THE PROPERTY PHOTO GUY · COURSE RESOURCE

Client Handover Email Templates

Three adaptable messages for a polished property photography client experience

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

1. Booking confirmation

Subject: Your property photography booking, [property / date]

Hi [name],

Thanks for booking. I have you in for [date and time] at [property]. I will photograph [agreed scope]. Before the shoot, please use the attached preparation guide and let me know about access, parking, pets, key features or anything you would prefer not to appear in the images.

I will confirm the final details the day before. Looking forward to it.

2. Gallery delivery

Subject: Your photography is ready, [property]

Hi [name],

Your images are ready here: [delivery link]. The gallery includes [deliverables]. I have selected and edited the images as a clear visual journey through the property, beginning with [hero / exterior / main space].

If you need a specific crop, a portal-ready selection or help choosing a hero image, reply here and I will point you in the right direction.

3. Follow-up and referral request

Subject: How are the images working for you?

Hi [name],

I hope the images are helping [the listing / launch / booking page] look its best. If there is anything you need after delivery, let me know. If you were pleased with the experience, a short honest review or referral is always appreciated. It helps future clients find a photographer whose approach suits them.

Personalise before sending

Project-specific detail to add

Delivery link / next action