



THE WONG IMPRESSION

September 2026 | Photography & Motion | Client Guide



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Clear. Bold. Effective.

We believe photography has a job to do. Sometimes that job requires a beautifully simple portrait. Sometimes it requires a full-scale commercial production with all the bells and whistles. Either way, our job is to make sure you look damn good doing it.

That is how things run at **The Wong Impression**. We identify the target, put the right light on it, and capture an image that makes your competitors a little nervous. From high-end real estate to commercial motion, the goal is always the same: deliver a final product that hits the mark every single time.

Four movements. One intention.

01 CONNECT

Tell us what you are envisioning: a portrait session, a house listing, a campaign, or something still taking shape.

02 CREATE

We'll develop the concept, location, styling, and direction.

03 CAPTURE

On set: we'll guide the work and create the imagery. Stills and motion, same grade.

04 DELIVER

Polished stills, motion, and files ready to make an impression.



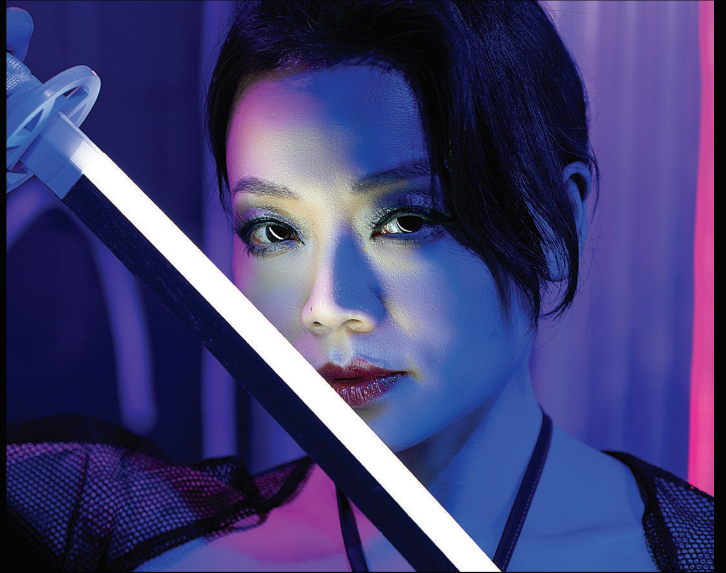
Portraits

Professional portraits, personal branding, creative sessions. Imagery and cinematic motion that leaves a lasting mark.

SELECTED WORK

A face held in the light.

Studio, location, and character work.



A face held in the light.

Personal branding, editorial, milestones, creative projects. Starting rates.
Studio rental and travel quoted separately.

THE ESSENTIAL

from \$350

High impact milestones, fine art headshots.

- 1 hour session, studio or on-location.
- Up to 2 outfit looks.
- 5 high-end retouched digital images included.*
- Private online viewing gallery.

THE SIGNATURE

from \$650

Narrative depth and visual variety. The standard booking.

- 2 hour session, studio or on-location.
- Up to 4 outfit looks.
- 15 high-end retouched digital images included.*
- Private online viewing gallery.

THE PREMIERE

from \$1,400

A full editorial production, stills and a motion teaser.

- Half-day dedicated production, studio or on-location (4 hours).
- Creative direction and concept building.
- 30 high-end retouched digital images included.*
- 1 custom video teaser reel.
- Private online viewing gallery.

* Need more than the included set? Additional retouches available for \$20 per image.



Portraits in motion

The Premiere includes a short video from the same session.

A reel can be added to Essential or Signature. It is planned into the shoot, not pieced together later from leftovers.



Commercial

Products, advertising, and brand lifestyle. Photography and motion designed to establish credibility and drive results.

SELECTED WORK

Object, craft, appetite.



Assets that carry a name.

Stills to elevate presence. The Campaign includes a 30-60 second commercial, shot and graded with the photographs.

BRAND LIFESTYLE

from \$650

A premium visual library for founders and leaders.

- 2 hour on-location session.
- Multiple wardrobe changes.
- 20 high-end retouched digital images included.
- Standard commercial usage license.

E-COMMERCE & PRODUCTS

from \$850

Clean, high-conversion studio work for catalogs and stores.

- Half day studio session (4 hours).
- Specialized lighting and staging.
- 25 high-end retouched product images included.
- Infinite white or stylized backgrounds.

THE CAMPAIGN

from \$2,250

Launches and advertising: Stills plus a cinematic commercial.

- Full day dedicated production (8 hours).
- Extensive creative direction.
- 1 cinematic commercial (30-60 seconds).
- 15 high-end retouched digital images included.
- Full commercial buyout license.





Real Estate

Precise composition, cinematic lighting, and aerial perspectives. Interiors, twilight, and walkthrough films that sell the feeling of the house.

SELECTED WORK

Space, light, perspective



The house, as it should be seen.

From a standard listing to dusk, aerial stills, and a cinematic tour. Aerial options available from Premium Estate upward.

THE ESSENTIAL LISTING

from \$250

Foundational imagery for a standard residential property.

- Interior and exterior coverage (up to 2,500 sq ft).
- 25-35 high-resolution edited images.
- 24 to 48 hour delivery.

THE PREMIUM ESTATE

from \$450

Luxury marketing with dusk and aerial coverage.

- Comprehensive coverage (up to 4,500 sq ft).
- 35-50 high resolution retouched images.
- Cinematic twilight/dusk exteriors.
- Aerial drone photography (5-8 images).

THE ARCHITECTURAL SHOWCASE

from \$850

Fine art property stills with a cinematic motion tour.

- Comprehensive coverage (unlimited sq ft).
- Cinematic twilight and aerial drone photography.
- 1 custom cinematic property video (60-90 seconds).
- Detail / macro shots of fixtures and finishes.



A different perspective, from the air.

All drone photography and videos are produced by a Part 107 certified pilot, meaning you get professional, safe, and legal aerial coverage. Every shot taken from the sky is edited to perfectly match the quality and style of the ground photos.

We suggest aerial shots if they help sell the property. Whether it is showing off the size of the lot, the layout of the neighborhood, or the nearby views, we only fly when it adds real value to your listing.



Virtual Production

AI services built on a photography practice. Consistent characters, cinematic motion, and products placed in impossible environments.

CRAFT FIRST. GENERATION AFTER.

One shoot. Infinite possibilities.

A real portrait session or a real product first. Then the world around it can change.

CHARACTER MODELS

A face that holds, in any light.

(request for
quote)

- Dataset images built from a real specialized portrait session.
- Character LORAs built on the Z-Image Turbo model.
- Ideal for creators accustomed to open source AI software such as ComfyUI.
- Ideal for brand avatars and campaign continuity.

PRODUCT ECOSYSTEMS

The bottle, in a hall that isn't there.

(request for
quote)

- Traditional product photography, then a virtual set.
- The object stays true.
- Impossible environments without a stage rental.
- E-commerce and campaign worlds on demand.

CINEMATIC MOTION

From script to screen, in motion.

(request for
quote)

- Comprehensive storyboarding and concept building tailored to digital production.
- Advanced generative video creation spanning creative, fictional, and e-commerce campaigns.
- Execution utilizing top-tier video generation models.
- The subject stays true, while the world around them moves.

Prints & Extras

CUSTOM PRINTING & PRODUCTION

We turn your digital gallery into physical media. We handle the curation and work with trusted professional labs to produce:

- High quality photographic prints
- Custom photo books and albums
- Large scale posters and banners

Print add-ons are custom-quoted based on your session to ensure the paper, size, and finish perfectly match your final images.

SOCIAL & BTS ASSETS

The process is part of the product. We can capture dedicated behind-the-scenes content during your session, allowing you to stay focused on the shoot without having to pull out a phone on set.

- Vertical video snippets formatted for social reels
- Unedited B-roll of the production environment
- Quick-turnaround delivery for immediate posting
- \$200 add-on for standard sessions

EXPEDITED DELIVERY

Deadlines do not always care about standard timelines. When you need the final assets immediately, we can accelerate the post-production pipeline to get your project out the door.

- 24-hour rush processing for initial proof galleries
- Accelerated final retouching and motion grading
- \$200 flat fee for standard sessions / 35% project fee for commercial campaigns

FAQs

What is the standard turnaround?

Portraiture and real estate proofing galleries are typically ready within 1-2 business days after shooting day. Delivery of the final product will typically be ready 7-10 business days after client review and selection from the proof gallery. Larger commercial projects and motion take 2-3 weeks for editing, sound, and color grade.

How do I secure a date?

A signed digital agreement and a non-refundable 50% retainer reserve the session. The remaining balance is due on the day of the shoot. Dates are first come, first served.

Are studio rental fees included?

Package rates cover the creative fee, production time, and retouching. If the brief needs a specific indoor studio, rental is billed separately. We keep a short list of trusted studios.

Do you travel?

Yes. Los Angeles and Orange County are home. Work beyond those counties or requiring air travel is quoted for travel and lodging.

Do I receive RAW files?

No. The house is defined by lighting and the editing. You view a proof gallery, select favorites, and receive a polished, high resolution final set. Motion is delivered graded, not as camera originals.

Stills and motion together?

That is the practice. Premiere, Campaign, and Architectural Showcase already include a reel or film. Additional motion can be added to any other package. Ask for video when you book so we can plan the shoot for it.

NOW BOOKING

Ready to make an impression?

From professional portraiture and commercial photography to high-end architectural walkthroughs, bringing your vision to life starts with a simple conversation.

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Serving Los Angeles and Orange County, with travel availability by arrangement.





