

Wedding Photography Information Kit.

Over the past 25 years, we've researched and compiled wedding photography information based on what customers have told us is important to them, and now we'd be delighted to share it with you. We believe this information will help you make a much more informed decision allowing you to select the wedding photography that is just right for your particular requirements. Many myths and misconceptions exist about wedding photography, so it is our aim to sort out the facts from the myths. We've left no stone unturned in our quest to provide you all the facts you need.

Please study this document carefully as it will provide you what we consider to be all the facts you need in your quest. Good luck!

How to choose your ideal wedding photographer.

You don't get a second chance at great wedding photography. Once it's done, it's done... forever. So it's critical you make the right decision - first time. We've surveyed industry experts and couples alike to get a clear and unbiased picture of what's important in choosing a wedding photographer.

No two weddings are the same, neither should your photography be.

You'll want a photographer who is open to your ideas and suggestions, who'll design from a clean sheet of paper your exact coverage and album layout - not someone who'll TELL you what you want and exclude you from the whole process. You also need to select someone whose temperament is compatible with your own as you'll be confronting him or her for up to eight hours or more on your wedding day!

It's critical to preserve the record of your day accurately, the photography capturing perfectly the romance, joy, laughter, tears, glamour and celebration vividly for years to come - all with an absolute minimum of stress.

Start by looking at recently married friends photo albums and asking of their experiences. This not only showcases the work but gives an accurate indication of personality and professional behaviour. Use bridal magazines as a source of inspiration and ideas, also for their vast selection of available photographers. But be advised - get in early! Top photographers are often booked well in advance, sometimes 18 months to two years or more.

It's almost impossible to choose a photographer based merely on a brochure, price list or brief telephone discussion. The only way to be sure they can offer what you seek is to meet with them by way of an appointment at their studio. Allow around 60 minutes to familiarise yourself with their individual style, level of creativity, quality of their photography and albums, and your compatibility with the photographer. Evening appointments can be arranged if need be.

It's also very important to meet the actual photographer who will shoot your wedding. Some larger studios have a "stable" of photographers, so make sure that the person you *think* is shooting your wedding is the one you're actually getting. Get to know your own personal photographer intimately before the wedding (reputable studios will agree to two or more meetings with your photographer prior to your day) so you can plan the photography in advance. This makes a noticeable improvement to the end product.

Budget for quality photography and albums. Although many photographers advertise pricing in the high hundreds and low thousands of dollars, for most this is a starting figure - most high quality studios will charge around \$3000.00 and upwards for a complete coverage and quality album with extra pages (sides) more fully representing your wedding. Change from \$1000.00 will most likely feature a limited wedding coverage and a small album with a restricted number of sides. Ask what your package consists of - will you be supplied with all photographs of just a selection? Who chooses the selection - you or the photographer? What sizes are available? Is there an extra charge for black and white, sepia, hand colouring or other special effects? Get it in writing. Reputable studios will supply a written contract clearly indicating what is included.

If there is an additional investment required the basic package or starting figure, good studios will give you a range of easily affordable payment plans, so you don't need to concern yourself with finding the entire investment for your album up front. Don't try to cut costs on your photography - you only get one opportunity to get it right - as the old saying goes, quality is remembered long after price is forgotten. Many couples regret their decision to compromise on photography forever - don't be one of them. Any photographer who quotes you less than \$800.00 "all inclusive" is either lying, produces questionable quality imagery and/or albums, or doesn't plan to be in business very long!

Soon it's time to return from your honeymoon and meet in the studio for your album design session. You can then arrange to choose your favourite images, and your studio will assist in their presentation arrangement - perhaps a collage, a panorama print or two - it's your choice. A typical wedding package will likely also include a wall print, an extra large (40cm x 50cm) print to occupy pride of place on your living room wall or above the fireplace! It's a good idea to have a selection of "standard" wedding photographs to supply to family and close friends, and a special arrangement of photographs in a specially designed album for you.

A good photographer will also recommend a pre-wedding photo session or engagement session to get you familiar with being photographed by them, and also iron out any potential photography problems on your wedding day. If you are uncomfortable with any aspect of your appearance, a pre-wedding session will help the photographer determine how to most flatteringly photograph you and put you at ease with them and the idea of being photographed. It also preserves the memory of your first flush of romance and is an excellent keepsake in its own right.

An amazing array of photography styles limited only by your imagination are available to accurately convey individual personalities. The days of stiffly posed stuffed shirts smiling awkwardly back at the camera are well and truly over - unless of course that's what your looking for! There are now as many combinations of styles, special effects and presentations as there are couples. The best thing to do is compile a scrapbook of ideas collected from magazines and friends albums and discuss these. Competent photographers have the ability to create virtually anything your heart desires, so let your imagination run wild!

***All you ever wanted to know about quality wedding photography
(but were too afraid to ask!)***

A skilfully photographed and presented wedding album will be one of your most treasured possessions, kept and loved many years after your wedding day. But it won't just come together of itself. Much research and planning is needed on your part to create an album that you will love as much as life itself.

Understand that the role of your photographer is not just to capture your day on film - he or she will spend the most time with you on your day, and is responsible for advising you on planing, timing and other fine details. Experienced photographers can give a myriad of helpful tips on every aspect of your wedding - not just the photography. Flowers, cars, food, dresses - chances are your photographer has "been there and done that" already. Just ask!

Below is a list of commonly asked wedding photography questions and their answers. We hope you can arm yourself with this information to make the best decision for you. Please contact us if you have other questions we have not covered.

How much should we budget?

As indicated earlier, it is difficult to estimate what wedding photography costs, as most photographers do not advertise their prices unless they are at the lower end of the market. The price variation between different photographers are indicative of their qualifications, experience, skill and creative style. The quality of the overall product and level of service will also vary with price. In wedding photography, like in everything else, you certainly get what you pay for!

Most photographers will quote a starting figure which should be around the \$2000.00 mark for a reputable studio. This typically includes a basic amount of photography in a basic album (called a package) or a credit that will go towards an album afterwards (called a coverage). You should be aware that most couples will not be satisfied with the quantity of photography that comprises the basic package or coverage and will typically want more. This is how average albums end up in the \$3000.00 plus region.

An extra fee is incurred for additional prints ordered, payable as either an amount per image or per side (single sided album page). It is difficult for either your photographer or yourselves to know exactly how many extra images or sides you are going to require before your wedding day and album planning session, as this will depend largely on your own personal preferences and budget, and the skill of your photographer in producing sufficient quantity of the images you are going to include in your album. No two couples end up with exactly the same numbers of images and sides, so requiring an exact final figure before booking the photographer is largely speculative.

As well the 12 to 15 hours you spend with your photographer before, during and after your day, many hours are spent "behind the scenes" producing your album, a typical album requiring around 30 - 40 hours of the photographer's production time. Good photos will also invest tens or even hundreds of thousands of dollars in premium quality professional equipment, and use only professional processing laboratories which typically charge three to four times as much as Minilabs. Album costs also tend to blow out prices, many bare albums being worth \$500 or even more. Add it all up and you'll see why good quality photography cost money.

All photographers are qualified aren't they?

Unlike many other professions, there is absolutely no professional requirement placed on photographers before commencing their own business. Basically anyone with a camera can set themselves up as a studio and many do. And you can imagine, the results are often disastrous. For your own protection, it is advised that you thoroughly examine the credentials of the photographer you

wish to work with *before* signing the dotted line. They should have a minimum of five years full time wedding photography experience and / or affiliation with the photography industry's governing body, the Australian Institute of Professional Photography. This is your safeguard.

Why shouldn't I get my Uncle Harry to photograph my wedding?

Often couples rationalise that a close friend or family member has quality photography equipment and is willing to act in the role of photographer. Be advised that good equipment does not make a good photographer. Uncle Harry may be a great plumber, accountant or bank manager, but does he know how to coordinate the flow of the day, cheer up upset flower girls, photograph in poor light or rain, communicate the "story" of your day, catch up time lost when the hairdresser arrived late, capture expressions that reflect fun and celebration, and a million other details that only a professional knows? I suspect not. Quality wedding photography does not happen by chance. It is created by a specialist wedding photographer (Note: even photographers with other non-wedding specialities can produce questionable results) who has a creative eye and a genuine love of people - and it shows in the finished product.

Rather than dismiss the thought of using a professional wedding photographer if the budget is tight, maybe you should consider some creative ways of being able to afford one. Perhaps you can reprioritise the wedding budget (the food and drink is consumed, the flowers die, the dress is returned, the guests go home - only the wedding photography lives on immortally) or you could request guests to provide money towards the photography as a gift. Some photographers have credit vouchers you can include on the bridal gift ideas register. Good photographers will also offer numerous easy payment options which are gentle on your budget.

When should I book my wedding photographer?

It's generally advised that you start looking and booking as soon as you have set a wedding date. Twelve to 18 months or longer bookings in advance are quite commonplace, as good photographers are in strong demand, and popular dates are taken quickly. The busiest wedding dates fall between September and May, Saturdays being the most popular day. Most photographers will only shoot one to two weddings per weekend, so you can see the urgency of booking well in advance. It is not uncommon to find couples actually changing their wedding day to accommodate their photographer of choice!

Your booking can only be made official upon payment of a booking deposit, typically between \$300 and \$600.00. This binds the photographer to reserve the date especially for you. Please note this booking fee is NON REFUNDABLE in the event that you change your mind or cancel your wedding plans. If you give adequate advance notice of your change of plans, some photographers may refund your booking fee if they are able to book someone else in your place, but they are under no obligation to do so.

Your photographer may ask you to sign a contract at the time of placing your booking. This is standard industry practice. Before you do sign, make sure you have all relevant information as to individual print, album and page pricing, cancellation policy, payments etc. Make sure you understand everything you are signing, and if in doubt, don't. Full disclosure requires that the photographer put all relevant information in writing, in simple English. If you have doubts, shop elsewhere.

Why do we have to pay up front?

It is considered standard practice for your photographer to request a deposit, and the rest of the money of your initial package or coverage before your actual wedding. As stated earlier, this ensures that the photographer you have chosen will be exclusively available for you for your chosen day. Your photographer starts working for you from the day you pay your deposit. The remainder is due before the wedding, so that you will be able to view your photographs when you return from your honeymoon. Remember, your package/coverage is probably not all you will be investing in you photography, you will likely want to add to it afterwards. There's nothing worse than returning from your honeymoon psychologically knowing that you still owe money from your wedding. Wouldn't it be better to start with a zero credit balance and add to your album to your hearts content! Wedding photography is unique and paying beforehand is also your photographer's insurance. He or she is turning away other weddings on your day and being available exclusively to you. For instance, if a couple separated before or shortly after the wedding (yes, it does happen!) the photographer is left with a day not booked, or worse, has a set of photographs no-one wants.

What happens after I book?

You should receive clear written and/or verbal communication regarding procedures the studio will take to ensure you do in fact get what you paid for. If there are any aspects of the wedding that you think would affect the photography in any way, notify the studio before arranging details. If you would like pre-wedding photographs, you will need to advise your photographer prior to your wedding, we suggest at least three months notice. Pre-wedding photographs are an excellent way to get photographs of yourselves and are an even better way to start your album and have some lovely wall portraits. The studio should be in touch prior to your wedding day to invite you in and discuss the fine details with you - things like timing, locations and any special photographic styles or techniques you would like. When deciding on how long you will require your photographer on your day, keep in mind that the longer the photographer stays, the more photographs are taken. Many couples find that keeping the photographer up until the start of the reception is more than adequate.

How much time should we set aside for photography?

The amount of time allocated will vary with each wedding, however, we suggest you discuss this in detail with your photographer prior to booking your church and reception. Keep in mind the size of your bridal party, family, length of the service, travel time and what photographic locations you have in mind. You will likely require one and a half to two hours free photographic time excluding travel after the service in order to cater to family groups, bridal party and your more personal formal shots at one or two locations.

But we hate posing for photographs!

The modern trend is for couples to have their wedding captured candidly, that is unposed and more natural. However, there is a misconception that a wedding can be successfully photographed totally candidly. Candid photographs can be taken whilst your attention is elsewhere but there are times during the day that you will need to be directed or posed. It actually requires considerably more time and skill on the part of the photographer to both capture and create the atmosphere, mood and feeling that enables a candid feel to arise. A good photographer can make his or her subjects feel more comfortable and will be able to "pose" you so your images will then look candid or unposed. It's amazing how much effort it

takes to look “natural”! The more directed photographs are an important part of any album, as they gather and include the family and bridal party. It is rare to have you and all of your family, or friends or bridal party and even the two of you in a candid situation looking good at the one time at a wedding. You will need to cooperate with the photographer and allow yourselves to be comfortably directed by them. That is the unique skill the better photographers possess, and it is what you should seek in choosing your photographer.

What happens after the wedding?

In most cases the studio will produce a set of viewing prints (normally referred to as proofs, previews, or originals) to assist you in your selection process. These are made available in many ways and you should ask to see samples. These prints are costly for a studio to have produced, and you will often be asked to pay extra for them. If your studio offers that ‘proofs are included’ or ‘proofs are free’, remember there’s no such thing as a free lunch and you have effectively paid for them indirectly.

Most studios will expect that you purchase an album, although other studios have options where the album is not included or mandatory. Studios are usually well equipped to assist you to “design” your album, and many do this highly creative task very well. If this assistance is offered, we suggest you accept it. Your album is very personal, and you have many variations on a theme to choose from. You’ll need to allocate between three and six hours to adequately design your album with your photographer’s input. Just remember, it is YOUR album, not theirs, so don’t allow yourself to be steered towards something which is clearly more the studio’s preference and not yours.

The “album plan”, as it is referred to, is generally conducted at the photographer’s studio prior to the initial prints leaving the studio. Prints are kept loose to make it easier to do the album plan and the photographer can assist you greatly with the creative design of the album. An album is an excellent way to complete the creative process and the final product is immensely rewarding for both photographer and client. It also keeps your photographs clean and safe and allows you to view your wedding in a chronological “storybook” sequence. It likewise makes a great coffee table display.

Who keeps the negatives?

Quality professionals take pride in their product and want their images to look the best they can be. By law, the negatives belong to the photographer, just like lyrics and the music belong to a songwriter or patents belong to an inventor. However, the main reason the better photographer’s retain the negatives is to provide you with the best quality prints. A photograph from a negative can be printed in many ways and there are also a lot of creative techniques available, such as sepia toning, hand colouring, retouching, digital manipulation etc, that only the photographer knows how to achieve successfully. Put simply, you achieve the best possible creative results. Negatives can also be held for safety and security reasons. Negatives are very sensitive, and if not kept in the optimum temperature-controlled environment may be damaged or discoloured. Also what would happen if your album was lost or destroyed and your negatives with it. Your memories are gone too. We see it happen and it’s most upsetting.

What about just copying the photographs?

Good photographers will ask that you assign copyright to them. This is done to protect the industry from unscrupulous individuals who try to take advantage of

the public and photographer's. A copied image will never be anywhere near as good as an original, both in image quality and longevity. This naturally reflects badly on the photographer as the copied images won't look the best and certainly won't last. It is also against the law to copy photographs unless you took the picture yourself or have been assigned copyright. Public photo processing labs and colour copy centres are aware of copyright laws and will not copy images if they have reason to suspect you do not own or have not been assigned copyright.

So what if I have a problem with my photographer?

If you do encounter a problem, try to discuss this calmly and rationally with the photographer or the studio. If you feel your problem has not been addressed and rectified, then put your concerns in writing. If there is still not an acceptable solution by this stage, then find out if the photographer is a member of an industry association, such as the A.I.P.P by contacting the organisation and detailing your problem in writing, they will in turn contact the photographer but only if they are a member. The organisation can also help with advice, view the work, and act in the role of mediator. If your photographer is not a member, the organisation may not be able to assist. It will still be beneficial to record a written complaint as it will tarnish the photographer's record should they wish to join in the future. If your problem is still unresolved, contact the office of fair trading (Consumer Affairs Bureau) and after this the Small Claims Tribunal. One of these groups will examine your situation in detail, and if you have a legitimate case, they have the full weight of the law to enforce your rights. However, by choosing a qualified specialised wedding photographer, you are unlikely to encounter problems.

Good Luck with your wedding photography plans!

Now that you're more aware of what you need to know to make your wedding photography the best it can be, allow us to introduce ourselves:

Introducing Dale Wright Portrait Maker Wedding Photography...

Welcome to Dale Wright Portrait Maker. Come with us on a magical journey as you discover a myriad of photographic themes, styles and concepts, any or all of which you may decide to own as yours for your special and unique Dale Wright Portrait Maker album and portraits. After all, it's your decision - no one else should make it for you. Choosing the right photographer is essential, and we'll share with you all you'll need to know to do exactly that. Enjoy the ride!

We don't sell preset "packages", rather custom individually designed coverage's and albums to suit your needs.

You are Unique in your photography requirements

Most couples today prefer to have photographs that look natural and unposed. For this reason our wedding photography is based on a mixed style in which a typical wedding album would contain a combination of contemporary and classical photographs to capture the essence of your wedding day. As well as traditional colour, black and white, hand coloured, sepia and various special effects are also available - our images showcase classical whilst incorporating modern romance and originality. It's your wedding, done your way. If you can dream it, we can do it. We will capture every moment of your wedding with timeless and contemporary photos that you will cherish forever!

A Wedding concept with a Difference

It starts with a pre wedding interview where the schedule for your Wedding Day is planned out and discussed. As no two weddings are the same, neither should your Wedding Album be the same as anyone else's, therefore any special images you desire are discussed and noted. Some photographers presume to tell you what you want, what style of photography they plan to shoot, at what locations, and in what sequence... and if that happens to fit with your plans, that's seen as a bonus!

The solution - get it straight from the horse's mouth, so to speak. Talk to couples who have been photographed professionally and are happy to assist you in your decision process.

We have numerous delighted customers who are keen to share their experiences with you, if you have doubts or questions, or just require a little extra reassurance.

Ask to see copies of customer testimonials or even obtain names of recent couples.

Let's talk about Your album

Your album should be a reflection of your individual personalities, preferences, personal tastes and budget. Choices are infinite, but the only time you need to concern yourself with the specific style of album, cover and quantity of pages is after the wedding when we conduct your album planning session and you view your photographs. We have easy access to one of the most extensive selections of albums from Australia's top wedding album bookbinders, to help ensure the album you choose is the album you want.

Why you deserve only the very best

Your wedding deserves to be the best it can be. Period. It cannot be recreated or re-enacted if something goes wrong. So much preparation goes into organising your wedding, and your wedding images you have produced are the only things you have to remember your special day by, so it is worth taking the risk by choosing photography that's second rate?

Dale Wright Portrait Maker photographers have years of experience photographing weddings throughout Australia. It's all they do, so it's what they do best. Skills are constantly upgraded to keep in touch with latest trends both locally and abroad. The results - you look even better than you could imagine.

Dale Wright Portrait Maker photographers use the latest state of the art photographic equipment available anywhere in the world currently. A typical single photographic outfit would contain upwards of \$15,000.00 worth of equipment plus back up gear. Inferior equipment produces inferior results - you're worth more than that to us...

Here's what else you're assured of:

- We use one of the most professional modern colour photo finishing labs in Australia
- We use our own in-house digital enhancing equipment
- We are our own strict quality controllers

- We contract to expert professional framers
- All of our albums are custom made by the best bookbinders in the country

All of this adds up to unbelievable peace of mind for our clients. It's what they deserve.

It's all about personal service.

It's all about Planning Proper prior planning prevents poor performance.

Good photography doesn't just happen by accident. It takes months of planning. A good photographer doesn't lob up on the morning of your wedding, introduce himself and start snapping images. They plan in detail your day with you, many months in advance, getting your input as much as possible - and it shows in the finished product.

Here's what we recommend:

Three months or more prior:

A location portrait session. This is a service that not only will enable you to see how you can look in images produced by a professional photographer but it also gives family and friends an opportunity to purchase professional photographs of the two of you.

Three weeks prior:

Pre Wedding Planning Service. We will arrange a pre wedding interview with your photographer where the schedule for your wedding day is planned out and discussed in detail. Any special images you require are noted and discussed. To help with the planning process, we suggest the you bring along a scrap book of cut outs of images you like. This is a guide and gives us an idea of what you are desiring.

After the Wedding

Your Album Planning & Design Session

A myriad of album styles and sizes are available to suit any taste and budget. You will decide on the exact look you're after at the album planning & design session, so don't concern yourself with this for now. You'll also be given the opportunity to choose how many pages and images you'd like to feature in your album this time, ie when you view your photographs and decide which you'd like to include in your album. To assist your selection, all photographs are presented as original prints. These are proofs and remain the property of the studio. You are not restricted to a predetermined quantity or size of images in your wedding album. This album is designed with a great deal of your input upon your return from your honeymoon. Please allocate around two hours for this.

Company Background statement

Dale Wright Portrait Maker first commenced operation in 1975, its principal Dale Wright setting out to produce the absolute "Rolls Royce" quality imaging at an affordable price. 'Compromise' was never a word in their vocabulary, and positive word of mouth spread. Originally employed by Lloyd Telfer from Varloine Studios (hence the name of Varloine Cottage today), once retired, Dale continued in the companies tradition of premium quality imagery, employing an even greater amount of his own extensive skill and experience to the rapidly growing business. Dale Wright Portrait Maker speciality is "people" photography, including weddings, family, and baby/child portraits. Their wedding work needs to be experienced to be believed, winning countless awards, dozens of unsolicited testimonials, magazine covers and more.

Their fully equipped modern studio in Shepparton is often chosen by clients for indoor shoots for the really sharp professional images that are the result.

Of particular renown is their unparalleled work with young babies and toddlers, Mums and Dads often respond emotionally when they first view images of their offspring, such is the expression, innocence and 'cuteness' captured.

Personal background and statement

Dale Wright has been photographing now for 25 years, and for him it was a logical and obvious career decision. He simply can't imagine himself doing anything else. His quietly confident nature, playful sense of humour, genuine love of people and intense personal passion for people photography endear him well to all he meets. While most people know Dale for his photographic abilities, a large number of people do not realise the many facets this man's creative talent incorporates. Music plays a large part in Dale's life with having his own band for many years called Sound United, and the past 15 years playing the organ for St Brendan's Catholic Church in Shepparton.

A genuine love for people might explain the extra details in Dale's life, such as his wife Lorraine, son Stuart and daughter Deanne.

Around his hectic schedule, Dale still finds time to be an active member of Kiwanis 'Sun risers'. He is also a retired director for Nulab Australia, a professional wedding portrait lab for the majority of professional photographers.

A wonderful privilege for Dale recently has been running the 2000 Olympic torch. An honour towards the many contributions Dale has given to the community.

Professional Memberships and Awards

Dale has always taken his photography very seriously, improving his education and training when this would be beneficial to his customers, career and business, and is currently an associate member of the Australian Institute of Professional Photography (A.A.I.P.P), Associate of the New Zealand Institute of Professional Photography (A.N.Z.I.P.P), Portrait Maker Institute of Victoria (President 1998 - 2000) and a Certified Practising Photographer (C.P.P).

Dale is constantly preparing images to be submitted in upcoming AIPP, Portrait Maker etc... awards, already being regarded as one of their most decorated Australian members. He currently holds numerous silver and bronze awards with The AIPP,

- Australian Portrait Photographer of the year 1998,
 - Most Outstanding Portrait Photographer of the year 1998,
 - Australian Wedding Photographer of the year,
 - Most Outstanding Wedding Photographer of the year,
 - Australian open Photographer of the year,
 - Most Outstanding Wedding album of the year
- With Portrait Maker just to name a few.

Mission Statement

The Dale Wright Portrait Maker Photography mission statement reeks of a commitment to excellence evidenced by premium quality photography, unrivalled customer ethics and integrity, superior service, and ultimate professionalism. Our

reputations are the most important and valuable things we have. Dale Wright Portrait Maker is very serious about guarding the fine reputation they have built in the years they have traded.

***“We strive for excellence and service
for those who enter our studio
and to continue this relationship
in the long term.
Our family grows with your family”.***
Dale Wright

Publicity

Dale Wright Portrait Maker maintains a high public profile through awards and exhibitions, advertising, promotion, donations and local sponsorships. They also feature a very strong passion for education.

Many potential customers express the lack of sufficient knowledge of wedding protocol and photographic quality so Dale constantly educates through participating in bridal fairs, seminars, articles and information kits, designed to show intending couples how to plan and organise every aspect of their wedding (not just the photography) to run smoothly, enjoyably and without stress.

Dale appreciates the difference between quality professional and poor quality amateur photography and constantly educates clients to be more discerning when choosing a photographer, to avoid disappointment.

Testimonials

Here are actual (unsolicited) testimonials from very happy Dale Wright Portrait Maker clients wanted to share their joy with other potential users. These are edited copies, originals are filed in our studio for your perusal should you wish to verify their authenticity.

*The Professionalism and humour that was provided by Dale Wright made our wedding such a joy to share with him.
Matt & Linny Berger, Benalla Vic.*

*Dale Wright did an excellent job and ensured that everything went smoothly. Nothing was too much trouble and the service was professional.
Jodie & Andrew Fleming, Berwick Vic.*

*Dale knew the best shots to take and made our day enjoyable for all of us.
Belinda & Adam Sprunt, Shepparton Vic.*

*I have only the following words to describe the service, quality and experience.
Exceptional, exceptional, exceptional.
Fun, fun, fun.
Value, value, value.
Bronwyn & Les Sandles, Shepparton Vic.*

*Many people have commented on the quality of the album, the variety of photos and have also stated that it is the nicest wedding album they have ever seen.
Julie & Scott Calderwood, Avenel Vic.*

Our Exclusive Guarantee is your peace of mind

Dale Wright Portrait Maker believes strongly in putting its money where its mouth is. Most businesses will claim to do their best to satisfy customer, Dales philosophy is this:

"If I produce images and photography that are not to your total satisfaction, I don't deserve your business. Here's what I've done to guarantee that the product you end up with is the one you were expecting to get in the first place"

Portrait guarantee:

You are guaranteed to receive the best possible service and quality. We guarantee it 100%. If you are not happy with your final images, we'll gladly re-shoot at our expense within 7 days of collection. If you are still not happy, we'll gladly refund your investment in full, no questions asked and no hard feelings.

Wedding guarantee:

You are guaranteed to receive the best possible service and quality. We guarantee it 100%. If you are not happy with your final images and album, simply return them within 7 days of collection for a full refund, no questions asked and no hard feelings. (or substitute wedding re-shoot guarantee if preferred)

These guarantees are written, legally binding and enforceable in a court of law. This means you have ultimate peace of mind when you book Dale Wright Portrait Maker to photograph your wedding or portraits.

How do you feel about that?