

FOR IMMEDIATE RELEASE — WPPI 2026, LAS VEGAS

# How Wedding Photographers Are Closing 75% of Consultations

(vs Industry Average 25%)

Picflo is an AI-powered planning platform that transforms consultation calls into visual, personalized experiences—closing deals at rates 3x higher than industry average.

**Public demo and announcement at WPPI 2026, Booth #318.**

**25% → 75%**

Consultation-to-Booking Rate

**100+**

Real Wedding Projects Validated

**\$200K+**

Revenue Opportunity Per Year

## The Consultation Crisis

U.S. photography businesses grew 51% between 2014 and 2024—from 172,000 to nearly 260,000—while weddings stayed flat at ~2 million per year (IBISWorld, 2024). That's 50% more photographers competing for the same clients.

Post-COVID, consultations moved to video calls and never came back. Couples hop on a Zoom call, love the photographer, say "we'll think about it"—and ghost. The typical couple consults 3–5 photographers before booking one. The average conversion rate sits around 25–30% (Fearless Photographers, 2025; WeddingWire community data).

At an average package price of \$4,500, a photographer doing 60 consultations per year at 25% books 15 weddings—and watches 45 interested couples walk away. That's over \$200,000 in potential revenue lost.

The problem isn't talent. It's that the call is just talk. No visuals. No tangible plan. The feeling fades, and they book whoever's cheapest or whoever they talked to last.

## Enter Picflo

Picflo is an AI-powered planning platform built for wedding photography consultations. At its core is Flo—an AI agent that joins the consultation call, listens in real-time, and captures what the couple actually wants, building it into something they can see.

As the couple describes their vision, Flo assembles a personalized visual Canvas in real-time—shot list, timeline, venue intelligence, inspiration images matched to their style. When the call ends, the couple has a tangible plan with their names on it. That's the moment the booking closes itself.

## Proven Results: 35% → 75%

Tested over 12 months at an award-winning studio across 100+ real wedding projects. Consultation-to-booking rate increased from 35% to 75%—more than double the industry average. Same team. Same pricing. Same market. The only variable: couples could finally see the plan, not just imagine it.

Now launching publicly at WPPI 2026 with 100 founding members.

## The Math on One Photographer

BEFORE PICFLO	AFTER PICFLO
60 consultations/year	60 consultations/year
25% close rate	70% close rate
15 weddings booked	42 weddings booked
45 couples walked away	Revenue gain: +\$121,500/yr
\$202,500 lost revenue	Picflo cost: \$1,200/yr   ROI: 100x

At \$100/month, the ROI is immediate. Photographers don't need more leads—they need to convert the leads they already have.

### How It Works

**STEP 1 — Before the Call:** From the couple's names, wedding date, and venue, Picflo auto-generates a visual Canvas with venue-aware styling and creative direction. The couple opens it before the call and thinks: "They already get us."

**STEP 2 — During the Call:** Flo listens and assembles the Canvas in real-time—creative direction, shot list, smart timeline, logistics. Flo also generates an instant quote and booking link. No follow-up needed.

**STEP 3 — After Booking:** The Canvas becomes a shared planning space for 12 months. On wedding day, it strips to a mobile-first Execution View—shot list with one-tap check-off, second shooter access via one link.

### Why This Works Now

Until recently, this problem wasn't solvable. Agentic AI—AI that can listen to conversations, understand context, and take action in real-time—changed that. Picflo is the first platform to apply this to wedding photography. It's not about replacing creativity. It's about capturing it.

### How Picflo Is Different

**vs. CRMs (HoneyBook, Dubsado):** CRMs store bookings after you land them. Picflo helps you win the booking in the first place.

**vs. Manual Process:** What takes 2 hours to build manually, Flo creates in 5 minutes during the call—while the couple is still emotionally invested.

**Purpose-Built:** Not a CRM with AI bolted on. Built specifically for the wedding photography consultation workflow.

### Data Privacy & Independence

Picflo operates as an independent company. Client data is encrypted end-to-end and never shared without explicit permission. Photographers maintain full ownership of their client information.

### Market Snapshot

172K → 260K	U.S. photography businesses (2014–2024)—51% growth, weddings flat ~2M/yr
3–5	Photographers a typical couple consults before booking
25–30%	Average consultation-to-booking rate (industry data)
\$4,500	Average professional wedding photography package
66%	Average calendar fill rate—a third of the year is empty

Sources: IBISWorld (2024), Fearless Photographers 2025, Wedding Pro Survey 2025–26, WeddingWire community data

## Platform Capabilities

- ✓ Flo AI Planning Agent — context-aware
- ✓ Live Call Integration — Canvas from conversation
- ✓ AI Vision Board — auto-generated, venue-matched
- ✓ Smart Shot List — time estimates, priority ranking
- ✓ Intelligent Timeline — logistics, conflict detection
- ✓ Instant Quote & Booking — generated live on call
- ✓ Couple Collaboration Portal — shared workspace
- ✓ Execution View — mobile-first, wedding day
- ✓ Second Shooter Access — one link, full context
- ✓ Venue Intelligence — weather, sunset, layout data
- ✓ AI Performance Feedback — post-wedding analysis
- ✓ Hands-On Onboarding — personal setup support

## Founding Member Pricing — First 100 Photographers

SOLO PLAN <b>\$100</b> /month <small>Locked forever</small>	STUDIO PLAN <b>\$200</b> /month <small>Locked forever</small>
<ul style="list-style-type: none"> <li>✓ Unlimited consultations</li> <li>✓ Flo AI agent</li> <li>✓ Visual Canvas per wedding</li> <li>✓ Live timeline + shot list</li> <li>✓ Mobile Execution View</li> <li>✓ Second shooter access</li> <li>✓ Shared Canvas link for couples</li> <li>✓ Instant quote &amp; booking</li> <li>✓ Hands-on personal onboarding</li> </ul>	<ul style="list-style-type: none"> <li>✓ Everything in Solo</li> <li>✓ Multiple photographer access</li> <li>✓ Shared team Canvas</li> <li>✓ Dedicated account manager</li> <li>✓ Priority support</li> </ul>

**After first 100:** Solo \$200/month | Studio \$400/month  
No contracts. Cancel anytime. 30-day money-back guarantee.

### About the Founder

**Mo Govindji, Founder & CEO** — Technology entrepreneur and systems engineer. Built multiple companies over two decades. Used an award-winning wedding studio (featured in Vogue, Martha Stewart, Brides) as an innovation lab, testing Picflo across 100+ real weddings. After proving the system could more than double close rates (35% → 75%), he spun Picflo out as a standalone company.

**Mission:** Help photographers win more bookings, deliver better client experiences, and spend their time creating—not administrating.

**WPPI 2026 — Booth #318, Las Vegas Convention Center**

Live demos all day | See the Canvas build in real-time | Founding member signup

**MEDIA CONTACT**

Mo Govindji — Founder & CEO | mo@picflo.ai | picflo.ai | @picflo\_ai

**Press & Media Assets:** picflo.ai/press — Logo pack, founder headshot, product screenshots, demo video, Flo screen recording, ROI calculator

**Demo Video:** [youtu.be/s4z\\_yyjYEFY](https://youtu.be/s4z_yyjYEFY)

###