THE PROPERTY PHOTO GUY · COURSE RESOURCE

Editing and Delivery Workflow

A repeatable post-shoot system that protects quality, speed and client confidence

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

Job reference / delivery deadline

Ingest and protect

- [ ] Copy original files to the working drive and a second backup before formatting cards.
- [ ] Create a consistent job folder: date, client, property, originals, edits, exports and delivery.
- [ ] Check the brief, requested image count, special outputs and promised delivery time.

Select and edit

- [ ] Cull duplicates, misfires and weaker variations before editing.
- [ ] Correct exposure, white balance, verticals, lens distortion and crop consistently.
- [ ] Use retouching carefully. Do not misrepresent permanent features or create a misleading property impression.
- [ ] Export listing-ready and high-resolution versions only where the client needs both.

Quality control

- [ ] Review the gallery in order: approach, main spaces, bedrooms, bathrooms, exterior and key details.
- [ ] Check horizons, verticals, colour consistency, window treatment, dust spots and naming.
- [ ] Confirm requested outputs such as floor plan, drone images, virtual-tour link or social crops.

Deliver and follow up

- [ ] Send a concise handover with download link, usage notes and delivery date.
- [ ] Archive final exports, invoice status and client preferences for the next job.