Storytelling



HELLO THERE!

If you're a real estate agent, you know how important it is for you to stand out. There are so many real estate agents out there. And you want your clients to choose YOU.

It feels like we're fighting an uphill battle when we try to stand out from the crowd and connect with our audience. Often, we feel frustrated, lost, and invisible.

How can we possibly get our client's attention when we live in a world of information overload? How can we convince them to hire us versus another Realtor? How can we position ourselves as the expert so they return to us time and time again?

*Two words
Visual Storytelling*

VISUAL STORYTELLING

Your customers are visual people. 93% of consumers admit that visual images are the #1 factor that influences their buying decisions. This means your headshot, business photos, and website need to work hard to inspire your audience and clearly communicate your brand story.

*be the face
of your brand*

IT'S TIME FOR YOU TO BECOME THE FACE OF YOUR BRAND.

Let's talk Storytelling images for realtors. Why do they matter to grow your real estate business? What are they and do you need them as a realtor?

Storytelling images are professional images of you that showcase your brand and personality.

You can use these photos in your marketing materials, both in print and digital, which will help with your like, know, and trust factor. Which is huge for real estate clients.

They can grab attention and stop your audience from scrolling. They convince potential clients to learn more about your brand. They position you as the trusted expert and inspire your audience to choose you over all the other Realtors.

They can create connection, energize your brand, and infuse personality into your business —
making a lasting and memorable impression.

ARE YOU READY TO STOP HIDING AND START SHOWING UP AS THE HEART OF YOUR BRAND?

In this digital marketing world, it's critical for you to stay consistent and top of mind to your sphere of influence.

Sadly, many real estate agents make the mistake of either only showcasing homes and photos of their clients with a "sold" sign, or worse, not showing up at all. I've compiled a list of 5 key images every realtor needs to move their brand from invisible to impact.

These visuals are so much more than just pretty pictures, they're strategic and intentional. Their goal is to portray the many layers of your business- what you do, what it feels like to work with you, and how you're different.

These visual stories help the viewer understand your business better, build trust, and inspire them to take action — all without saying a single word!

*are you
a secret agent?*

PERSONAL BRANDING

Researchers have concluded that pictures with human faces were 38% more likely to receive likes than photos with no faces. They are also 32% more likely to attract comments.

IMAGES EVERY REALTOR NEEDS

5



1. HEADSHOT –

This image is the first impression you make on your audience. It's often the first point of contact potential clients have with you. It should look professional and polished with a touch of personality. Traditionally, this should be you looking straight into the camera. This photo is a tight, close up portrait from the shoulders up with a clean background. Be sure it's clear, well lit and your eyes are beaming with confidence!

This can be used for your Business Card, LinkedIn, your email signature line, and as your basic go-to photo.

I personally prefer the look of a horizontal—landscape headshot but a vertical image works too.





2. BEHIND THE SCENE –

Give people a peek into your story, they will get to know YOU and how you do "that thing you do"! Show them what it's going to be like to work with you and all the steps of your process.

Photos of you working away on your laptop or building your empire from your cell phone. Let them know that you are a top leader in the Real Estate field with experience that will lead to them making a great investment.





3. PASSION PORTRAIT –

What's the personality of your brand? Infuse some of your personality into your photos. When you share your passion in photographs, you can attract and inspire your audience. Use mood, expression, and emotion story telling to connect and communicate what it feels like to work with you.

Are you the type to break out into a handstand in the middle of Target? Then give your audience a peek at your goofy side!



4. LIFESTYLE LENS —

Humanize your business by sharing your interests, hobbies, activities and habits. When you share a slice of your personal life, you give your audience another way to get to know and relate to you. This builds the know, like and trust factor.

What are your hobbies? What do you love? Where can we find you on the weekends? Whatever the answers are, you can showcase all those things in lifestyle branding photos. Grab a cup of your favorite coffee with a good book, browse your cell phone, where your comfiest pants and your hair in a messy bun, and rock out who you really are.

You want to be relatable and create a space for your audience to connect with you and start conversations.





5. NEGATIVE SPACE –

Images with lots of negative space are great for using text on them. Something like Canva, is an easy way to insert text for banners or Facebook ads.

Studies show if you want to build your brand, engage your prospects and become known as the expert in the Real Estate field, you need to add your photo when posting educational information. Using a photo of yourself has proven to be more engaging than purely text-based posts.

You'll use these images the most because you will find that these are the most versatile for many uses.

Are You Ready to Sell Your Home?

Has your family recently grown or downsized?

- YES: Is your home valued at more than you owe?
 - NO: Will you be able to afford the new home you would like despite this?
- NO: Are you tired of your current neighborhood?
 - YES: Do you feel like you still need/want time in your home?

Buying OR Selling A HOME?
DON'T FORGET TO CALL ME

Cheryl RIDGEWAY REALTOR

THERE IS NO PLACE LIKE
home
THE HOLIDAYS

THE DITTAMORE GROUP



JOHN RIDGEWAY –

Hello, I'm a personal branding expert, and photographer. I'm passionate about enabling Real Estate Agents to stop being a Secret Agent and to start emerging as a leader.

After years of promoting and running my own photography studio, I now help entrepreneurs master their message, become the face of their business, and build their brand empires.

My attitude is this: becoming the face of your brand means showing up as the heart of your business but also sharing your message with confidence and serving your audience with your expertise. This is how your brand stands out and connects with your sphere!

If you want immediate branding help, check out my website at www.ridgewayportraitdesign.com to see my current offerings and to book a call with me.

Wishing you brand success,



John Ridgeway

