

Comparing photographers by package price alone is a trap.

Here's why: A \$49 package looks competitive until checkout, when hidden fees appear—excessive shipping, credit card processing, background charges, archive fees.

Suddenly it's \$76. Parents feel blindsided. And who do they call? You. Before you hire another photographer, ask these 7 questions to uncover what families will actually pay.

	MillerFoto	Photographer 2	Photographer 3	Photographer 4
Do You Charge For Retakes?	No			
Do You Charge an Archive or Late-Fee?	No			
Is there an extra fee if I order a year from now?	No			
How Long Are Photos Available To Purchase?	Right now 10 Years.			
Do You Charge For Background Options?	No			
Do You Charge Credit Card Processing Fees?	No			
What's The Shipping Costs?	Actual USPS Costs, usually \$2-\$3			
Are There Any Ordering Deadlines?	Never			
Are There Any Checkout Fees?	Never			
Can families pay in Cash?	Yes			

WHY THIS MATTERS

If you don't ask: Parents get surprised. Complaints flood in to the Principal. Staff wastes time answering calls. Next year, participation drops, the school receives less commission.

If you do ask: Parents know exactly what they'll pay. No surprises. No complaints. Picture day becomes something families trust.

OUR COMMITMENT

At MillerFoto:, No credit card processing fees, No convenience fees, No surprise charges, No hidden costs. Families pay the advertised price, tax, and optional shipping. That's it.