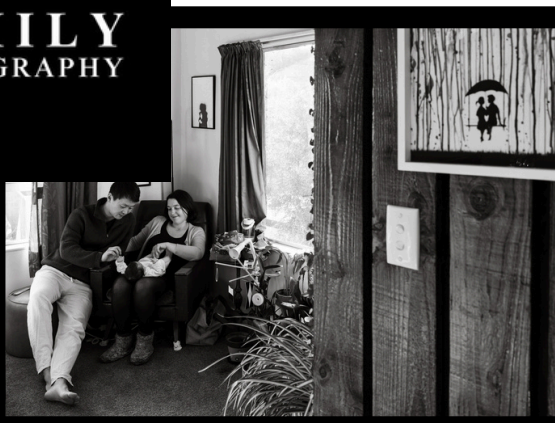
nz ipp New Zealand Accredited Professional Photographer

REAL FAMILY PHOTOGRAPHY









EXPERIENCE + PRODUCT GUIDE



welcome

Kia ora I'm Sarah Watkins: the heart behind Real Family Photography. I serve families across Golden Bay, Nelson and Tasman New Zealand.

After losing my dad as a child, I understood the profound value of preserving genuine memories early on. The last photo I have of us together is awkwardly staged. I want to make sure other families remember their childhoods, parents and siblings as their true selves.

Day-in-the-life family photography captures your real life as it unfolds. No posing, no staging, no awkward smiles.

I have been photographing professionally over 25 years, since 2001.

I'm an Accredited Professional Photographer with the New Zealand Institute of Professional Photographers. In 2025 I was named a Finalist Documentary Photographer of the Year.

about you

You treasure:

- Authenticity over appearances
- Connection over perfection
- Memory over milestones

You're not after perfect portraits or staged smiles. You want photos on your wall and on your coffee table, that remind your children that they are loved and what life felt like.

Your current chapter could be:

- Maternity
- Birth
- Newborn
- Family
- Small/family-owned business
- End-of-life
- Funeral

Sessions can capture a family BBQ, baking, playing inside or in the backyard, picnic in the park, trip to the beach, hike up a mountain or anything you love to do together.

Sarah xx

**“ Most people hate posing for photos.
I get it because my family do too! With my day-in-the-life family photography there aren't any awkward poses, staging or direction. So you'll receive photos that feel good and document your real life right now. ”**

the experience

straightforward five step process

step 1: let's chat

We start with a quick phone call so I can get to know your family, your values, and what chapter you're in right now.

step 2: book online

Book your session through my online calendar. Complete your questionnaire, sign your contract, and pay for your session. Online booking takes around 10 minutes.

step 3: take your photos!

This is the fun part! I'll come to your home or meet you where the action is.

step 4: view and order Zoom

All the decision-makers hop on a Zoom call with me. We go through your images together. I'll help you choose the ones that speak to you most, and show you what your memories will look like on your walls. This is your one opportunity to view and purchase your photos.

step 5: artwork delivery

Your artwork will be delivered to your door, lovingly packaged, ready to be treasured. Digital files are delivered by online gallery for download.



how to prepare: do nothing

You don't need to clean the house. You don't need to put away the lego cities. You don't need to brush the cat or hide the laundry pile. I'm here to document the real stuff: your real family, your real life, in real time.

talk to your family about "Sarah who's coming with her camera"

It helps to set expectations with your partner and your kids.

Your partner might not be thrilled at the idea of someone pointing a camera at them whilst they're doing the dishes. I'm not going to ask you to pose or perform. I'll chat, laugh, and hang out. Most adults and kids forget I'm even there.

choose your clothes, but not too carefully

Wear what you normally wear. The clothes you feel most yourself in are exactly right. No need for matching outfits or formal dress-ups.

The only thing I ask is to avoid bright colours, big logos, and loud patterns. These can distract in photos and draw attention away from the emotion and connection.







let me know what you usually do

You'll receive a questionnaire before our session. It's for me to get to know you, your routines, your personalities, and what your days usually look like. If there's something you always do, like Sunday pancakes, bathtime chaos, a walk to the park, or storytime under the duvet, let me know. These kinds of familiar, repeated rituals are often where the gold lives.

You don't need to plan anything special on the day of the shoot. Please don't. I'm not coming to photograph a performance.

be present

The only thing you do need to do is be present.

Forget the camera. Let yourself get lost in the game, the conversation, the snuggle, or the routine. The more immersed you are in your day, the more powerful and truthful your photographs will be.

Session Fee

Fee covering my experience, time, equipment, knowledge and travel to photograph your family.

1 hour ..... $200 3 hours $500

Framed Prints or Canvas

Kid's self-esteem is boosted by seeing family photos.

11 x 14" $900
20 x 16" $1050
20 x 30" $2300
30 x 40" $3500

Story Frames

The tale of your now in a gold-touched story frame.

3 photos $1750
6 photos $2550
9 photos $3250

Leather Photo Book

Premium leather bound photo book.
Up to 40 photos. 30 pages that "lay flat";
AND high resolution digital files

Small 8x10" $2250
Large 11x14" $2500

Digital Bundles

High resolution digital files, perfect for emailing, social media and gift prints for family and friends.

Them All $2200
Nothing left out. The full record of this season.

40 photos $1950
Different pages of your family right now.

20 photos $1450
A meaningful slice of your life.

9 photos $1150
Enough to hold onto the feeling of this chapter.

6 photos $950
A small, intentional selection. For families who truly only need a handful.

All prices include GST.

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