



PERSONAL BRANDING SHOOTS

For Your Community

Easy for your team to execute.
Valuable for your residents.

A RECURRING RESIDENT EVENT SERIES

WITH IMAN COOPER



10+ years of professional photography experience

As a former Leasing Consultant who planned 50+ events, I know the challenges of organizing them. You want to keep your residents engaged, yet they expect a new and interesting event every month. Coming up with new ideas every month can be draining! It takes time, energy, and creativity that you **don't always** have.

That's where I come in!

Why Partner with Us?

BENEFITS:

- One less event you have to plan
- Only market it! No setup required
- Gets residents using your amenity spaces more
- No upfront cost - Residents book & pay directly
- Professional marketing content for social media
- Monthly or quarterly options



HOW IT WORKS:

1. Choose a date
2. We provide the flyer + booking link
3. Residents book directly
4. We photograph & deliver galleries

Do You Have These Types of Residents?

- Entrepreneurs & business owners
- Content creators
- Authors & speakers
- Remote professionals
- Consultants & real estate agents

They need professional photos in gorgeous spaces. Your amenity spaces are the perfect backdrop!



Partnership Guide

Here are the details on how the photography event series works and how we can partner together.

Designed to be a low-lift, recurring resident event that provides ongoing value to your community.



PARTNERSHIP OPTIONS

Option 1 | Resident-Paid (Recommended)

Residents purchase their own mini session.



10-MINUTE
SESSION



4 EDITED
IMAGES



\$150
PER RESIDENT



NO COST TO
THE PROPERTY

Option 2 | Property Sponsored

Want to offer an additional resident perk?

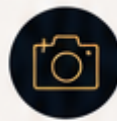
We can customize a sponsorship option that fits your goals.

- Cover the full session
- Cover a portion of each session
- Sponsor a limited number of appointments
- Offer a resident discount



YOUR ROLE

- 1 Choose a date & reserve the space
- 2 Share the event with residents
- 3 Encourage residents to book



WE HANDLE THE REST

- Booking & payment
- Resident communication
- Photography
- Editing
- Gallery delivery
- Customer support

MARKETING RECOMMENDATIONS

Start marketing 2 weeks before the event.



2 WEEKS PRIOR

- Email/text announcement
- Social media post
- Display flyers in common areas



1 WEEK PRIOR

- Reminder email and/or text



2-3 DAYS PRIOR

- Final reminder email or text



We'll provide: Customized flyer (with your logo) • Booking link • Email/text copy • Social media graphics
Feel free to customize the flyer and messaging to fit your community's brand.

BOOKING REQUIREMENTS



8-12
RESIDENTS



2-3
HOUR TIME BLOCK

The goal is NOT to photograph the whole community at once!

Making the slots limited encourages advance sign-up. Doing it regularly allows residents to anticipate when it's happening, which invites participation from different residents.

IMAGE USAGE

Residents may use their purchased images for:

- LinkedIn
- Websites
- Marketing
- Social media
- Professional branding

Properties are welcome to share event photos for marketing with photographer credit.

Photographer retains copyright.

FREQUENTLY ASKED QUESTIONS

What if we don't reach the minimum?

We recommend a minimum of 8 booked residents. If registration is below that threshold, we'll work together to reschedule and continue marketing to maximize participation.

Can we run this monthly?

Absolutely! Most communities choose monthly, every other month, or quarterly.

When do residents pay?

Residents reserve and pay online before their session, unless the property chooses to sponsor some or all of the cost.

Higher Resident Engagement.
Stronger Community.
More Reviews & Renewals.



IMAN IMAGINES PHOTOGRAPHY
Sample Portfolio



**Ready to bring this to
your community?**
Let's see if it's a good fit for your residents.

On this brief call, we'll discuss your community, needs,
amenity spaces, and whether this event series is a good
fit. If it is, we'll get a date on the calendar!

**Schedule Your 15-Min
Partnership Call**

Or Contact Iman at:

📞 443-635-8711



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To see more of my work, visit
www.imanimagines.com