

REstockPhoto is a stock photography website for real estate professionals designed by the Washington REALTORS® (WR). This project has been in development for two years and will launch this January, providing this service for WR. We plan to expand quickly with a national site featuring photos from across the U.S. and international photos as well.

REstockPhoto is a photo site featuring quality, royalty-free photos illustrating the real estate transaction, homes, condos, new construction, commercial real estate and the quality of life that homeownership brings to communities. The site addresses this need:

* REALTORS all over the country are "lifting" copyright material from Google searches and MLS websites to use in their digital and print marketing materials.  Many of these REALTORS do not realize they are subject to legal action that could cost them thousands of dollars. REstockPhoto raises awareness of this issue and provides them an inexpensive alternative to use safe licensed photography for their marketing.

**REstockPhoto - a boutique photo site**

There are hundreds of web-based photo sales sites and many of them have real estate photos for sale.  The problem is, many of these photos have a "For Sale By Owner" sign in the front yard!  And currently, there are no photos available featuring the REALTOR logo on signs or buildings. They also are very expensive and the good photos are overused.  *Our photo site is focused only on real estate and the real estate transaction.  You will find relevant photography and you will find it quickly because real estate is all we will offer*.

REstockPhoto is also a good vehicle for photographers in your state to sell their photos. Our commissions are competitive with industry standards and the more photos we have from your state, the greater the benefit to your members. We are also offering a percentage of sales to State Associations that help promote the site.

Our photo price points will be in the $35 to $55 range for homes, neighborhoods and concept photography. This is about a third of the price of conventional photo sites and all of our photos will be offered “Royalty free” and licensed to the purchaser to use in any sized publication or online as many times as they wish regardless of the publication circulation.

REstockPhoto.com will launch in Washington State this January and we are actively seeking photos representing your state. Our goal is to have 500 photographers and 500,000 photos in the coming years representing the real estate business across the United States.

For additional information, please contact [steve.francks@warealtor.org](mailto:steve.francks@warealtor.org) or [steve.klaniecki@warealtor.org](mailto:steve.klaniecki@warealtor.org)

