



# DC Designs



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In early 2005, I was establishing a home-based business providing photographic services, design consultation and marketing materials to Real Estate professionals. I made the decision to upgrade to a more sophisticated camera to be able to produce a better-quality “product”, as well as providing photographic “Virtual Tours” of properties that would be available on consumer-oriented Real Estate sites.

I was in need of instruction on how to maximize the use of my new camera, as well as learning how to best photograph interior shots and architectural details. I engaged the services of Mark Sincevich to begin to acquire the skills of a professional photographer.

Mark came to my home to get me started. I was immediately impressed that he had done research on the particular camera that I had chosen, as well as providing additional printed materials with information on techniques, equipment, etc. I felt comfortable with Mark, and again, was quite impressed with his ability to “read” my level of knowledge, and to explain things in a way that I, as a “beginner” was able to grasp. He helped me understand the basic use of my camera, explained techniques on how to best utilize its various features and to be able to produce improved pictures. And, he was able to do all this without any trace of “talking down” to me. He was amazingly patient when I didn’t fully understand a particular feature or technique, and systematically lead me through the initial steps I needed to understand to get started.

After, Mark followed up with additional information through email, as well as quickly responding to several questions I had at the time.

I felt I needed more assistance several weeks later; Mark came over again, helped to take me to the “next level” with the same patience and understanding of what it was I needed to know at the time. He also provided a tripod for my use, at no charge to me ! I thought that that was quite a generous gesture, and I was touched by his thoughtfulness.

Once again, he followed up with me through email with additional information, and also provided specific recommendations on other equipment that I was considering buying, as well as answering *even more* questions that I had. He also understood the goals that I was in the process of establishing for my business, and provided some pretty sound and practical advice on how to proceed developing my business plan.

In summary, I exuberantly recommend Mark. He is extremely knowledgeable in all areas of photography (as well as having the skills needed to produce beautiful pictures), but more importantly, he is a great instructor; he has the ability to convey information in a manner that is understandable, not unnecessarily technical or complicated, and does it all with patience, good humor and with a honest and warm concern for the needs of his clients.

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