



Agent Portraiture

FRIENDLY AND APPROACHABLE

Clients respond to human warmth and approachability. So we create portraits that are friendly, relaxed, and welcoming in feel—not overly posed or formal—to show a more personal side to our agents.

AGENT PORTRAITURE GUIDELINES

A photo is often a prospective client's very first impression of an agent. Great agent portraits are extremely important to your business.

GO OUTSIDE

An outside environment allows agents to connect with the camera in a relaxed and casual way. Use soft focus to pull the subject away from the background.

KEEP IT NATURAL

Encourage agents to relax, engage them in conversation, and capture a moment of connection with the camera. Don't force them to pose and smile.

USE A PROPERTY

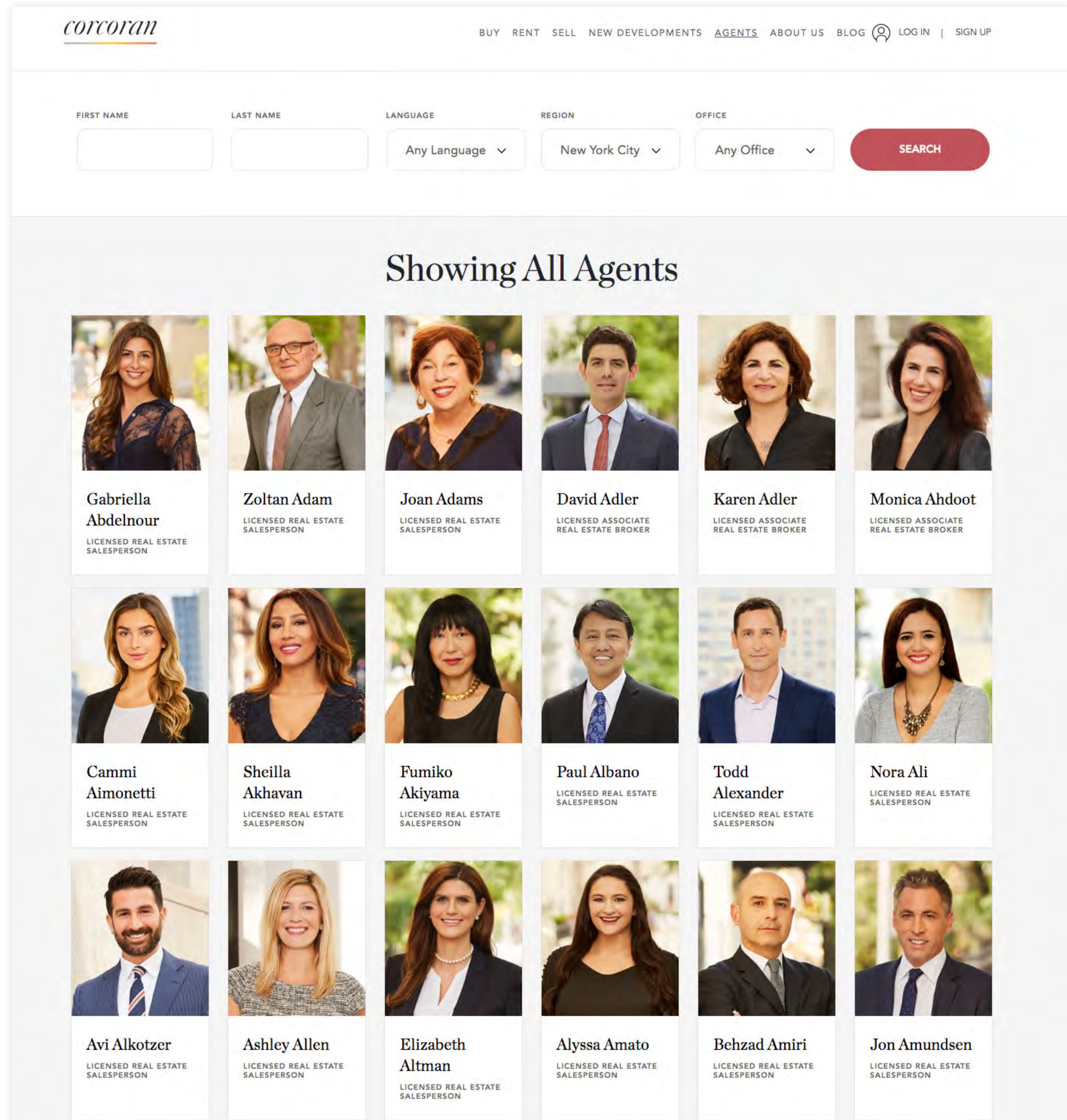
A property is a make-sense location for an agent portrait, encouraging agents to relax in a familiar context.

KEEP IT COMFORTABLE

Above all, the goal is to capture the natural, approachable nature of our agents. It's important to keep the vibe of the shoot comfortable and stress-free.

MAKE IT PROFESSIONAL

We take agent photos very seriously. Always use a professional photographer. Photos that don't meet our quality or style guidelines may be removed from our website and can't be used in any marketing under the Corcoran brand. Contact us if you or your photographer need additional guidance.



AGENT
PORTRAITURE



AGENT PORTRAITURE FILE GUIDELINES

The following guidelines need to be used to properly prepare files for Corcoran applications.



1

AGENT PORTRAIT PHOTO: When cropping, please make sure to align the agent so they are equidistant from both the right and left sides of the frame.

MINIMUM DIMENSIONS: 1,500PX X 2,000PX AT 72DPI
FILE NAMING CONVENTION: *UserID_JaneAgent_Portrait.jpeg*



2

AGENT OR TEAM LANDSCAPE PHOTO FOR MARKETING CENTER: Align the agent equidistant from the right and left sides of the frame. With team photo cropping, make sure that every agent is in the frame with as little cut off as possible. (Teams can ONLY use landscape oriented photos.)

MINIMUM DIMENSIONS: 2,000PX X 1,500PX AT 72DPI
FILE NAMING CONVENTION: *UserID_JaneAgent_Landscape.jpeg*
OR *UserID_JaneAgent_Team.jpeg*



3

AGENT HEADSHOT FOR CORCORAN.COM: Be sure to align the agent's face directly within the center of the frame when cropping.

MINIMUM DIMENSIONS: 1,500PX X 2,000PX AT 72DPI
FILE NAMING CONVENTION: *UserID_JaneAgent_Headshot.jpeg*