



*Paul Hundley*  
Photo Graphics

**No course should ever pay for photography unless the new photographs provided are significantly better than the photographs they already own.**

Historically, most golf courses have viewed photography as a service, not a product, and have not held photographers to the same standards they insist upon for all other vendors. As a result, photographers better at promising results than delivering them have taken millions of dollars from thousands of golf courses while providing nothing of value in return. I want to change that.

**Myth:** All golf course photography is basically the same.

**Reality:** Average or poor photography is worse than no photography at all. A course's own advertising, unless eye-catching; could become a major factor encouraging some potential clients to play elsewhere.

**Myth:** Our course can't afford exceptional photography.

**Reality:** Exceptional photography sells tee times and it sells outings. Additional rounds played means increased sales of beverages, food, clothing, equipment, logo items, and lodging. The truth is that exceptional photography pays for itself – usually in a season or less.

**Myth:** Course photography can be adequately accomplished by amateur photographers or by family, friends or employees.

**Reality:** That's nearly impossible. Exceptional images require expensive and highly specialized equipment and an experienced golf course photographer capable of taking maximum advantage of that equipment. In addition, exceptional images are only possible in certain light conditions, and the difference between great light and ordinary light is often subtle and not visible to the untrained eye.

As a professional golf course photographer for over 25 years, I have the knowledge and the experience to recognize exactly which lighting conditions will make any particular course look its very best and, unlike others, I work only when the light is suitable for producing those exceptional images.

That is why I'm confident enough to offer a simple guarantee:

**IF I DON'T DELIVER EXCEPTIONAL IMAGES,  
IMAGES WHICH ARE SIGNIFICANTLY BETTER THAN WHAT YOU CURRENTLY USE,  
YOU DON'T PAY!**

*Before anyone else gets your photography business, ask them first if they will match that guarantee.*