THE PROPERTY PHOTO GUY · COURSE RESOURCE

Pricing and Profit Planner

Work out the time and cost behind a property photography job before setting a fee

Use this as a working template. Adapt it to the job, your own process and the promises you have actually agreed with the client.

Your monthly baseline

[**Target personal income**

], [**Fixed business costs**

]
[**Estimated tax / savings provision**

], [**Jobs you can realistically complete**

]

A typical job

[**Travel and preparation time**

], [**Shoot time**

]
[**Culling, editing and delivery time**

], [**Mileage, parking and subcontract costs**

]
[**Platform / software allocation**

], [**Your target profit contribution**

]

Price check

Minimum viable fee for this job

Quoted fee

What the client receives at that price

Which add-ons are profitable and genuinely useful

Use the result

The aim is not to copy someone else's rate. Use the worksheet to see the full time and cost of delivering a reliable service, then price in a way that supports quality, backup, editing and a sustainable business. Check tax, VAT and accounting decisions with a qualified professional.