

Photography Business Valuation

Photography & Videography

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This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Estimates a photography-business valuation from discrete inputs — revenue and profit, brand/portfolio and forward bookings, team and equipment, minus debt — noting the heavy personal-brand/key-person dependence, for a sale or partner buy-in. Use it for a valuation range. For the P&L behind it use the Studio P&L Modeller.

Purpose of this tool & output

Estimate what your studio is worth

How the output is used

Use it to estimate what your studio is worth — a valuation on earnings, brand, recurring clients and gear for a sale or investment.

Who should vet it

A CA, to firm up the valuation for any actual sale or investment.

Important cautions

Most photography businesses are heavily founder/personal-brand dependent, which limits sale value — value is higher only where a real team, systems, transferable brand and forward bookings exist without the founder. Indicative only.

Companion documents

- Studio P&L Modeller
- Per-Project Economics
- Break-Even Analysis
- Pricing Profitability Review
- Equipment Buy-vs-Rent & ROI
- Cash Flow & Seasonality Plan

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.