



## Photographer Average Costs and Why?

Wedding photographs are the one thing you walk away with from your big day. You may have some other decorations and maybe even the old cake in the freezer, but none of that will probably last forever. Brides and grooms are going through the motions of the day, but think of all the candid moments you will miss. The day goes by FAST and you are very busy! It's all the little moments, fun things, decorations, atmosphere, and guests that combine to make a wedding, a wedding! That's why wedding photography is such an important investment. How much will you really remember even a few years down the road?

Reliable and talented wedding photographers don't come cheap. They just don't. PERIOD. The cost of a wedding photographer is influenced by experience, education, demand, and location.

## DM with Dave and Bride...

Bride: is the cost of your services?

*Actual DM with Dave and Bride...*

Dave: anywhere from \$3-\$6000

Bride: So expensive? Why?

Dave: How much do you think it should cost you?

Bride: \$1500 - \$3000 maximum. I am still debating to have my cousin, who does Photography do it. He has a professional camera and everything.

Dave: For that price, you will always get what you pay for. If they can afford to do it for that, they are not professional and they are very part time. I know I wouldn't hire a part time (work on the side) Doctor to do surgery on me. Or hire Daycare that used to be licensed and just watches kids once in a while. Having a camera and some experience is the tip of the learning process.

Most part time people;

- They may only shoot on auto (can be a major problem with lighting and motion shots are issues)

- They may not have flash (dark light photos are most likely going to look pretty bad)

- They most likely don't have the backup equipment that they should have (backup flash, extra body, sd cards, batteries, tripods and many other tools that professionals keep handy). Camera malfunctions happen, and you need to have a professional backup camera body.
- They lack experience when it comes to editing which is one of the most important parts to get quality photos. They may not even have professional software to edit the right way.
- Would your cousin know how to help with poses, what pictures to take and when. Does he have telescopic lenses and other lenses when needed? For example, unless you want him to be right up front by you and your fiance at the alter, her will need a good lens so he can get the first kiss and not look like he was 3 miles away when he took it.
- The list goes on and on...

Bride: That totally makes sense, but I still don't get why it is so high?

Dave: It's not just about equipment and their time, but let's break it down...

- Knowledge & Experience - years of hard work, practice and studying. \$???
- Education - \$50,000 - \$120,000 for a Professional Photographers Education
- Equipment
  - Professional Camera Bodies \$2000 - \$7000 Each (photographer has 2 at least)
  - Each lens from \$1500 - \$6000 +?? Each photographer has many for different shots
  - Flash (2 of them) \$300-\$800 each.
  - Camera bags, memory cards, reflectors, light stands, flash triggers, tripods, etc. \$500 - \$1500
  - Computer for editing: \$1000 - \$3000
  - Backup Hard Drives: \$85-\$300 each. Total cost: \$170
  - Cloud Services and Backup \$30 - \$100

- Business fee's and operating costs (internet, accounting, phone, etc., etc., \$500 - \$3000/yr)
- Screen Calibrator: \$189 High End Monitor: \$120 - \$500
- Editing Software: Lightroom & Photoshop: \$119 per year
- Website Design / Setup / Maintenance: \$250 - \$5000 (\$100-\$500 yearly)
- Ongoing marketing and advertising - \$3000 - \$10,000 per year.
- Many other business expenses, taxes and fee's...
- Minimum cost just to start a Professional Wedding Photography Business: \$20,000 (Not including any education or business operating costs.)

Then we have the actual work for just 1 wedding...

- Time to prep, booking, planning. (Studying the location to shoot, charging batteries, prepping and cleaning gear, packing and testing)
- Traveling to and from the event as well as actually shoot time which is always a very long and tiring day.
- Backing up and copying photos after the event takes hours.
- Editing photos can take anywhere from 8 hours for a short shoot to 40 hours or more.

When you pay for a job, especially photography, you pay for way more than the persons equipment costs:

- Knowledge - Experience - Customer Service and Help Planning at anytime - Professional Editing - Backup Equipment - Professionalism - High Quality Work You Can Cherish Forever