

PHOTOGRAPHY

Perhaps the most important thing to look for when hiring a photographer is to find one that you both trust *professionally* and like *personally*. Photographers do more than take pictures, they use their expertise to capture those special events that last a lifetime; Birthday parties, weddings, graduations and anniversaries.

Some important things to remember when hiring a photographer:

- **Are they insured?** Ask for proof of insurance to verify.
- **What's your background and credentials?** Don't be shy about asking a photographer pointed questions:
 - How long have you been a photographer or how long have you been in business?
 - Do you have a degree in photography? If so, where did you attend school?
 - Do you have a portfolio I can view and do you have references?
- **What are your prices and what is your delivery timeline?** Do they have a listing you can get in writing?
- **How many photo events do you do in a year, similar to yours?**
- **What is your photography style?** Some photographers may do more candid photos, while others might do more staged photos. Can you plan to meet the photographer in person before hiring them, to get a better idea of their style?
- **Do you require a written contract?** The contract should be very specific and is meant to protect both you and the photographer. It is common for smaller photography projects to take place without the signing of a contract, but it should be your first big red flag for a larger event like a wedding. Request a mutually agreed upon date that you can expect to receive your photographs or videos to be part of the contract. Read the fine print and get a clear understanding of what is expected should you need to cancel the contract.

If you would like help finding out more information on a particular company, feel free to contact the South Dakota Office of Attorney General, Division of Consumer Protection www.consumer.sd.gov or 1-800-300-1986.

SOUTH DAKOTA OFFICE OF ATTORNEY GENERAL

**CONSUMER
PROTECTION**

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