

## SPOTLIGHT – A Day in the Life of a Photographer

Aubrey Antis – Owner, Antis Media



Antis Media is Orange County, California's premier real estate photography group. It's owner, Aubrey Antis, grew up in sunny southern California and what better career for an ambitious [wannabe](#) photographer than a full-blown real estate photography business? Aubrey and her team have been featured in such publications such as Homes & Land Magazine, Wall Street Journal, Los Angeles Times, and the Orange County Register.

Aubrey was raised the oldest of four in Orange County, California. She was a teenager when she received a simple camera for her birthday and started to experiment with taking pictures. As she was learning, she realized that having her own business as a photographer would allow her some flexibility in her schedule when she was ready to have children. Several years later, after Aubrey was married for four years, she was introduced to a friend's mother who had a real estate photography business. Aubrey asked if she could be her assistant. This allowed her to [apprentice](#) and learn all about real estate photography, photo editing, and how to run a photography business.

After only five months of shadowing her friend's mom, Aubrey confidently broke away, bought her own equipment, and started her own photography business. Though she says it might have been faster to take a photography class and earn a certificate in photography first, her "[on the job](#)" training proved to be invaluable.

Aubrey's first focus was building her **brand**. She joined the Orange County Realtors (OCR) to meet real estate agents, attended weekly meetings at OCR with the focus to build relationships with both agents and affiliates (other businesspeople that work in the real estate industry like **appraisers, escrow officers** and **title reps**).

She volunteered at OCR by taking pictures at their events for free. Real estate professionals and others would recognize her from these events and hire her to photograph their **listings**. She also worked diligently to build up her brand and used social media to market her business and strengthen her relationships. Targeting successful agents that she wanted to work with, Aubrey would interact with them on social media and attend their events or **open houses** to introduce herself. She would offer these agents discounts up to 50% off to get their business. It took her about two years to really start to feel that her business was starting to succeed.

As Aubrey continued to look for ways to grow her business, she found that agents wanted 3D, drone, and video photography. She also wanted to offer luxury services for high-end homes and commercial properties. She decided to hire photographers and videographers that specialized in these areas so she could offer these services to her clients without having to be an expert herself. As she continued to add more photographers, Aubrey found herself focused on growing her business more than she was shooting herself, and she enjoyed it immensely.



She hired a consultant to help advise her the best ways to keep growing her business. She created a training process for her new photographers, which allowed her to streamline how all her photographers were working so her business vision and branding were more easily recognized. One example of this is how you can go into any Starbucks and order a drink and it will taste the same no matter which Starbucks you walk into. Aubrey wanted this same consistency for her business.

She now has branched Antis Media to Detroit, Michigan and Naples, Florida.

In running her business, Aubrey focuses most of her attention on marketing on social media and building up her brand or doing things to get people to recognize her business and portfolio. She is constantly

searching for what is new in real estate so she can make sure Antis Media stays ahead of any **trends**. This allows her to offer top-notch technology to her clients.

Her team is important to her and Aubrey spends a lot of time finding the best photographers, training them to the high standards of Antis Media, and making sure they all have the right tools and equipment to provide the highest quality products to their clients.

Aubrey is a fantastic example of finding your own direction, believing in yourself and creating your own path to success. She does not have any professional photography training, but instead went the direction of working as an assistant and learning from her **mentor**.

What Aubrey envisioned her career to be like is exactly what she created. She said she always knew she wanted to build up a larger team and now has twenty-five people working for her at Antis Media across the United States.

One thing Aubrey was surprised to learn about a career in real estate photography is how personal it is. She told us about the loyalty of real estate agents and if they trust you and like your work, they will keep using you anytime they need a photographer. Although, on the other side, she said it is mostly a thankless job. She laughed that she has only received one thank you card in the nine years since starting her business. She has never felt discouraged. Instead, she knows she is providing a valuable service. After all, Antis Media continues to book jobs. As expected, she is immensely proud of herself, her business, and her team.

Here are a few ideas from Aubrey about pursuing a career in photography:

- Being a photographer and having your own business is HARD! You need to be ready to work long and exhausting days and spend years working to create a successful business.
- If being a photographer is something you really want to do, then do it and NEVER GIVE UP! Try new things, find new ways to market yourself to get more clients, always learn new things about photography and keep going until you find the life you want.
- Try new things, and be willing to grow by searching, learning, and changing with the current trends.
- It is an incredibly competitive business so always strive to improve your work. Ensure it is top-notch by having the right equipment and editing software.
- When at a shoot, always think about how you can make the pictures better. Look at every detail in what you will capture and decide if it is really needed for the perfect shot.

Aubrey is the living proof that you can really have it all. As her business continues to skyrocket, she is having fun raising her two boys, aged three and five years old. She is a perfect example of not only finding a niche but maximizing on your own talents to create something utterly amazing. Check out Aubrey at [www.antismedia.com](http://www.antismedia.com) and on other social media.





Before



After