

CLIENT PHOTO GUIDE

Real photos book more jobs.

Homeowners are letting a stranger into their house. Real photos of your team, your trucks and your work tell them who's showing up before they ever pick up the phone.



Real

Your own crew and trucks look more trustworthy than polished stock photos, and customers can tell the difference.

Phone

A recent smartphone is all you need. We handle the cropping, color and sizing on our end.

Ongoing

Fresh photos keep ads from going stale. Snap a few on good jobs every week and keep them coming.

BEFORE YOU START

Eight habits that make every photo usable

- **Wipe the lens.** Phones live in pockets. A smudged lens is the #1 reason photos come out hazy.
- **Take both orientations.** One sideways (website) and one upright (ads). It takes two seconds.
- **Clean it up first.** Clear tools, trash and clutter out of the frame. Wear the clean uniform.
- **Ask before you shoot customers.** Get a yes before a homeowner, their face or their kids are in a photo.
- **Shoot in daylight.** Face the light source. Outdoors in the morning or late afternoon is best.
- **No filters, no zoom.** Walk closer instead of pinching to zoom. Leave edits to us.
- **Take a lot.** Ten shots of the same thing gives us one great one. Hold the phone steady.
- **Hide private details.** Keep house numbers, license plates and personal items out of the shot.

01 You and your team

Website

Ads

The most important section on this list. People hire people. Smile and look at the camera.

- ☐ Owner headshot — chest up, plain background
- ☐ Full team group photo — in uniform, outside the shop or trucks
- ☐ Office staff / dispatcher at their desk — the voice on the phone
- ☐ Candid team moments — lunch, a job well done
- ☐ Owner standing next to a company truck
- ☐ Headshot of each tech — same background for all
- ☐ Owner and family — if you're family-owned, show it
- ☐ Owner "working" photo — still on the tools, on a real job

REAL EXAMPLES FROM OUR CLIENTS



TEAM PHOTO

Matching uniforms, vans behind them. Instantly local.



OWNER ON THE JOB

Smiling next to finished work. Friendly beats posed.



OWNER WITH TRUCK

Logo facing the camera. Great for the About page.

02 Trucks and equipment

Website

Ads

A clean, branded truck in a driveway says "established and local." Wash them first.

- ☐ Fleet lineup — every truck parked side by side
- ☐ Truck parked in front of a customer's home
- ☐ Specialty gear — camera inspection, jetter, locator
- ☐ One truck, logo side, from a low angle
- ☐ Inside a well-stocked truck or van
- ☐ Tech walking from the truck to the front door

REAL EXAMPLES FROM OUR CLIENTS



TRUCK AT A HOME

Clean van, logo side, in daylight.



SPECIALTY EQUIPMENT

Shows you can handle the big jobs, not just faucets.



INSIDE THE TRUCK

An organized truck means the job gets done on the first visit.

03 Your shop and your town

[Website](#)

Proves you're a real, local business with roots in the community.

- ☐ Building exterior with your sign
- ☐ Office or front counter interior
- ☐ Warehouse / parts shelves — organized
- ☐ Licenses, awards and certifications on the wall
- ☐ Community events, sponsorships, ball teams you support
- ☐ Recognizable local landmark with a truck in front



COMMUNITY SPONSORSHIP

Nothing says "we live here too" like your name on a jersey.

04 Working with customers

[Website](#)
[Ads](#)

Only with the homeowner's permission. These show what it's actually like to have you in the house.

- | | |
|--|---|
| ☐ Tech greeting a homeowner at the door | ☐ Putting on shoe covers / laying drop cloths |
| ☐ Tech explaining the problem or options to a homeowner | ☐ Showing a homeowner the camera inspection screen |
| ☐ Happy customer with the tech after the job | ☐ Tech cleaning up the work area at the end |

These are the shots we get the fewest of, and the ones homeowners respond to most. Next time a customer is happy with the job, ask: "Mind if we grab a quick photo together for our website?" Most people say yes.

05 The work itself

[Website](#)
[Ads](#)

Every service page on your site needs real photos of that service.

- | | |
|---|--|
| ☐ Water heater — old rusted unit, then new install | ☐ Tankless water heater install |
| ☐ Drain cleaning / hydro jetting in action | ☐ Camera inspection — the screen showing roots or a break |
| ☐ Sewer line repair or excavation | ☐ Leak repair — the damage, then the fix |
| ☐ Slab leak / repipe work | ☐ Toilet, faucet and fixture installs — finished and shiny |
| ☐ Water softener / filtration system | ☐ Gas line work |
| ☐ Emergency jobs — burst pipe, flooded room, frozen line | ☐ Close-up of clean finished work — solder joints, PEX runs |

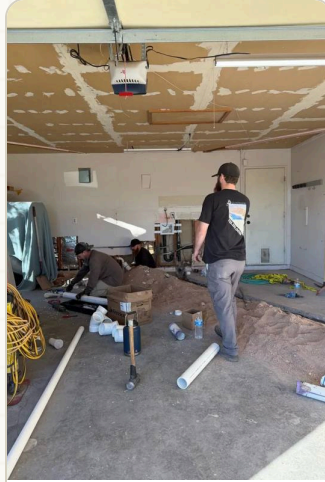
05 The work itself — examples

REAL EXAMPLES FROM OUR CLIENTS



TECH MID-REPAIR

Shows the size of the job better than any description.



CREW ON THE JOB

Step back and get the full scene.



HANDS ON THE WORK

In a finished-looking space. Ideal for a remodel page.



FINISHED INSTALL

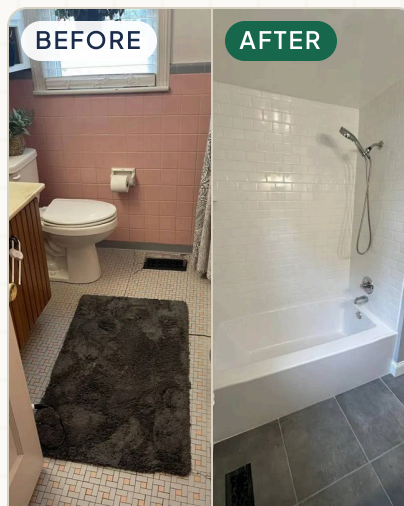
Straight on, nothing in the way. Clean work sells itself.

Before-and-after pairs are gold

Stand in the same spot and shoot the same angle both times. These do well on your site and even better in ads.



Shower refinish



Bathroom remodel



Rooftop water heater replacement

06 Built for Facebook ads

Ads

Ads are seen on phones while people scroll, so they need to stop the thumb in under a second. Hold your phone **upright** for most of these.



Vertical 9:16

Stories & Reels. Our #1 need.



Portrait 4:5

Main feed. Phone upright works.



Square 1:1

We can crop from either.

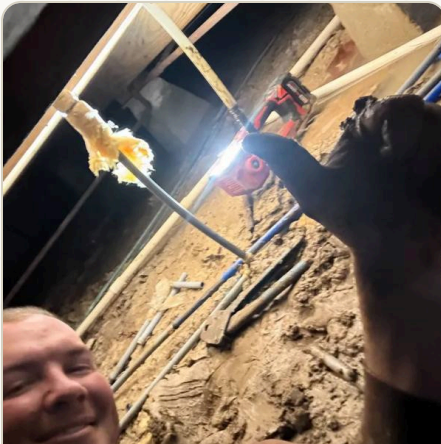
Photos

- ☐ "Problem" shots — a leak, a backed-up drain, a corroded heater
- ☐ Dramatic before-and-after pairs
- ☐ Tech looking at the camera, smiling, in uniform
- ☐ Owner with arms crossed by the truck
- ☐ Seasonal — frozen pipes, holiday kitchen sink, summer heat

Short videos (15–45 sec)

- ☐ Owner intro to camera — who you are, why call you
- ☐ "What to expect" — tech arriving, introducing themselves
- ☐ Quick tip — how to shut off your water main
- ☐ Customer testimonial — 20 seconds, with permission
- ☐ Job time-lapse — prop the phone up and let it run

REAL EXAMPLES FROM OUR CLIENTS



SELFIE FROM THE JOB

Not polished, and that's exactly why it stops the scroll.



PROBLEM SHOT

Homeowners see this and think about their own pipes.



TECHS FACING THE CAMERA

The faces a homeowner will open the door to.

Talking videos: quiet spot, phone at eye level, about an arm's length away. It doesn't need to be perfect. On Facebook, real beats polished every time.

07 Please skip these

These either can't be used or hurt more than they help.

- ✗ Photos pulled from Google or another company's site — copyright problems
- ✗ Screenshots of your Facebook posts — send the original photo
- ✗ Blurry, dark or backlit shots
- ✗ Heavy filters, stickers, text or collages
- ✗ Gross close-ups — one "problem" shot is fine; sewage and mold stop the scroll the wrong way
- ✗ Messy job sites or dirty, mismatched uniforms
- ✗ Customers or kids who haven't said yes
- ✗ House numbers, plates or personal mail in frame
- ✗ Unsafe work — no ladder or trench shortcuts in photos
- ✗ Other brands' logos front and center

08 How to send them

Texting and Facebook Messenger shrink photos so badly we often can't use them.

- 1 **Send full-size originals.** We'll set up a shared folder link for you, or use AirDrop if we're with you.
- 2 **Upload everything.** Don't pick favorites. Let us sort through them.
- 3 **Add a note on who's who.** Tech names and job details help us write the captions.
- 4 **Flag anything we can't use.** Like a customer who said website only, no ads.
- 5 **Keep them coming.** A few new photos every month keeps your ads fresh and your site current.

QUICK-START: THE FIRST 10 WE NEED

Short on time? Get these first and we can launch with them.

- | | |
|---|--|
| ☐ Owner headshot | ☐ Owner next to a truck |
| ☐ Full team group photo | ☐ One clean truck, logo side |
| ☐ Building exterior with sign | ☐ Water heater before-and-after |
| ☐ Tech at work on a real job | ☐ Tech with a homeowner — with permission |
| ☐ Vertical photo of a smiling tech for ads | ☐ 30-second owner intro video |

Questions about a shot? Just ask.

Send it to your Roundhouse account manager and we'll tell you if it works. Not sure if something's useful? Send it anyway.

