


## How to Price Shop for Wedding Photo Memories that will Last a Lifetime. Arm yourself with Information that May Prevent You from Making a Mistake that will Last a Lifetime

- **Never, Never** price shop by phone...you cannot see the quality of a photographer's work over the phone. Please set up an appointment with several photographers to compare the quality of each photographer's work and to see if the photographer's style fits your needs.
- **Never** price shop over the Internet...although you may see a few images on a photographer's website, it is not the same as seeing multiple samples of his work at his/her studio.
- Please check to see if the photographer is using professional camera equipment and if he/she will be bringing back-up equipment to the wedding in case of camera failure.
- Price shop with quality in mind, is his/her photography outstanding or just mediocre?
- Ask the photographer for references.
- Some Brides ask if they can have the negatives or a high resolution CD? A professional photographer will usually answer "No" because they want you to have the best reprints that they can deliver. When a bride takes a CD to a photo lab, she gets what she gets. When a photographer takes a CD or negative to a professional photo lab, those reprints are not delivered to the Bride until the color, density, etc. is correct. Any good photographer does not want any of his/her work going out that is not high quality and a good representation of his work.
- Please check to see if the photographer is covered by an indemnity insurance policy in case there is a problem with camera failure, etc.
- Ask if the photographer and assistant(s) will be dressed professionally.
- When you have your appointments with photographers, request to see some samples of their most recent weddings.
- You may also want to request to see an example of an entire wedding that the photographer has photographed, not just a few examples from several weddings.
- Ask to see their large prints to see the quality of the prints.
- Ask the photographer what it is that you actually get for your money? Have them be very specific. Ask about any extra charges, extra time, etc.
- Before booking with a photographer, ask to meet with the photographer who will actually be shooting your wedding.
- Does your photographer love to shoot weddings? You won't need to ask this question. You will be able to tell by the excitement in their voices when you meet with them.
- Is the photographer a people person? Is he/she able to work with families as well as the bride and groom? Will he/she be sensitive to your needs and feelings on your important day? Is he/she able to roll with the punches?

- What about when your aunt or uncle who has a pretty good camera says they can shoot pictures at your wedding but he or she is not a professional wedding photographer? Sounds like a good deal, doesn't it? Ask yourself these questions: *Do you want to direct your own posing or will they do this for you? Will they make sure that all of the pictures that you want are taken? Will they have backup equipment and batteries? Will they take your pictures to a quality lab? Even before the music starts, will they concentrate on you or on family that they have not seen for awhile? When their cute grandchild is at the wedding, will there be more pictures of the grandchild than there is of the Bride and Groom? At the reception, will they want to party with everyone else because they think their job is done or will they continue to shoot pictures? Just remember, a person who is giving a gift is not obligated to shoot anything but a paid professional is there to shoot the photos that you want taken.*

 When the wedding, reception and honeymoon are over, Beautiful Wedding Photo Memories of your wedding and reception will help you remember your **Special Day** forever.