



Tav Images Photography

Live & Love Your Wedding with a **Kick-Ass** Photographer.

Wedding Photography: Why is it so Expen\$\$\$ive?

Here's the Breakdown:

Everyone thinks it's expensive equipment, but honestly, that's just a drop in the bucket.

Time: The average wedding costs about 57 hours - before, during, and after the wedding. All those emails & texts for timelines and shot lists, shooting, editing, designing, and delivering.

Expertise: Wedding photography isn't something you just pick up and run with. It's a very specialized field that takes years of honing and balancing technical and creative skills, learning from experience, building on experience, creating organization systems to guarantee you make everybody happy all the time - because that's the level a professional needs to deliver.

Overhead: Rent/mortgages, insurances, car payments, subscriptions, marketing materials, web hosting, equipment breakdowns/fixes, state fees, blah blah blah. This list goes on forever, for realz.

Cost of Goods Sold (COGS): Albums, prints, books, specialty products that are in your packages.

How This Helps You

If photography is super cheap, like under \$1,000 - it's probably not a sustainable and/or a real business.

If it's not a sustainable and/or a real business, then there isn't much accountability on the part of the photographer - meaning you might get crappy photos, they might show up late if at all, or worse, they could take your money and run.

Unfortunately, with photography, you get what you pay for.



Book your wedding: Text/Call Tav: 201-788-8243,
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www.tavimages.com

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