

Vendor-Ready System – Start Here

How to use the RE Photos Vendor-Ready System in 3 simple steps

What this is

A plug-and-play system to get sellers properly prepped for photos and opens, without you having to nag them or reinvent the wheel every campaign.

The Kit includes:

- 1. Vendor-Ready Prep Guide (PDF)**
 - For sellers
 - What: Room-by-room guide to get the home ready over the days before photos.
 - When to use: Email it the day the listing is signed. Optional: print a copy to leave at the property.
- 2. Vendor-Ready Photo Day Checklist & What To Expect (1 page)**
 - For sellers
 - What: Morning-of checklist + what happens on photo day.
 - When to use: Email the day before photos, and bring a printed copy on the day if possible.
- 3. Vendor-Ready Agent Scripts & Objection Handling (2 pages)**
 - For agents
 - What: Exact words to introduce the system, handle common objections (“no time”, “it’s fine”, “Photoshop it”) and set expectations.
 - When to use: At the listing appointment and any time a seller pushes back.
- 4. Vendor-Ready 3-Touch Check-In Process (2 pages)**
 - For agents
 - What: Timing + templates for 3 key messages:
 - Touch 1: After signing – send guides
 - Touch 2: A few days before – check progress, focus on big wins
 - Touch 3: Day before – reminder + Photo Day Checklist
 - When to use: On every listing with professional photos.

How to use the system (summary)

- 1. At the listing appointment**
 - Explain that great photos drive enquiry and price.
 - Hand the Prep Guide, tell them you’ll email digital copies.
- 2. After the agreement is signed**
 - Send Touch 1 email with:
 - Prep Guide PDF
 - Photo Day Checklist & What To Expect
- 3. Before photo day**
 - Send Touch 2 SMS a few days before (progress + “big 4” actions).
 - Send Touch 3 SMS day before with the Photo Day Checklist attached / linked.

Keep this sheet on your desk. For every new listing, just follow the 3 steps above.