

1. REVIEW OTHER HEADSHOTS FOR INSPIRATION

Your headshot is an important part of your professional brand. It's understandable that you may feel uncomfortable in front of a camera and not sure how to get that awesome shot. Try looking at other agent headshots to get inspired. The subject should appear relaxed, confident and in an environment that reflects business/real estate. Looking through others' headshots can help you think about your background, posing, hairstyle, and even your expressions.



2. DRESS FOR SUCCESS

What to wear for your photo shoot? Think of what you might wear to the first meeting with your dream client. While commercial real estate agents might wear a suit and tie, some residential agents could be more casual with jeans and a button-down shirt.



Ask your photographer if they have any suggestions on what to avoid. Things like patterns or bright colors can be difficult to photograph, and you'll need to be mindful of what will be in your background. Most photographers will advise you to avoid:

- Busy patterns
- Excessive jewelry or accessories
- Bright or neon colors
- Wearing all black
- Ultra-trendy clothes
- Baggy or loose-fitting clothes

HEADSHOT DIRECTION

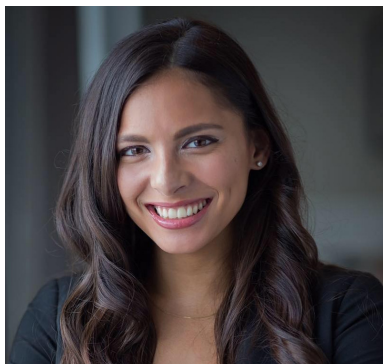
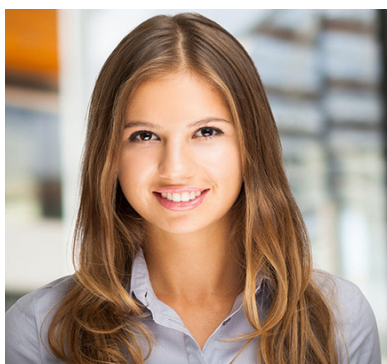


PHOTO SPECIFICATIONS

- Minimum size 500x500 or larger.



3. LEARN POWER POSES

The way you feel will naturally show in your photos, so do what you can to set your shoot up at a time and place where you'll feel confident. However, even if your biggest deal of the year fell through the morning of your shoot, you can still trick your brain into feeling confident with power poses.

It may feel silly, but raising your arms above your head like Superman for a few minutes has been shown to increase feelings of power and confidence. Spending even a minute or two before your shoot in a power pose can increase your confidence and result in a better picture.



In addition, consider choosing a few poses before your photo shoot. Even if your photographer helps you pose, you likely won't feel as confident if you're in an unfamiliar position. Try out a few poses in the mirror and decide on one or two that feel the most natural.

4. SMILE

A study from the Journal of Personality and Social Psychology Bulletin shows that people who look happier in photographs are viewed as more trustworthy than those who appear unhappy in photos. Interestingly, smiling doesn't impact viewers' opinion on competence. However, when asked who they would choose to be their financial adviser, test subjects chose the happier-looking person every time.



5. GET PROFESSIONAL HAIR & MAKEUP

Your Realtor headshot will be used on social media, in your marketing materials like flyers and business cards, and at events or sponsorships. To present the best version of yourself, consider getting your hair and makeup professionally done before your photo shoot. This is another way to help you feel confident, get more professional opportunities, and generate more real estate leads in the long run.



6. CHOOSE THE RIGHT BACKGROUND

The most important thing to keep in mind when choosing a background is to make sure it doesn't distract from the image's focal point—you. In fact, one of the best headshot backgrounds is pure white, which is especially powerful when it comes to tiny profile pictures that appear online.

However, your background can also be relevant to the real estate you work with. If you work in the city, an artfully blurred street scene or brick wall can be an integral piece of your real estate marketing. On the other hand, agents in a more rural or suburban area may respond more to something like a blurred forest or pastoral scene.

