

EZEKIEL E.

SERVICE & INVESTMENT GUIDE

Personal Branding Sessions for Realtors and Professionals





Your image should do more than show what you look like. It should help people remember you.

Hi Heather,

Thank you again for reaching out. I appreciate your being direct about wanting to review the investment before setting aside time for a call.

The options below are designed for Realtors who need more than a standard headshot. The goal is to create a focused collection of images that helps you look current, professional, and recognizable across your website, social media, listing presentations, email marketing, and other client touchpoints.

Your images should not simply show people what you look like. They should help potential clients understand who

you are, how you work, and why they can trust you.

Take a look through the investment menu, and let me know if one of the options feels aligned with what you need. If something feels close but falls outside the budget you have in mind, you are welcome to share that with me, and I will let you know honestly whether a simpler option would make sense.

Warmly,

Erik Esparza

EZEKIEL E. PHOTOGRAPHY

PERSONAL BRANDING PORTRAITS



A HEADSHOT GIVES PEOPLE A FIRST IMPRESSION

A personal brand session gives them a clearer reason to trust you.

These sessions are designed for professionals who want images that feel natural, elevated, and useful across their marketing. Whether you need content for social media, your website, listing presentations, email campaigns, business cards, or speaking opportunities, the goal is to create a visual presence that feels aligned with who you are and the clients you want to reach.



INVESTMENT MENU

A session built around the impression you want to leave

01 | THE SIGNATURE

A refined portrait session for professionals who need a polished, natural update.

This session is ideal if you want a small collection of strong images that move beyond the feel of a standard headshot while keeping the experience simple and focused.

BEST SUITED FOR:

Updated profile imagery / Social media refresh / Website / bio images / Conference and networking use / Professionals who need a few exceptional images

\$650

INCLUDES

Pre-Session Planning Call

Concept Direction Based on Your Personality and Brand Presence

1 Location

1 Hour

One Wardrobe Look (*Second Look if Time Allots*)

Guided Portrait Session

Proof Gallery / 10 final Retouched Images

Commercial Usage for Self-Promotion & Business Marketing

02 | THE DISTINCTIVE

Most Popular

A strategic lifestyle portrait experience designed to help you stand apart.

This is the best fit for professionals who want more than an updated photo. It is designed to create a cohesive set of images that feel warm, memorable, and different from the standard business portrait.

BEST SUITED FOR:

Personal brand growth / Website and social media refresh / Listing presentations and client-facing materials / Conference, networking, and speaking visibility / Professionals ready to move beyond a generic portrait / Building a more distinctive visual identity

\$1,250

INCLUDES

Discovery & Planning Consultation

Creative Concept Development Based on Your Personality, Audience, & Brand Goals

Wardrobe and Location Guidance

2 Locations or One Layered Setting

Up to Three Wardrobe Looks

Guided Lifestyle Portrait Session With Movement and Expression Coaching

Proof Gallery / 25 Edited Images / Vertical and Horizontal Image Variety for Multiple Platforms

Commercial Usage for Self-Promotion and Business Marketing

03 | THE PERSONAL BRAND STORY

A premium portrait experience for professionals who want a fuller visual library with greater depth and range.

This session is built for professionals who want a more complete and long-term image library. It allows space for multiple looks, richer storytelling, and a wider range of content for ongoing use.

BEST SUITED FOR:

Full website refresh / Long-term brand visibility
/ Real estate marketing campaigns / Social media
content libraries / Multiple campaigns or launches /
Professionals who want greater depth, variety, and
flexibility

\$1,950

INCLUDES

Extended Strategy Consultation

Detailed Creative Direction Around Brand Identity

Multiple Location Planning / Up to 4 Outfits

Extended Lifestyle & Portrait Session

Proof Gallery for Selections

40 Final Retouched Images

Wider Mix of Portraits, Environmental Imagery,
Detail-Driven Frames, & Storytelling Compositions

Priority Editing Turnaround / Commercial Usage
for Self-Promotion and Business Marketing

ADD-ON OPTIONS

Additional Edited Images	\$75 each
15-image add-on bundle:	\$600
Rush turnaround:	\$250
Additional location:	\$200
Additional outfit and coverage time:	\$200
Short-form brand video add-on: starting at	\$450



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