

Client questionnaire

A few questions before we plan your shoot. Answer what you can — we'll go over the rest together.

Client

Date

Project / reference

01 Contact details

Full name

Company or brokerage

Email

Phone

Best way to reach you

Billing contact (if different)

02 Project goals

What is this project for?

For example, a property listing, a website refresh, a product launch, an event or a social campaign.

What does a great result look like?

How you'll judge success — more inquiries, a faster sale, a consistent brand look...

Who is the audience?

03 Deliverables

Check everything you're interested in. We'll confirm quantities and formats in the quote.

- | | |
|--|--|
| ☐ Edited photos | ☐ Floor plan |
| ☐ Edited video | ☐ 360° virtual tour |
| ☐ Short vertical clips for social | ☐ Headshots or team photos |
| ☐ Drone / aerial photos or video | ☐ Something else (describe below) |

Approximate number of photos / length of video

Formats and aspect ratios (e.g., 16:9, 9:16, 1:1)

04 Usage

- | | |
|--|---|
| ☐ Website | ☐ Print, brochures and signage |
| ☐ Social media | ☐ Paid advertising |
| ☐ Listing and MLS sites | ☐ Shared with third parties (agents, builders, partners) |

Where, and for how long, will the images be used?

Usage affects licensing and price. Mention anyone else who will also use the images.

05 Schedule and access

Preferred date(s) and time

Backup date(s)

Final delivery deadline

On-site contact and phone

Access instructions (keys, gate, lockbox, parking)

06 Location details

Address

Client questionnaire

Type of location (home, office, venue, outdoor...)

Size or number of rooms / areas

Anything we should know about the location?

Pets, occupants, ongoing work, restricted areas, venue rules, permits, or nearby airports if you've asked for drone footage.

07 Style and references

Links to photos or videos you like

Websites, listings, social accounts or a mood board. Say what you like about each one.

Words that describe the look you want

Anything you don't want

08 Budget

A range helps us recommend the right package and options for your project.

☐ Under \$_____

☐ \$_____ to \$_____

☐ \$_____ to \$_____

☐ Not sure yet — please recommend options

Purchase order or approval process

Who pays the invoice?

09 Approvals and decision makers

Name	Role	Email	Approves

For example: final photo selection, video edits, invoice approval.

How should feedback be shared?

One combined list of changes per review round keeps things moving. Who will collect feedback from everyone?

Thank you! Please return this form by _____ so we can prepare your quote and shot plan.